

NSTA 2018 Advertising Deadlines

PRINT PUBLICATIONS				
PUBLICATION	ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE	EDITORIAL CALENDAR
<i>Science & Children</i> Readership: Elementary Level Educators (Circulation 17,000+ w/ pass along rate of 2.5)	Jan 2018 Feb 2018 March 2018 April/May 2018 July 2018 August 2018 Sept 2018 Oct 2018 Nov/Dec 2018	Nov 1, 2017 Dec 1, 2017 Jan 2, 2018 Feb 1, 2018 May 1, 2018 June 1, 2018 Jul 2, 2018 Aug 1, 2018 Aug 31, 2018	Nov 10, 2017 Dec 11, 2017 Jan 10, 2018 Feb 9, 2018 May 10, 2018 June 11, 2018 Jul 10, 2018 Aug 10, 2018 Sept 10, 2018	Meeting the Needs of ALL Students with Physical Disabilities Heredity: Inheritance and Variation of Traits The Maker Movement Citizen Science Using Science Learning Centers in the Classroom Formative Assessment in Designing Lessons Early Childhood: The Reggio Emilia Approach to Science Visual Literacy Biological Evolution: Unity and Diversity
More info ... www.nsta.org/exhibitsadv/sandc.aspx				
<i>Science Scope</i> Readership: Middle Level Educators (Circulation 15,000+ w/ pass along rate of 2.5)	Jan 2018 Feb 2018 March 2018 April/May 2018 July 2018 August 2018 Sept 2018 Oct 2018 Nov/Dec 2018	Nov 1, 2017 Dec 1, 2017 Jan 2, 2018 Feb 1, 2018 May 1, 2018 June 1, 2018 Jul 2, 2018 Aug 1, 2018 Aug 31, 2018	Nov 10, 2017 Dec 11, 2017 Jan 10, 2018 Feb 9, 2018 May 10, 2018 June 11, 2018 Jul 10, 2018 Aug 10, 2018 Sept 10, 2018	Assessment Strategies PBL: Project, Problem, and Phenomenon-Based Learning MS-LS1 From Molecules to Organisms: Structures and Processes Real World Connections: Developing Partnerships/Career Exploration MS-PS1 Matter and Its Interactions Maker Movement and Engineering MS-ESS2 Earth's Systems Critical Thinking Strategies MS-PS2 Motion and Stability: Forces and Interactions
More info ... www.nsta.org/exhibitsadv/scope.aspx				
<i>The Science Teacher</i> Readership: High School Level Educators (Circulation 19,000+ w/ pass along rate of 2.7)	Jan 2018 Feb 2018 March 2018 April/May 2018 July 2018 August 2018 Sept 2018 Oct 2018 Nov/Dec 2018	Nov 1, 2017 Dec 1, 2017 Jan 2, 2018 Feb 1, 2018 May 1, 2018 June 1, 2018 Jul 2, 2018 Aug 1, 2018 Aug 31, 2018	Nov 10, 2017 Dec 11, 2017 Jan 10, 2018 Feb 9, 2018 May 10, 2018 June 11, 2018 Jul 10, 2018 Aug 10, 2018 Sept 10, 2018	Innovation The Maker Movement Project, Problem, and Phenomenon Based Learning Science for All Investigating Science Careers – Science in the Workspace and Career Readiness Critical Thinking Creativity STEM NGSS & the 5E Learning Cycle
More info ... www.nsta.org/exhibitsadv/tst.aspx				
<i>Journal of College Science Teaching</i> Readership: College Educators (Circulation 4,000+ w/ pass along rate of 2.5)	Jan/Feb 2018 Mar/April 2018 May/June 2018 July/Aug 2018 Sept/Oct 2018 Nov/Dec 2018	Nov 1, 2017 Jan 2, 2018 March 1, 2018 May 1, 2018 July 2, 2018 Aug 31, 2018	Nov 10, 2017 Jan 10, 2018 March 9, 2018 May 10, 2018 July 10, 2018 Sept 10, 2018	In every issue: <ul style="list-style-type: none"> — Point of View — Case Study — Research and Teaching — 2-Year Community
More info ... www.nsta.org/exhibitsadv/jcst.aspx				
<i>NSTA Reports</i> Monthly newspaper to all NSTA members (Circulation 50,000+ w/ pass along rate of 3)	Jan 2018 Feb 2018 March 2018 April 2018 May 2018 Summer 2018 Sept 2018 Oct 2018 Nov 2018	Nov 1, 2017 Dec 1, 2017 Jan 2, 2018 Feb 1, 2018 March 1, 2018 May 1, 2018 July 2, 2018 Aug 1, 2018 Aug 31, 2018	Nov 10, 2017 Dec 11, 2017 Jan 10, 2018 Feb 9, 2018 March 9, 2018 May 10, 2018 July 10, 2018 Aug 10, 2018 Sept 11, 2018	In every issue: <ul style="list-style-type: none"> — 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
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 265,000+ 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>Next Generation Science Standards</i>. (Circulation 195,000+ 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 This 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, and Climate Change. (With over 4,300 page views and podcast downloads per month)</p>	First and Third Monday of each month	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			
<p>Note: Sponsorship space in e-newsletters, podcasts, and NSTA.org is limited. Check with NSTA for availability.</p>			

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CONFERENCE PUBLICATIONS			
PUBLICATION	ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE
2018 Atlanta National Conference Preview	November 2017	October 31, 2017	November 7, 2017
2018 Atlanta National Conference Final Program	March 15, 2018	January 10, 2018	January 17, 2018
2018 Atlanta National Conference Backpack Insert	March 15, 2018	January 19, 2018	March 1, 2018
2018 Atlanta National Conference Company Showcase (hooper signs)	March 15, 2018	February 2, 2018	February 9, 2018
2018 Atlanta National Conference App Bundle	March 15, 2018	February 2, 2018	February 9, 2018
2018 Atlanta National Conference Daily E-Newsletter	March 14, 2018 March 15, 2018 March 16, 2018 March 17, 2018	February 14, 2018	February 28, 2018
2018 STEM Forum & Expo Final Program	July 11, 2018	May 9, 2018	May 16, 2018
2018 Area Conference Preview Program	August 2018	July 6, 2018	July 13, 2018
2018 Area Conference Final Programs	Reno, NV – Oct 11, 2018 Nat'l Harbor, MD– Nov 15, 2018 Charlotte, NC – Nov 29, 2018	August 22, 2018 September 13, 2018 October 17, 2018	August 29, 2018 September 20, 2018 October 17, 2018
2018 Area Conference App Bundle	Reno, NV – Oct 11, 2018 Nat'l Harbor, MD– Nov 15, 2018 Charlotte, NC – Nov 29, 2018	September 13, 2018 October 4, 2018 October 25, 2018	September 20, 2018 October 11, 2018 November 1, 2018
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.			

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