2020 NSTA Reports Insertion Order NSTA Reports E-Newsletter

EDITORIAL PROFILE

Published approximately 100 times a year and distributed twice weekly to over 240,000 subscribers, *NSTA Reports* delivers the latest news and information about science teaching and learning, including professional development opportunities, legislative updates, member news, resources, and much more. The new NSTA Reports uses artificial intelligence to personalize and customize a newsletter that will compile articles and resources most relevant to the reader.

Circulation

Total confirmed delivery circulation of over 240,000. Readership consists primarily of science educators in the United States and Canada. Select administrators, principals, and supervisor/coordinators also receive this e-publication.

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 https://static.nsta.org/pdfs/Safety/InTheMedia.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

| | | Maximum |
|----------------|----------------------|-------------|
| | Size (in pixels) | File Weight |
| Banner | 550 × 150 | 40 K |
| Square | 250 × 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)

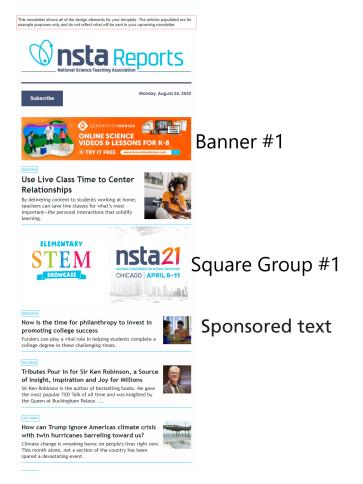
| | 1× | 3× | 6× | 12× |
|----------------|---------|---------|---------|---------|
| 550 × 150 | \$2,350 | \$2,150 | \$1,950 | \$1,750 |
| 250 × 250 | \$2,150 | \$1,950 | \$1,750 | \$1,550 |
| Sponsored Text | \$2,350 | \$2,150 | \$1,950 | \$1,750 |

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.

Sponsorship space in NSTA Reports is limited. Please check with NSTA for availability.

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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 | e Order #: |
| Address: | | | |
| Phone: | Fax: | E-mail: | |
| ADVERTISING DESIGN CONTAC | T (if different): | | |
| Phone: | Fax: | E-mail: | |
| Authorized Signature: | | | Date: |
| DEADLINES | | | |
| Space Reservation | Material Deadline | Size | Cost (per insertion) |
| 3 weeks prior to issue | 2 weeks prior to issue | | |
| Please write in date(s) the spon | sorship material is to be rur | 1: | |
| | | | |
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| | | | |

NSTA Reports will not be published during certain weeks of the year. In the event of conflicts, sponsors will be notified. Exact position of sponsorship art is determined by NSTA depending on space availability and timely submission of material.

> NSTA E-Newsletter Sponsorship Contact For information or space reservations, contact: Becky Shoemaker 1840 Wilson Boulevard, Arlington, VA 22201–3092 • Tel: 703-312–9228 • E-mail: bshoemaker@nsta.org

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