



2017–18 Online Sponsorship Insertion Order

Connected Science Learning

EDITORIAL PROFILE

Connected Science Learning is an online journal that highlights STEM education experiences that bridge the gap between in-school and out-of-school settings. It features articles about highly effective programs and shares research that connects preK–12 STEM learning in schools and out-of-school settings, specifically highlighting effective mechanisms for collaboration.

Circulation

Total circulation of 5,000 monthly readers. Readership consists primarily of K–12 science educators and informal science educators. In addition to being a valued resource for a broad range of STEM education professionals, this journal will be useful to policy makers, corporations, foundations, and others seeking to identify, advance, and invest in STEM education.

Editorial Focus

- **Research to Practice, Practice to Research** – Fosters a research-to-practice cycle that better connects practitioners to the growing research and knowledge base about STEM learning, and researchers to the world and needs of practitioners.
- **Diversity and Equity** – Highlights connected STEM learning efforts that are effective at increasing participation and interest in STEM by underserved groups (e.g., minorities, low socioeconomic populations, rural communities, English language learners, special needs, and talented/gifted students).
- **Emerging Connections** – Describes new, innovative connections between out-of-school STEM programs and preK–12 classrooms that have the potential to spread beyond the initial context.
- **Connected Science Learning Briefs** – Short items that highlight the lessons learned, curriculum considerations, or research results related to the readers of the journal, or are short descriptions of resources (e.g., publications, videos, websites) of use to professionals interested in connecting in-school and out-of-school STEM learning.

Sponsorship Guidelines

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

- Sponsors 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. 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.

Illustration of Typical Sponsorship Placement

The screenshot shows the homepage of Connected Science Learning. At the top, there is a navigation bar with links for EDITORIAL, FEATURED, RESEARCH TO PRACTICE, PRACTICE TO RESEARCH, DIVERSITY AND EQUITY, EMERGING CONNECTIONS, and BRIEFS. A prominent banner for the ASTC 2016 Annual Conference is displayed, with the text 'September 24-27 Join us in Tampa for ASTC 2016! conference.astc.org'. Below this, the 'ISSUE 1' section is visible, featuring an article titled 'Successful In-School and Out-of-School Science Education Collaborations' from March 2016. The 'FEATURED' section includes an article 'When Spider Webs Unite, They Can Tie Up a Lion' by Eric Godoy, dated March 1, 2016. Other featured articles include 'Zoo Academy' by Elizabeth Malkertin and 'Bridging Neuroscience and Education Through Museum-School Partnerships' by Julia Skolnik. On the right side, there is a subscription form titled 'SIGN UP TO SUBSCRIBE TO CONNECTED SCIENCE LEARNING' with fields for First Name, Last Name, Email, Title, and School/Company. Below the form are promotional banners for NSTA membership and 'Four NEW eBooks Added!'.

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

Sponsorship space in *Connected Science Learning* is limited. Please check with NSTA for availability.

Material Specifications

Item	Size (in pixels)	Maximum File Weight
Leaderboard	728 × 90	40 K
Medium Rectangle	300 × 250	40 K

- Company to provide URL for website link
- JPEG (.jpg) or GIF (.gif) files at 72dpi
- Animated GIF's acceptable with maximum animation lengths of 15 seconds (including multiple loops)
- No "infinite" looping

Rates (per issue)

Item	
Leaderboard	\$2,395
Medium Rectangle	\$1,995

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.

Closing Dates and Planned Themes

2017 ISSUES	Planned Theme	Space Reservation Deadline	Ad Material Deadline
May 15, 2017	STEM Learning Across Multiple Settings	April 24, 2017	May 1, 2017
October 15, 2017	STEM for Early Learners	September 25, 2017	October 2, 2017
2018 ISSUES	Planned Theme	Space Reservation Deadline	Ad Material Deadline
January 15, 2018	STEM in Environmental Settings	December 18, 2017	January 2, 2018
October 15, 2018	Inclusive STEM Experiences for Learners	March 26, 2018	April 2, 2018



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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

Issue Date	Space Reservation	Material Deadline	Size	Cost (per insertion)
May 15, 2017	April 24, 2017	May 1, 2017	_____	_____
October 15, 2017	September 25, 2017	October 2, 2017	_____	_____
January 15, 2018	December 18, 2017	January 2, 2018	_____	_____
April 15, 2018	March 26, 2018	April 2, 2018	_____	_____

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Connected Science Learning Sponsorship Contact
 For information or space reservations, contact: Becky Shoemaker
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www.nsta.org/exhibitsadv/newsletters.aspx

FAX COMPLETED INSERTION ORDER TO 703-841-5114