



**CATESOL 2009 State Conference
Pasadena Convention Center
Pasadena, California
April 16 - 19, 2009**

September, 2008

Greetings from the California Teachers of English to Speakers of Other Languages (**CATESOL**). **CATESOL** is an organization that reaches thousands of teachers, supervisors, administrators, and students involved in the many aspects of teaching English as a Second or Foreign Language (ESL or EFL). The over **2500 active members** of **CATESOL** are comprised of every level of ESL/EFL, from kindergarten through university, including such diverse markets as Vocational English and Business English for professionals. Common to all members of **CATESOL** is the desire for new classroom materials, the latest language teaching research, and strategies for making our classrooms "state-of-the-art" by using computer software and videos to enhance the teaching of English as a Second or Foreign Language.

By advertising with **CATESOL**, your company can take advantage in one or all of the following options that offer exposure for your products to this ready market.

CATESOL 2009 STATE CONFERENCE

Our April 16 - 19, 2009, State Conference in Pasadena, California, promises to be a well-attended event, as always. This is a golden opportunity to advertise your publications and products in the **CATESOL 2009 State Conference Pre-Registration Booklet**, the **CATESOL 2008 State Conference Program** and/or at the **Exhibit Booth(s)**. A limited number of full-page, half-page, and quarter-page ads are available, a 8 ½" X 11" page format. Early reservation is recommended for the favorite inside front, inside back, and outside back covers.

- The pre-registration booklet is mailed to the 2500 CATESOL members and 12,000 K-12 schools, community colleges, 4-year colleges and universities, and Intensive English Programs throughout California and Nevada.
- The program book is distributed to conference attendees.

CATESOL NEWS

Published quarterly, the **CATESOL NEWS** reaches the entire membership and our institutional mailing list on a regular basis. This publication carries timely news from around the state and focuses on the latest information and resources available to **CATESOL** professionals. Our Centerfold section is a popular section giving classroom teachers an instant lesson plan. A limited number of full-page, half-page and quarter-page ads are available in this 8 ½" X 11" newsletter.

CATESOL JOURNAL

The Journal, published annually, contains scholarly articles and papers for the **CATESOL** membership focusing on the "hot topics" in pedagogy, policy, and classroom research. Advertising can be reserved for the front and back inside covers as well as the outside back cover. A limited number of full-page and half-page ads within the Journal are also available, a 5 ¼" X 8 ¼" page format.

Enclosed you will find the *Advertising Reservation Forms* for the **CATESOL 2009 State Conference Pre-Registration Booklet**, and the **CATESOL 2009 State Conference Program**. *Advertising Registration Forms for the CATESOL News and CATESOL Journal* will be sent separately. Please contact me at any time with questions about our publications and conferences. The best way to communicate with me is by email at catesoadv@dslextrreme.com

Finally, *Sponsors of a variety of conference events will be publicized on site, in the CATESOL 2008 Pre-Registration Booklet and in the State Conference Program.* We also accept any promotional materials to be included in our registration bags - a favorite item for our conference-goers.

Glenn Gardner, CATESOL Advertising Coordinator



CATESOL 2009 State Conference April 16 - 19 in Pasadena, California



CATESOL 2009 STATE CONFERENCE PROGRAM ADVERTISING

PRINT SPECIFICATIONS: (DPL 300 per line)

One Full page	7 3/8" X 9 3/4"	Quarter page horizontal	4 7/8" X 3 1/2"
One Half horizontal	7 3/8" X 4 7/8"	Quarter page vertical	3 1/2" X 4 7/8"
One Half vertical	3 7/8" X 7 3/8"		

RATES:	Full page	\$350.00	COVER:	Outside Back	\$425.00
	Half page	\$225.00		Inside Front	\$400.00
	Quarter page	\$200.00		Inside Back	\$375.00

AD RESERVATION PROCEDURE:

Completed form with payment will be given advertising space on a first-come, first-served basis.

Return this reservation form, payment*, and camera-ready copy by **February 1, 2009** to:

Glenn Gardner, CATESOL Advertising Coordinator
229 West California Blvd.
Pasadena, CA 91105

An email in pdf format can be sent to Glenn Gardner, catesoladv@dslextrreme.com

**Payment must be made in full in U.S. dollars by check.
There may be an additional charge for problem graphics or layout.
300dpi, embedded fonts and graphics

Please reserve the following space in the **2009 CATESOL State Conference Program Booklet:**

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|---|---|---|
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> One Full Page Ad | <input type="checkbox"/> Two Full Page Ads |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> One Half Page Ad | <input type="checkbox"/> One Quarter Page Ads |
| <input type="checkbox"/> Outside Back Cover | | |

(Please print legibly)

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