

**The West Virginia Reading Association
Issues
A Call for Program Advertisers for**



During the Association's 62nd Conference

Reading in All Directions

**November 16 and 17, 2017
At The Greenbrier Hotel
White Sulphur Springs, West Virginia**

Program Advertising Deadline-August 31, 2017

Reasons to Advertise in the Conference Program

- ✓ **The West Virginia Reading Association is the largest professional organization devoted to Reading Instruction in West Virginia.**
- ✓ **Over 600 people from all over West Virginia attend the annual conference and will read your ad in the conference program. This means that these people will usually share their conference program with five other people; thus, 3,000 people will potentially read your ad.**
- ✓ **As a local county reading council, you may wish to highlight a special anniversary for your council or congratulate council members who are receiving awards or making professional presentations.**
- ✓ **As a higher education institution, you may wish to advertise your graduate programs for new teachers in the profession to consider. There has been a steady increase of new teachers attending the conference who are always seeking information about graduate programs for additional credentials. If you plan to offer professional development credit at your vendor table, then it would be helpful to put the information in the advertisement.**
- ✓ **As a merchant in Greenbrier County, you have the opportunity to lure potential customers to your stores or restaurants when the conference attendees have some down time during the conference.**

Conference Overview

Reading In All Directions is the 62nd conference theme of the West Virginia Reading Association. The conference logo contains the distinct elements of the **navigational directional points of a compass** and a **book**.

The **navigational directional points** of a compass keep all learners going in the direction or path needed to accomplish a task. The navigational directional points remind each learner of the many opportunities to learn, improve and achieve regardless of the direction they might be going. These points represent the strand of the conference.

The **book** is the symbol of reading. The book is a symbol of where we have been and where we are going. Students, parents, educators and families assist each other along the paths taken. Book takes you in many directions to explore learning.

Strand I-NORTH which represent NEW MEMBERS: This strand asks many questions such as: What do we have to offer? Where can we go to find new members? What is today's member looking for? How can membership increase without decreasing the value of learning? How do we change to attract members? What kinds of workshops/meetings make a difference in membership? How do we overcome geographical barriers?

Strand II-SOUTH which represents STUDENTS: Today's students' needs are different from the needs of students in the past. This strand will take a look at student achievement, brain research, health issues, sleep deprivation, increasing student performance and increasing college going rate as well as the age of college students.

Strand III-EAST which represents EXCELLENCE in READING: Success of students depends on many issues such as teacher and student recognition of innovative award winning programs, and programs and strategies that make a difference to the student and their parent.

Strand IV—WEST which represents WAYS OF DELIVERY: This strand looks at various ways of delivery, strategies for all core subjects and specials, technology and partnerships.

The West Virginia Reading Association cordially invites you to plan, prepare, and submit an advertisement that will appear in the Conference Program. We appreciate all the support from our advertisers and will look forward to your continued generosity to make this conference possible for West Virginia reading educators. Thank you.

**WEST VIRGINIA READING ASSOCIATION ANNUAL CONFERENCE
NOVEMBER 16 and 17, 2017
PROGRAM ADVERTISEMENT REQUEST FORM**

Advertiser/Company: _____

Contact Person: _____

Title: _____

Address: _____

City _____ State _____ Zip _____

Telephone: _____ Fax: _____ E-mail: _____

All ads must be black and white and ready to print. The ad will be printed as it is submitted. To reserve ad space, we must receive the ad copy and full payment no later than **August 31, 2017**. Space is available on a first-come, first-served basis, and requests will be processed in the order received. We reserve the right to refuse any advertisement. If you have questions, contact us at greenbrierpres@wvreading.com.

Please make your check payable to WVRA and send your request form, check and ad copy to:

Ann Dever and/or email ad file to: greenbrierpres@wvreading.com
WVRA Conference Committee
129 Longview Estates
Maxwellton, WV 24957

Specifications: Black/white copy, a minimum of 600x600 in jpeg format

AD SIZE

			HEIGHT WIDTH	COST
_____ Full Page	9.5"	7.0"	\$200.00	
_____ One-half Page	4.5"	7.0"	\$100.00	
_____ One-fourth Page	4.5"	3.25"	\$50.00	

Signature _____

Date _____

Title/Position _____

WVRA USE ONLY

Date Received _____

Page Assignment _____

Amount Paid _____

Check # and Date _____