

Check the issue(s) you wish to reserve.

	<input type="checkbox"/> February 12	<input type="checkbox"/> April 12	<input type="checkbox"/> June 12	<input type="checkbox"/> October 12	<input type="checkbox"/> December 12
<i>Reservation due:</i>	11/15/11	1/15/12	3/15/12	7/15/12	9/15/12
<i>Materials due:</i>	12/15/11	2/15/12	4/15/12	8/15/12	10/15/12

Name of advertiser \_\_\_\_\_ Contact person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Send invoice to (if not the same as above) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Please check the appropriate box:

### FOUR COLOR PROCESS

- Cover 1 Inside front \$4,125  
(call for availability)
- Cover 2 Inside Back \$4,125  
(call for availability)
- Back Cover \$4,350  
(call for availability)
- Full Page Four-Color \$3,750
- 1/2 page (horizontal) \$3,000  
8-3/8" x 5-1/8" plus 1/8 bleed side and  
bottom; 7-3/8" x 4-5/8" without bleed
- Check here if your ad bleeds.

### Artwork Specifications for TYC

**Printing:** Heatset web offset using SWOP standards; saddlestitched.

**Ink:** Four-color process available throughout; no spot colors

**Stock:** 70# matte text stock with 123# Sterling Ultra Web Gloss cover stock. Outside cover has an aqueous coating.

**Trim:** 8 3/8" x 10 1/2"

**Bleeds:** Allow a minimum bleed of 1/8" on all sides that bleed; keep live matter at least 1/4" from page trim

**Materials:** Advertisers may provide PDF files with all supporting elements (fonts and images) embedded. Submit PDF files via e-mail to PCavanagh@naeyc.org. All advertisers must send a color, printed proof to NAEYC, Patrick Cavanagh, 1313 L St. NW, Suite 500, Washington, DC 20005-4101.

Please see the "Advertiser" section of [www.naeyc.org](http://www.naeyc.org) for additional specification information

Send this form to: NAEYC, Attn: Kathleen Cassidy Donato, 1313 L St., NW, Suite 500, Washington, DC 20005-4101  
Fax: 202-328-2604 e-mail: [kdonato@naeyc.org](mailto:kdonato@naeyc.org)