

NSTA 2017 Advertising Deadlines

PRINT PUBLICATIONS				
PUBLICATION	ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE	EDITORIAL CALENDAR
Science & Children Readership: Elementary Level Educators (Circulation 17,500+ w/ pass along rate of 2.5)	Jan 2017	Nov 1, 2016	Nov 10, 2016	Instructional Technology: Using iPods, cell phones, tablets, smart boards, simulations, apps, etc. Early Childhood: Earth Science Getting Students Outdoors: Designing and Using Outdoor Spaces Matter and its Interactions The Science and Math Connection Preservice and Inservice Experiences: Enhancing a Science Teacher's Repertoire Early Childhood: Life Science Literacy: Developing and Using Vocabulary in Context Motion & Stability: Forces and Interactions
	Feb 2017	Dec 1, 2016	Dec 9, 2016	
	March 2017	Jan 3, 2017	Jan 10, 2017	
	April/May 2017	Feb 1, 2017	Feb 10, 2017	
	Summer 2017	May 1, 2017	May 10, 2017	
	Sept 2017	June 30, 2017	July 10, 2017	
	Oct 2017	Aug 1, 2017	Aug 10, 2017	
	Nov 2017	Sept 1, 2017	Sept 11, 2017	
	Dec 2017	Oct 2, 2017	Oct 10, 2017	
	More info ... www.nsta.org/exhibitsadv/sandc.aspx			
Science Scope Readership: Middle Level Educators (Circulation 17,000+ w/ pass along rate of 2.5)	Jan 2017	Nov 1, 2016	Nov 10, 2016	Systems Thinking Water Our Sun and Beyond the Solar System Math: The Language of Science Innovative Teaching STEM Integration Climate Change Informal Learning Modeling
	Feb 2017	Dec 1, 2016	Dec 9, 2016	
	March 2017	Jan 3, 2017	Jan 10, 2017	
	April/May 2017	Feb 1, 2017	Feb 10, 2017	
	Summer 2017	May 1, 2017	May 10, 2017	
	Sept 2017	June 30, 2017	July 10, 2017	
	Oct 2017	Aug 1, 2017	Aug 10, 2017	
	Nov 2017	Sept 1, 2017	Sept 11, 2017	
	Dec 2017	Oct 2, 2017	Oct 10, 2017	
	More info ... www.nsta.org/exhibitsadv/scope.aspx			
The Science Teacher Readership: High School Level Educators (Circulation 22,800+ w/ pass along rate of 2.7)	Jan 2017	Nov 1, 2016	Nov 10, 2016	Literacy in Science Evolution Scientific Discourse and Argumentation Science for All Engineering: The 'E' in STEM Using Evidence and Evidence-Based Reasoning Teaching about Climate Change Forensics Social Media and Online Resources
	Feb 2017	Dec 1, 2016	Dec 9, 2016	
	March 2017	Jan 3, 2017	Jan 10, 2017	
	April/May 2017	Feb 1, 2017	Feb 10, 2017	
	Summer 2017	May 1, 2017	May 10, 2017	
	Sept 2017	June 30, 2017	July 10, 2017	
	Oct 2017	Aug 1, 2017	Aug 10, 2017	
	Nov 2017	Sept 1, 2017	Sept 11, 2017	
	Dec 2017	Oct 2, 2017	Oct 10, 2017	
	More info ... www.nsta.org/exhibitsadv/tst.aspx			
Journal of College Science Teaching Readership: College Educators (Circulation 4,000+ w/ pass along rate of 2.5)	Jan/Feb 2017	Nov 1, 2016	Nov 10, 2016	In every issue: — Point of View — Case Study — Research and Teaching — 2-Year Community
	Mar/April 2017	Jan 3, 2017	Jan 10, 2017	
	May/June 2017	March 1, 2017	March 10, 2017	
	July/Aug 2017	May 1, 2017	May 10, 2017	
	Sept/Oct 2017	June 30, 2017	July 10, 2017	
	Nov/Dec 2017	Sept 1, 2017	Sept 11, 2017	
More info ... www.nsta.org/exhibitsadv/jcst.aspx				
NSTA Reports Monthly newspaper to all NSTA members (Circulation 55,000+ w/ pass along rate of 3)	Jan 2017	Nov 1, 2016	Nov 10, 2016	In every issue: — Feature Articles — Blick on Flicks (Media review column) — Ms. Mentor (Advice from a veteran educator) — In Your Pocket (a listing of grant, award, and fellowship opportunities) — Freebies for Science Teachers (collection of free resources for teachers) — Summer Programs
	Feb 2017	Dec 1, 2016	Dec 9, 2016	
	March 2017	Jan 3, 2017	Jan 10, 2017	
	April 2017	Feb 1, 2017	Feb 10, 2017	
	May 2017	March 1, 2017	March 10, 2017	
	Summer 2017	May 1, 2017	May 10, 2017	
	Sept 2017	June 30, 2017	July 10, 2017	
	Oct 2017	Aug 1, 2017	Aug 10, 2017	
	Nov 2017	Sept 1, 2017	Sept 11, 2017	
	More info ... www.nsta.org/exhibitsadv/nstareports.aspx			

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E-NEWSLETTERS, PODCASTS			
E-NEWSLETTER	ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE
<p>NSTA Express Delivers the latest news and information about science education including professional development opportunities, legislative updates, member news, resources, and more. (Circulation 430,000+ and each issue is shared to the NSTA Facebook page and Twitter feed)</p>	Each Monday	3 weeks prior to issue date	2 weeks prior to issue date
<p>The STEM Classroom This monthly e-newsletter has three versions each month: elementary, middle, and high school which highlight important issues in science education such as STEM, science literacy, and the <i>Nest Generation Science Standards</i>. (Circulation 265,000+ and each issue is shared to the NSTA Facebook page and Twitter feed)</p>	First Wednesday of each month	3 weeks prior to issue date	2 weeks prior to issue date
More info ... www.nsta.org/exhibitsadv/electronic.aspx			
<p>Lab Out Loud Podcasts Lab Out Loud is a bi-weekly podcast sponsored by NSTA covering the latest innovations and topics in science education. Science teachers Brian Bartel and Dale Basler cover such topics as 3D Printing, Virtual Reality, Drones, Wireless Sensors, Climate Change. (With over 4,300 page views and podcast downloads per month)</p>	Dates vary. Please see website for schedule.	3 weeks prior to issue date	2 weeks prior to issue date
More info ... www.nsta.org/exhibitsadv/laboutloud.aspx			

NSTA ONLINE BANNER ADVERTISING			
WEBSITE BANNER ADS	ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE
<p>Vertical Banner Over 300,000 page views per month. (120 x 240 pixels)</p>	30-day minimum	7 business days prior to launch	3 business days prior to launch
<p>Square Button Over 300,000 page views per month. (125 x 125 pixels)</p>	30-day minimum	7 business days prior to launch	3 business days prior to launch
More info ... www.nsta.org/exhibitsadv/electronic.aspx			
Note: Sponsorship space in e-newsletters, podcasts, and NSTA.org is limited. Check with NSTA for availability.			

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CONFERENCE PUBLICATIONS			
PUBLICATION	ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE
2017 Los Angeles National Conference Preview	November 2016	October 31, 2016	November 7, 2016
2017 Los Angeles National Conference Final Program	March 30, 2017	January 27, 2017	February 3, 2017
2017 Los Angeles National Conference Backpack Insert	March 30, 2017	February 10, 2017	March 10, 2017
2017 Los Angeles National Conference Company Showcase (hooper signs)	March 30, 2017	February 10, 2017	March 10, 2017
2017 Los Angeles National Conference App Bundle	March 30, 2017	February 10, 2017	March 10, 2017
2017 Los Angeles National Conference Daily E-Newsletter	March 29, 2017 March 30, 2017 March 31, 2017 April 1, 2017	February 10, 2017	March 6, 2017
2017 STEM Forum & Expo Final Program	Orlando, FL – July 12–14	TBD	TBD
2017 Area Conference Preview Program	August 2017	July 2017	July 2017
2017 Area Conference Final Programs	Baltimore, MD – Oct 5, 2017 Milwaukee, WI – Nov 9, 2017 New Orleans, LA – Nov 30, 2017	September 2017 September 2017 October 2017	September 2017 September 2017 October 2017
2017 Area Conference App Bundle	Baltimore, MD – Oct 5, 2017 Milwaukee, WI – Nov 9, 2017 New Orleans, LA – Nov 30, 2017	September 2017 September 2017 October 2017	September 2017 September 2017 October 2017

Note: To take advantage and be included in Exhibitor listing we must have your booth contract at least two weeks prior to advertising space reservation date for respective conference. 2017 STEM Forum & Expo and Area Conference deadlines forthcoming.

NSTA ADVERTISING & EXHIBITS SALES CONTACTS	
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<p>For more details, visit us on the web: www.nsta.org/exhibitsadv</p>	