2020 Online Sponsorship Insertion Order

The STEM Classroom E-Newsletter

EDITORIAL PROFILE

Published 12 times a year (monthly), distributed electronically on the first Wednesday of each month. Every issue has three editions geared toward teachers and administrators at the Elementary, Middle Level, and High School. Themes highlight best practices, reports, and key resources about Science, Technology, Engineering, and Mathematics (STEM) education. This e-newsletter also provides readers with a combination of outside materials and NSTA's rich, educator-vetted STEM-related classroom resources designed to assist schools and educators in developing key STEM programs in their schools.

Circulation

Total confirmed delivery circulation of 205,000 (Elementary – 30,000; Middle level – 45,000; High School – 130,000). Readership consists primarily of K–12 science educators in the United States and Canada. District science supervisors, school administrators, principals, and curriculum developers also receive this e-publication. Each issue is shared to the NSTA Facebook page (142,000+ likes as of 7/9/19) and to Twitter (58,900+ followers as of 7/9/19).

Sponsorship Guidelines

All sponsor and reading notices are subject to review and publisher's acceptance policy:

- Sponsors 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 http://www.nsta.org/pdfs/SafetyGuidelines.pdf.
- Sponsor assumes liability for all content (including text representation and illustrations) of material printed, and also assumes responsibility for any claims arising there from.
- Where change of copy is not received by closing date, material will be inserted as previously rendered.

Material Specifications

| | Size (in pixels) | Maximum File Weight |
|------------------|----------------------|------------------------|
| Medium Rectangle | 300 × 250 | 40 K |
| Sponsored Text | 120 × 60 w/150 words | 20 K |

- Sponsored Text 150 word maximum; Word document preferred
- Sponsored Text subject to editorial review
- Company to provide fully articulated URL for website link
- JPEG (.jpg) or GIF (.gif) files at 72dpi
- No animated or rotating images
- No Bitly links, tiny URLs or URL shorteners

Rates (per insertion)

| | 1× | 3× | 6× | 12× |
|----------------|---------|---------|---------|---------|
| 300 × 250 | \$2,350 | \$2,150 | \$1,950 | \$1,750 |
| Sponsored Text | \$2,350 | \$2,150 | \$1,950 | \$1,750 |

Each insertion provides for inclusion in all 3 versions of each month's issue. Rates effective January 1, 2020–December 31, 2020.

Commission

Agency commissionable

Cancellation

No cancellations after space reservation deadline date. Failure to notify publisher will result in full charge at the prevailing rate. All cancellations must be made in writing.

Illustration of Typical Sponsorship Placement



Exact position of sponsorship art is determined by NSTA depending on space availability and timely submission of material.

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| DEADLINES | S | | | | | |
| Size | Issue | Space Reservation | Material Deadline | Cost (per insertion) | | |
| | January 8 | December 11, 2019 | December 18, 2019 | | | |
| | February 5 | January 15, 2020 | January 22, 2020 | | | |
| | March 4 | February 12, 2020 | February 19, 2020 | | | |
| | April 1 | March 11, 2020 | March 16, 2020 | | | |
| | May 6 | April 15, 2020 | April 22, 2020 | | | |
| | June 3 | May 13, 2020 | May 20, 2020 | | | |
| | July 8 | June 17, 2020 | June 24, 2020 | | | |
| | August 5 | July 15, 2020 | July 22, 2020 | | | |
| | September 2 | August 12, 2020 | August 19, 2020 | | | |
| | October 7 | September 16, 2020 | September 23, 2020 | | | |
| | November 4 | October 14, 2020 | October 21, 2020 | | | |
| | December 2 | November 11, 2020 | November 18, 2020 | | | |

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