



2021 Ride-Along Insert Rate Card

PROFILE

NSTA's new ride-along insert program is the ideal opportunity to highlight everything your organization has to offer educators of science from PreK-College. A direct mail order insert ensures that your company brand is getting into the hands of those vital customers when they are included in every order fulfillment shipped from NSTA.

Specifications:

- Maximum print size 8.5 x 11"
- Double-sided and gloss covered available
- 4 color
- Printing costs are included
- 2,500 - pieces to be inserted into all shipped orders until all are distributed
- Modifications must be approved by NSTA and may incur additional charges.

Preferred material format:

- High resolution (300 dpi) PDF, EPS, Tiff files
- All material must be submitted as CMYK
- Transmit to NSTA as e-mail attachment

Cost

\$2,000

Advertising Guidelines

- All advertising and reading notices are subject to review and publisher's acceptance policy.
- Advertisers should abide by the minimum NSTA Safety Guidelines when submitting material. These include, but are not limited to: Wearing appropriate eye protection (ANSI Z87.1 compliant goggles or safety glasses), gloves (non-allergenic), an apron, ear protection, and similar protective gear in working with all hazardous chemicals or other liquids. Appropriate gloves and eye protection are required at all times when working with glassware, labware or other materials/equipment which may cause injury to the eyes. For a copy of the "NSTA Minimum Safety Guidelines" visit <https://static.nsta.org/pdfs/SafetyInTheMedia.pdf>.
- Advertiser assumes liability for all content (including text representation and illustrations) of material printed, and also assumes responsibility for any claims arising there from.
- A Proof will be provided to the client within 3-5 business days and will require client approval before printing.
- Cancellations will not be accepted once proof has been approved.

Sample Insert

The sample insert is a dark-themed flyer for NSTA Membership. At the top, it says "NSTA MEMBERSHIP" in large white letters, followed by the tagline "The Home of High Quality, Vetted Science Teaching Resources". Below this, there are three main sections: 1. "Daily Dos" which describes sensemaking tasks for teachers and parents, accompanied by a small image of a person and the "nsta Daily Do" logo. 2. "Monthly Professional Learning Web Seminars" which describes live professional learning experiences, accompanied by an image of a laptop and a person. 3. "Journals" which states that members have access to four grade-range-specific journals, accompanied by images of journal covers for "ScienceTeacher" and "SC & PE". At the bottom, it says "Digital Access to All 5 NSTA Award-Winning Journals" and "Join 40,000 dedicated teachers, science supervisors, administrators, informal educators, scientists, and business and industry representatives committed to science education. Sign up today and take advantage of our new, flexible membership options." The website "www.nsta.org/membership" and the NSTA logo are at the very bottom.



2021 Ride-Along Insert Insertion Order

Company: _____

Contact Name: _____ **Title:** _____

Billing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **E-mail:** _____

Signature: _____ *Date:* _____

DEADLINE

Order and Creative must be received at least 10 business days prior to preferred launch date.

Please specify preferred launch date: _____

TOTAL COST: \$2,000

SUBMIT ORDER FORM AND ALL AD MATERIALS TO:

Jeffrey LeGrand-Douglass

1840 Wilson Boulevard, Arlington, VA 22201-3092 • E-mail: jldouglass@nsta.org