2023

ADVERTISEMENT OPPORTUNITIES

National Council for History Education
HISTORY MATTERS!
NCHE’s newsletter, History Matters!, is published ten times per year and is organized thematically. Reflecting NCHE’s mission to investigate the past, engage the present, and empower the future, History Matters! connects over 2000 readers to teaching resources, professional learning opportunities, thought pieces, and recent research in history education.

BANNER ADS

<table>
<thead>
<tr>
<th></th>
<th>One Issue</th>
<th>Three Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>$500</td>
<td>$1,200</td>
</tr>
<tr>
<td>Middle Banner</td>
<td>$300</td>
<td>$750</td>
</tr>
</tbody>
</table>

AD DETAILS

- History Matters! is not published in July or August.
- History Matters! is published on the first Tuesday of the month.
- Banner Ads are due one week prior to the scheduled publication date.
- Banner Ads are 1,000px x 200 px. Send to NCHE as a PNG or JPEG.
- History Matters! is received by more than 2,000 NCHE Members
CONFERENCE PROGRAM

Advertising in the conference program provides an opportunity to reach dedicated conference attendees and to gather additional visibility and exposure for your organization.

Additional Sponsorship opportunities available and the conference features the NCHE Exhibit Hall.

PROGRAM AD RATES

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$600</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$400</td>
</tr>
</tbody>
</table>

*Price listed is for black & white ads. Full color ads are limited.

AD DETAILS

- Deadline to purchase an ad for the 2023 Conference is January 20, 2023.
- Ad Copy is due January 27, 2023
- Ads are full color or black & white and should be sent to NCHE as a PNG or JPEG.
- Full page ad size (7.75”w x 10.25”h)
- Half page ad size (7.75”w x 5”h)
- Quarter page ad size (7.75”w x 2.25”h) or (3.75”w x 5”h)
DEDICATED eBLAST

Work with NCHE Staff to design a custom marketing message that will be received by K-12 history teachers, college professors, administrators, museum staffers, and others interested in history education.

Availability is limited, and deployments are reserved on a first-come, first-served basis.

eBLAST RATES

<table>
<thead>
<tr>
<th></th>
<th>One eBlaster</th>
<th>Two eBlasts</th>
<th>Three eBlasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCHE Members</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>NCHE Members++</td>
<td>$4,000</td>
<td>$7,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

eBLAST DETAILS

- We will send only one eBlast per month if multiple eBlasts are purchased.
- Message and images will be due at least two weeks prior to the scheduled eBlast.
- NCHE will design and get final approval before the eBlast is sent.
- NCHE Members eBlasts will be sent to over 2,000 members.
- NCHE Members++ eBlasts will be sent to over 12,000 members and non-members.

NCHE
National Council for History Education
Social Media Post

Reach Facebook and Twitter followers of NCHE. An opportunity to quickly send your message to those interested in history education. You supply the copy and an optional image and we will take it from there.

Availability is limited, and deployments are reserved on a first-come, first-served basis.

RATES

<table>
<thead>
<tr>
<th></th>
<th>One Post</th>
<th>Two Posts</th>
<th>Three Posts</th>
<th>Four Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a Month</td>
<td>$100</td>
<td>$190</td>
<td>$270</td>
<td>$320</td>
</tr>
<tr>
<td>In a Year</td>
<td>$100</td>
<td>$185</td>
<td>$260</td>
<td>$300</td>
</tr>
</tbody>
</table>

POST DETAILS

- Will be posted on Facebook and Twitter.
- Only one social media post per week when selecting the “In a Month” option.
- Only one social media post per month when selecting the “In a Year” option.
- Post copy and optional image due one week prior to scheduled date.
Mailing List Rental

Spread your message to NCHE Members with a post card, letter, or other items that they can review and share with their colleagues.

**NCHE does not sell the email addresses of its members.**

**RATES**

- 500 Name / Addresses  $100
- 1,000 Name / Addresses  $200
- 1,500 Name / Addresses  $300
- 2,000 Name / Addresses  $400

**DETAILS**

- Lists are available on a rental basis for a one-time use only and may not be reproduced in any manner. Each set of labels will contain decoy names to detect unauthorized usage.
- All orders must be submitted on the NCHE mailing list rental form and be accompanied by a sample mailing piece, which must be approved prior to processing the order. If final copy is not available, a reasonable facsimile is acceptable. Failure to include a sample-mailing piece may delay receipt of the order.
- If the number of names is above 500, but below the 1,000 mark (e.g. 700, 1,200, etc.) there will be an additional $100 charge. List orders are not pro-rated. No reduced rates apply if fewer than the total number of names ordered is used.
- Permission to use the labels constitutes neither approval nor endorsement by the NCHE of any product or service.
The National Council for History Education provides professional and intellectual leadership to foster an engaged community committed to the teaching, learning, and appreciation of diverse histories. Through historical inquiry, NCHE empowers learners to research and interpret the past. Using History’s Habits of Mind, our members investigate the past, engage in the present, and are empowered to shape the future.

For each advertisement opportunity, NCHE reserves the right to reject any order that is not in agreement with the goals and purposes of the NCHE.

For more information, contact:
John Csepegi
john@ncheteach.org
(240) 888-4105
# NCHE ADVERTISING RESERVATION FORM

## History Matters! Banner Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>One Issue</th>
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<th>Total</th>
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<tbody>
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## Conference Program Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.75&quot;w x 10.25&quot;h</td>
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## Dedicated eBlasts

<table>
<thead>
<tr>
<th>Member List</th>
<th>One eBlast</th>
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<td>$2,000</td>
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## Social Media Post

<table>
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</tbody>
</table>

*Grand Total:*

*For Mailing List Rental, contact John Csepegi at john@ncheteach.org*

## Contact Information

**Main Contact:**

Billing Address:

City: State: ZIP Code:

Phone: E-mail:

**Payment Type**

- [ ] Check (Payable to NCHE)
- [ ] P.O.
- [ ] Credit Card

**Card Type:**

Card Type: Account number: CVV #: Billing Zip Code:

**BY SUBMITTING THIS FORM, I AUTHORIZE THE NATIONAL COUNCIL FOR HISTORY EDUCATION TO MAKE CHARGES FOR THE TOTALS ON ACCOUNTS LISTED ABOVE.**

Print Name Signature Date
Please provide a brief description of your organization and how you contribute to history education.

Please provide a brief description of the product or event that you are hoping to advertise.

Please provide a website link to see the product or event you are hoping to advertise.

Please attach a sample image of your ad, which must be approved prior to processing the order. If final copy is not available, a reasonable facsimile is acceptable. Failure to include a sample may delay receipt of the order.

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