

Get on the Bus...

DON'T BE LEFT BEHIND



More than 900 speech-language pathologists will gather in Kansas City this summer to learn, network, collaborate, earn CEUs, and purchase your products. The **ASHA Schools 2009 Conference** brings together front-line speech-language pathologists working in schools, school administrators, and heads of university programs for an amazing 3-day conference. This tenth annual conference will focus on cultures.

The *Schools 2009 Anthology* is a 500+ page compilation of session handouts, ASHA information, reference materials, poster abstracts, and exhibitor and sponsor information. The *Anthology* is distributed to all 900+ registrants on-site in Kansas City, MO. Plus, a bonus distribution of an additional 50 anthologies is expected after the conference via ASHA's product sales program.

Don't Miss This Bus...

This is a captive audience for your school-related products and services.

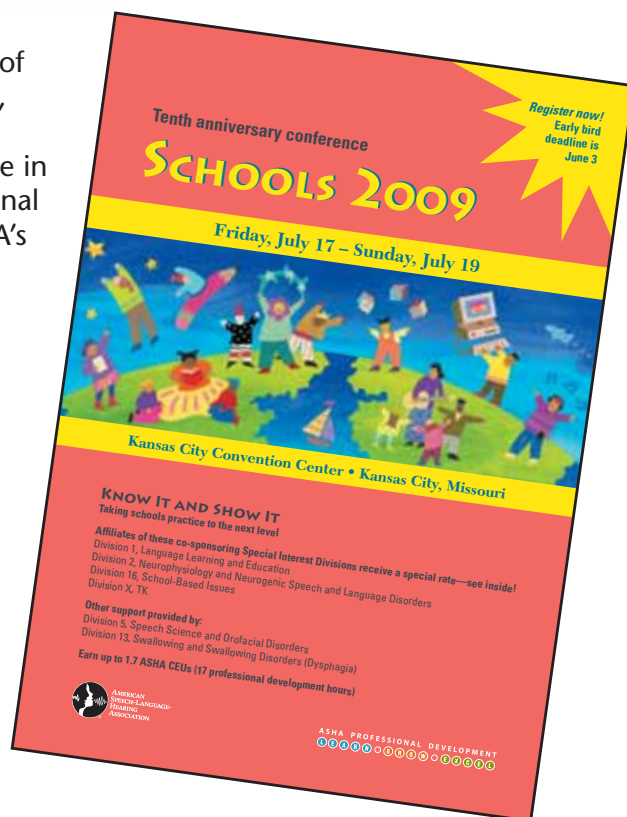
Act now!

Deadlines:

Space Reservations: May 22

Electronic Art: June 2

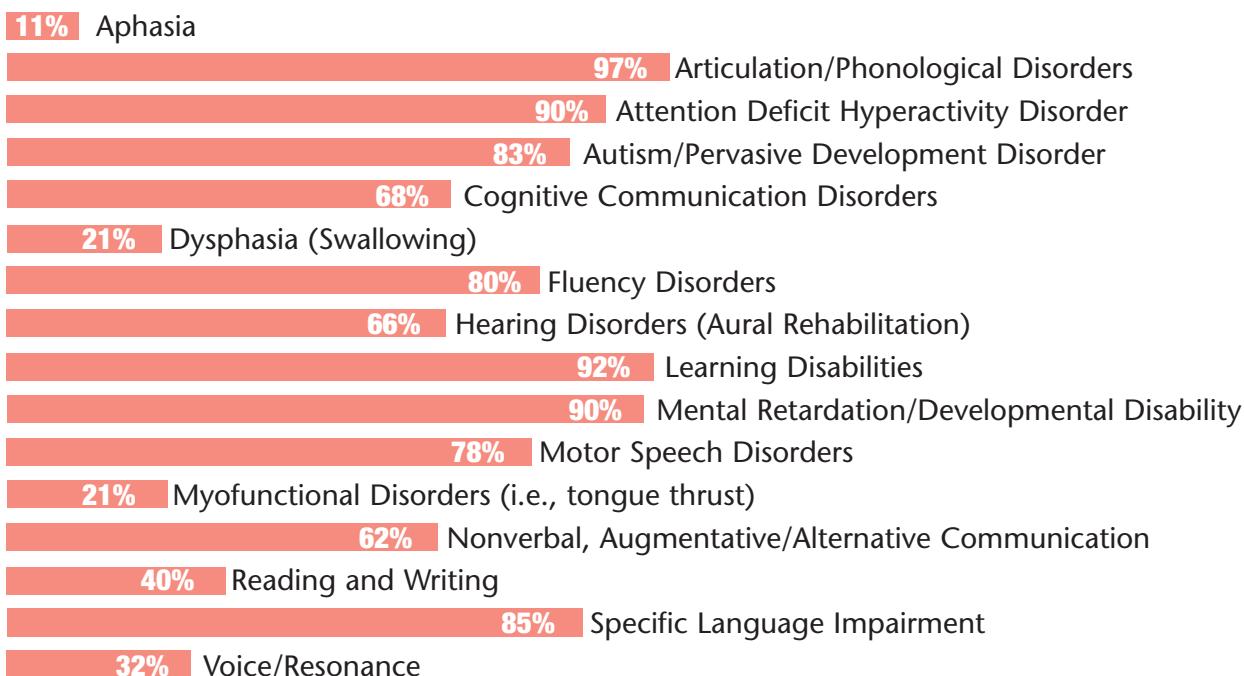
Distribution: July 17-19



Topics in the *Anthology* include:

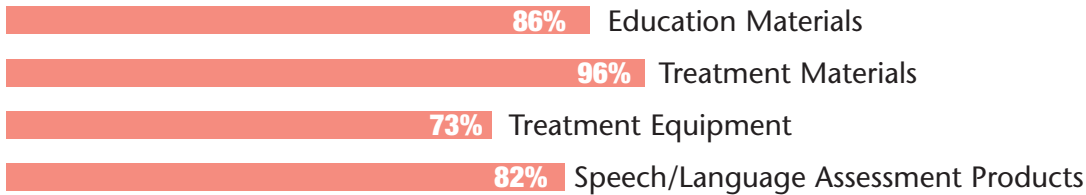
- Speak Up, Speak Out, Be Heard
- Beyond the Basics: Know It and Show It
- Childhood Apraxia of Speech: Evaluation Challenges
- Successful Stuttering Therapy: Five Simple Steps
- Creating Agreement: Preventing and Responding To Special Education Conflicts
- AD/HD, (C)APD or Listening Comprehension?
- Childhood Apraxia of Speech: Therapy Challenges
- Written Language Intervention: The Writing Lab Approach
- Service Delivery Models: Effective, Efficient, Intensive
- Culturally Responsive Support of English Language Learners
- What It Takes to Implement Response to Intervention
- Myths and Realities of SLPs' Roles in Literacy
- IDEA 2004: Finding Flexibility for Quality SLP Services
- SLPs in Language and Literacy
- Using Children's Literature to Meet Oral and Written Therapy Goals
- Play, Language, and Literacy
- Schools, Evidence, and Autism: Making a Difference
- Dynamic Vocabulary Instruction
- Engaging Them All: Active Participation for Small and Large Groups
- Communicate With Impact!
- Telepractice in Speech/Language: How to Get There from Here
- Documentation: If It's Not Documented, It Didn't Happen
- Research in Action
- Internet Gold for School Clinicians
- Dynamic Assessment of Language and Literacy
- Professional Ethics: More Than Common Sense

What disorders do ASHA schools professionals treat?



Percentage of CCC-SLPs who regularly serve individuals with these disorders.

What do ASHA's schools professionals purchase?



Percentage of CCC-SLPs who purchase these products for their practice.

The average annual program budget for treatment and assessment products and services for school SLPs is over \$27,000.

Attendees are looking for:

- AAC Devices
- Assessment & Intervention Materials
- Assistive Technology & Software
- Auditory Assessment Products & Services
- Classroom & Personal Amplification Systems
- Computer Software & Internet Service
- Developmental & Therapeutic Toys & Games
- Educational Materials & Services
- Hearing Instruments
- Language Practice Materials
- Oral-Motor Equipment
- Publications & Multimedia Products
- Reading Programs
- Speech Treatment Products

69%
took action as a result of reading an ad in an ASHA publication....they **attended** a course, **bought** a product, **contacted** an advertiser, and/or **visited** an advertiser's Web site

Whether or not you're exhibiting, your company needs to be in the

Schools 2009 Anthology



Place my ad in the *Schools 2009 Anthology*

Advertising Rates

Black & White

- Full-page B/W (7¹/₈" x 9¹/₂") \$1030
- 1/2 page B/W (7¹/₈" x 4¹/₂") \$695
- 1/4 page B/W (3¹/₂" x 4¹/₂") \$495

Four-Color

- Full-page 4C (7¹/₈" x 9¹/₂") \$1,680
- 1/2 page 4C (7¹/₈" x 4¹/₂") \$1,345
- 1/4 page 4C (3¹/₂" x 4¹/₂") \$1,145

Covers

(Four-color only, bleeds ok, 8³/₈" x 10³/₄")

- Cover 3 \$2,347
- Cover 2 \$2,856

Contact Name _____

Company Name _____

Address _____

Phone _____ Fax _____

E-mail _____ Web _____

Signature _____ Date _____

Signing this agreement indicates firm space commitment. No cancellations or changes accepted after the listed space reservation deadlines. A faxed, signed copy of this agreement is also binding.

ASHA Advertising Sales

800-445-4577

R ebecca Jones, ext. 1392

rjones@ascendmedia.com

Tim McCormack, ext. 1367

tmccormack@ascendmedia.com

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If you are interested in placing
recruitment/employment advertising
please call 800-997-4237.

Act now or you'll miss the bus

Deadlines:

Space Reservations: May 22

Electronic Art: June 2

Distribution:

July 17-19, Schools 2009 Conference
900+ attendees

Electronic Art Specifications

- QuarkXPress, Adobe InDesign and Illustrator (preferred), Adobe PageMaker 6 is acceptable.
- Use CMYK for color. Avoid submitting color graphics in RGB mode.
- Graphic resolution: Minimum 300 dpi/ppi EPS, .tif or .jpg high-resolution graphics
- Maximum PDF version must be 1.4 (or Acrobat 5.x compatible).
- No file security is to be set on any files. All fonts, Type 1 or True Type, must be accurately included in the PDF file as an "Embedded Subset."
More details regarding PDF creation can be found at www.omnipress.com/toolsextranet/tools/+pdfsup/+pdfsup.aspx
- Full color printout of the ad
- No bleeds except on covers

Fax in your order today to 913-344-1417