2020 Sponsored Social Media Insertion Order

PROFILE
Post your custom message and image on NSTA's robust Facebook and Twitter Social Media channels. Reach nearly 200,000 members of the science education community in a casual environment. Reinforce your brand while aligning your message with current happenings in science education.

Circulation
NSTA's Facebook page has 138,000 likes and our Twitter feed has 61,000 followers, as of 6/1/20.

Ad Material Guidelines
All advertiser and reading notices are subject to review and publisher's acceptance policy:

- Advertisers should abide by the 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. 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, and also for claims arising there from.

Material Specifications

<table>
<thead>
<tr>
<th>Platform</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Max 300 characters; Image 940 × 788 pixels, no larger than 5mb, in PNG or JPG format</td>
</tr>
<tr>
<td>Twitter</td>
<td>Max 240 characters; Image 1024 × 512 pixels, no larger than 5mb, in PNG or JPG format</td>
</tr>
</tbody>
</table>

NOTE: Character limit inclusive of all URL's.

- Company to provide URL for website link
- JPEG (.jpg) or GIF (.gif) files at 72dpi

Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
</tr>
</tbody>
</table>

Sponsored Posts include 1 Facebook post + 1 Twitter post package (max 2 sponsored packages per week)
Rates effective June 1, 2020-December 31, 2020

Cancellation—Cancellations must be received 5 business days prior to posting date. Cancelled posting will result in a minimum charge of $250. All cancellations must be made in writing.
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COMPANY: __________________________________________ KEY CONTACT: __________________________________________
Address: __________________________________________________________________________________________________
Phone: ___________________ Fax: ___________________ E-mail: ________________________________________________________
Company Twitter Handle: ____________________________________________________________

AGENCY (if applicable): __________________________________________ CONTACT: _______________________________________
Address: __________________________________________________________________________________________________
Phone: ___________________ Fax: ___________________ E-mail: ________________________________________________________

BILLING CONTACT (if different): _______________________________________ Purchase Order #: _____________________________
Address: __________________________________________________________________________________________________
Phone: ___________________ Fax: ___________________ E-mail: ________________________________________________________

ADVERTISING DESIGN CONTACT (if different): ________________________________________________________________
Phone: ___________________ Fax: ___________________ E-mail: ________________________________________________________

Authorized Signature: ______________________________________________________ Date: __________________________

DEADLINE
Order and Creative must be received at least 10 business days prior to preferred posting date(s).

Social Media Accounts
We'll tag your sponsored post with links to your Facebook page and Twitter account:

Facebook Page: __________________________________________________________
Twitter Account: __________________________________________________________

Posting Date(s)
Please specify preferred posting date(s) (limit 1 package per week per company including those with multiple brands):
__________________________________________________________________________________________________________________________________________

Sponsored Social Media Ad Contact
For information or space reservations, contact: Jason Sheldrake
1840 Wilson Boulevard, Arlington, VA 22201–3092 • E-mail: jsheldrake@nsta.org

SUBMIT ORDER FORM AND CONTENT TO Becky Shoemaker, bshoemaker@nsta.org