2021 Podcast Sponsorship Insertion Order
Lab Out Loud Podcast

http://laboutloud.com

Podcast Profile

Lab Out Loud is an NSTA sponsored bi-weekly podcast, produced 11 months of the year. Lab Out Loud covers the latest innovations and topics in science education. Diverse topics from the past include 3D Printing, Virtual Reality, Drones, Wireless Sensors, Climate Change, Animal Behavior, Lab Safety, and more.

Reach

With over 4,300 page views and podcast episode downloads per month, sponsoring through the Lab Out Loud podcast is a powerful way to reinforce your message in the science education community. Hosts will read your pre-roll or mid-roll copy within the sponsored episode.

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. For a copy of the "NSTA Minimum Safety Guidelines" visit *https://static.nsta.org/pdfs/SafetyInTheMedia.pdf*.
- Sponsor assumes liability for all content (including text representation and illustrations) described by podcast hosts in pre-roll and mid-roll sponsorships, 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.
- Sponsorships rendered in pre-roll and mid-roll copy will be remain in archived versions of each episode for at least one year
- Recognition on episode web page when sponsor company logo and URL are provided to NSTA with sponsorship copy.

Podcast Script Sponsorship Specifications

Sponsorship Type	Length	Approx. # of Words to be Read
Pre-Roll & Mid-Roll	15 seconds & 60 seconds	35 words & 140 words
Mid-Roll & Outro	15 seconds & 60 seconds	35 words & 140 words

Rates

Sponsorship Type	Cost per Episode
Pre-Roll & Mid-Roll	$795
Mid-Roll & Outro	$795

Rates effective January 1, 2021 – December 31, 2021

Commission

Non-commissionable

Cancellation

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

Sponsorship space for Lab Out Loud Podcasts is limited. Please check with NSTA for availability.

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COMPANY: _____ **KEY CONTACT:** _____

Address: _____

Phone: _____ E-mail: _____

Company Twitter Handle: _____

AGENCY (if applicable)**:** _____ **CONTACT:** _____

Address: _____

Phone: _____ E-mail: _____

BILLING CONTACT (if different)**:** _____ Purchase Order #: _____

Address: _____

Phone: _____ E-mail: _____

ADVERTISING DESIGN CONTACT (if different)**:** _____

Phone: _____ Fax: _____ E-mail: _____

Authorized Signature: _____ *Date:* _____

Sponsorship Type	PodcastDate	Space Reservation	Material Deadline	Cost (per insertion)
_____	January 4, 2021	December 7, 2020	December 15, 2020	_____
_____	January 18, 2021	December 15, 2020	January 4, 2021	_____
_____	February 8, 2021	January 18, 2021	January 25, 2021	_____
_____	February 22, 2021	February 1, 2021	February 8, 2021	_____
_____	March 8, 2021	February 15, 2021	February 22, 2021	_____
_____	March 22, 2021	March 1, 2021	March 8, 2021	_____
_____	April 12, 2021	March 22, 2021	March 29, 2021	_____
_____	April 26, 2021	April 5, 2021	April 12, 2021	_____
_____	May 10, 2021	April 19, 2021	April 26, 2021	_____
_____	May 24, 2021	May 3, 2021	May 10, 2021	_____
_____	June 7, 2021	May 17, 2021	May 24, 2021	_____
_____	August 23, 2021	August 2, 2021	August 9, 2021	_____
_____	September 6, 2021	August 16, 2021	August 23, 2021	_____
_____	September 20, 2021	August 30, 2021	September 6, 2021	_____
_____	October 4, 2021	September 13, 2021	September 20, 2021	_____
_____	October 18, 2021	September 27, 2021	October 4, 2021	_____
_____	November 1, 2021	October 11, 2021	October 18, 2021	_____
_____	November 15, 2021	October 25, 2021	November 1, 2021	_____
_____	November 29, 2021	November 8, 2021	November 15, 2021	_____
_____	December 13, 2021	November 22, 2021	November 29, 2021	_____

COPY DELIVERABLES: Word document, Logo (EPS or JPG file), and URL to web site

E-mail order form and all deliverables to *jldouglass@nsta.org*

Lab Out Loud will not be produced during certain weeks of the year. In the event of conflicts, sponsors will be notified.

Lab Out Loud Podcast Sponsorship Contact
For information or space reservations, contact: Jeffrey LeGrand-Douglass
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www.nsta.org/exhibitsadv/electronic.aspx