



ADVERTISING OPPORTUNITIES

NAAEE'S 34th ANNUAL CONFERENCE

Albuquerque Convention Center

Albuquerque, New Mexico

October 25-29, 2005

NAAEE's 34th Annual Conference in Albuquerque, New Mexico, promises to be an outstanding educational event, expected to attract more than 1,500 from North America and around the world. Participants include classroom teachers, university professors, nature center employees, zoo and museum educators, park interpreters, non-profit organization personnel, and government agency education professionals, among others. An advertisement in the promote your products and services to our attendees. Conference program booklet or your promo item added to the Conference folder/tote bag is a very effective way to promote your products and services to our attendees.

Payment may be made by check, payable to NAAEE, or by Visa, MasterCard or American Express. Please complete the *Conference Advertising Request Form* and submit along with your payment and all required items as indicated, either by e-mail, fax or mail/courier. Complete submissions must be **RECEIVED no later than September 5, 2005**.

SPECIFICATIONS FOR PRINTED ADS

Electronic Submissions (preferred)

We will accept pre-designed advertisements* submitted electronically in the following file formats: jpg, tiff or PDF. Ads should have a resolution of at least 300 dpi (print quality PDF). Note: Photographs and logos taken from a website generally do not have high enough resolution for professionally printed materials. Any color submissions will be converted to grayscale. Please label your file:

"2005 Conf Adv" – plus initials of your organization

We will make every effort to ensure your ad is reproduced to the highest quality possible; however, we cannot be responsible for "digitization" that may result from files or graphic elements that are submitted with less than required resolution. Please include complete contact information and a PDF copy of your ad with your files, so that we know how your ad should look. If our graphics artist, JW Arnold, has any questions or problems with your file, he will contact you. *Any design services required of him beyond the normal placement of the ad will be charged at the rate of \$75/hr.*

Camera-ready paper original

Submit two copies of your black-and-white camera-ready ad.

ITEMS TO BE INSERTED

Acceptable items include leaflets, catalogs of educational material, sample issues of journals, etc. Items to be inserted must be pre-approved. *Please e-mail sample copy of print item to Teresa Mourad at tmourad@naaee.org or send a copy by fax to (202) 419-0415. Send other item samples by mail to NAAEE along with a completed Conference Advertising Request Form.* Please note that you will need to send **1,200 copies** of your item at your own expense. They must arrive at the Conference site by October 23, 2005. Along with your confirmation, you will be notified where to ship the materials. NAAEE cannot accept responsibility if your items do not arrive on time to be included.

*NAAEE reserves the right to reject any advertisement that is unsuitable for our audience. Space is assigned on a first-come, first-served basis. Advertisers will be provided an electronic/fax proof of the ad.

QUESTIONS? Contact Teresa Mourad, (202) 419-0412 or e-mail: tmourad@naaee.org.