
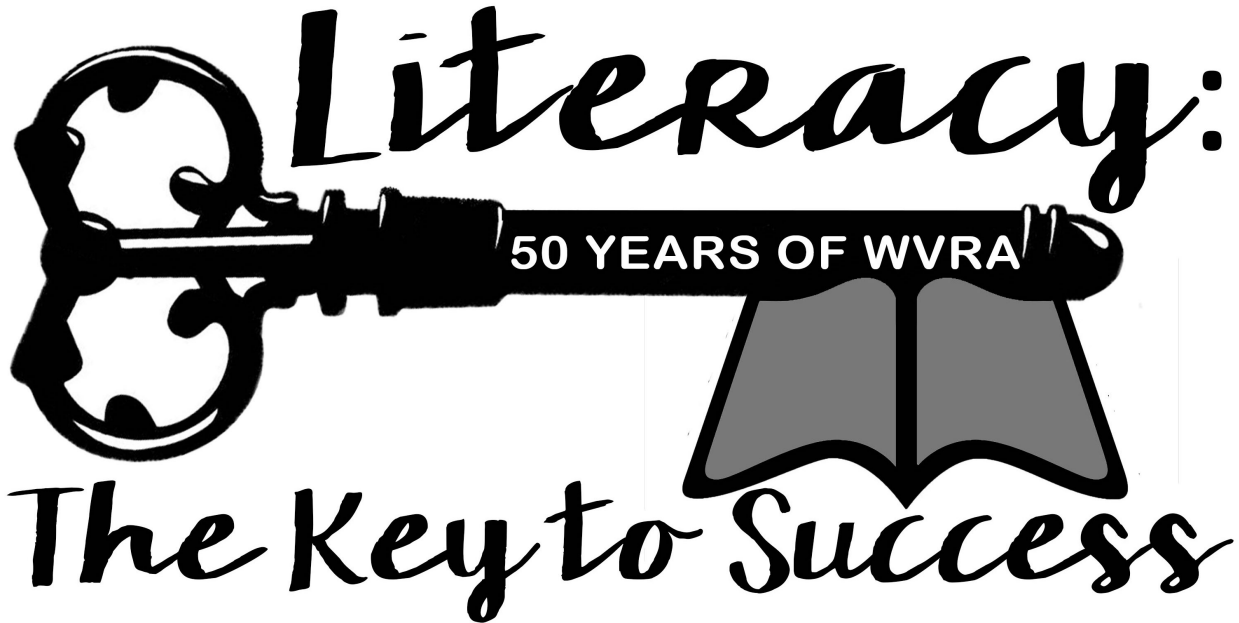





*A Call for Program Advertisers for the
50th Anniversary Celebration of the*



with the theme of



The West Virginia Reading Association cordially invites you to plan, prepare, and submit an advertisement that will appear in the 63rd 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 educators. Thank you.



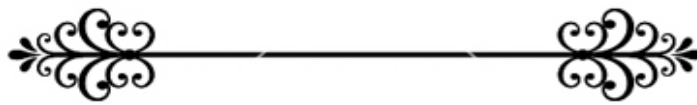
WVRA 63rd Conference

November 15 and 16, 2018

At the Greenbrier
White Sulphur Springs, West Virginia 24986

Program Advertising Deadline-August 31, 2018





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 500 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 register for professional development credit, then it would be helpful to purchase an advertisement in the conference program.
- ❖ 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

Literacy: The Key to Success is the 63rd Conference Theme.

The West Virginia Reading Association (WVRA) began fifty years ago. Now in 2018, the Association will celebrate its 50th Anniversary as the oldest professional organization in West Virginia committed to eradicating illiteracy in the Mountain State. In 1968, WVRA's key focus was improving reading instruction for all students. During these fifty years, since its founding, WVRA has evolved and made great strides to recognize student achievement in reading and provide professional development for all educators in reading. There are no longer "black and white" approaches to reading, but there are hints of grey that indicate a blending of these "black and white" approaches to reading. However, the conference committee will retain the black and white color scheme to promote the elegance of this 50th anniversary celebration.

WVRA recognizes that students require more than the ability to read. Students require literacy skills that include: not only the ability to read, but also the ability to write, speak, listen, comprehend and enjoy reading. All educators are responsible for providing students with this **Key of Literacy** through books to promote and ensure future **Success**. The Key of Literacy and the book are the two elements of this 2018 conference logo. Literacy is an essential component of everyday life and is embedded in all social interactions, activities and relationships. This rationale forms the basis for the key questions that the conference committee is seeking to answer for conference participants through concurrent sessions and advertisements.

- ❖ Who should be involved in the literacy development of all students?
 - ❖ What are some of the key strategies to develop literacy?
- ❖ When is it developmentally appropriate to introduce these key strategies?
- ❖ Where can educators go to find resources to deliver these key strategies for literacy?
 - ❖ Why is it necessary to integrate literacy throughout the curriculum?
 - ❖ How can all educators deliver these key strategies effectively?



**WEST VIRGINIA READING ASSOCIATION 50th ANNIVERSARY CELEBRATION CONFERENCE
NOVEMBER 15-16, 2018
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, 2018**. 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 that is inconsistent with WVRA policies. If you have questions, contact us at tboyce.wvra@gmail.com.

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

Allen and Tila Boyce and/or email your ad file to: tboyce.wvra@gmail.com
WVRA Conference Committee
PO Box 57
Diana, WV 26217

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 _____