

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

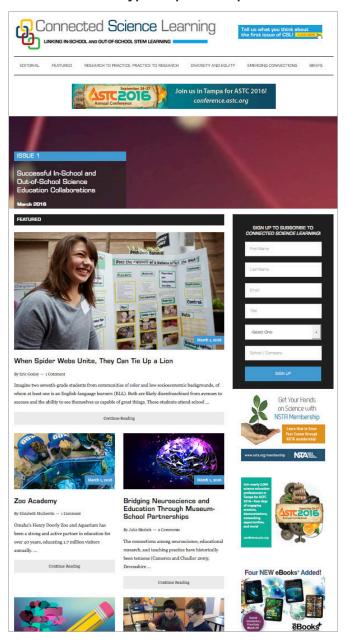
- Research to Practice, Practice to Research Fosters
 a research-to-practice cycle that better connects
 practitioners to the growing research and knowledge
 base about STEM learning, and researchers to the world
 and needs of practitioners.
- Diversity and Equity Highlights connected STEM learning efforts 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



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

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 Mutiple 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	Aprl 2, 2018



2017–18 Online Sponsorship Insertion Order Connected Science Learning

COMPANY:		KEY CONTACT:		
Address:				
Phone:	Fax:	E-mail:		
Company Twitter Ha	ndle:			
AGENCY (if applicable):		CONTACT: _		
Address:				
Phone:	Fax:	E-mail:		
BILLING CONTACT (if	if different): Purchase Order #:			
Address:				
Phone:	Fax:	E-mail:		
ADVERTISING DESIG	N CONTACT (if different):			
Phone:	Fax:	E-mail:		
Authorized Signature:			Date: _	
DEADLINE				
Issue Date May 15, 2017 October 15, 2017 January 15, 2018 April 15, 2018	Space Reservation April 24, 2017 September 25, 2017 December 18, 2017 March 26, 2018	Material Deadline May 1, 2017 October 2, 2017 January 2, 2018 April 2, 2018	Size	

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

Connected Science Learning Sponsorship Contact

For information or space reservations, contact: Becky Shoemaker 1840 Wilson Boulevard, Arlington, VA 22201-3092 • Tel: 703-312-9228 • Fax: 703-841-5114 • E-mail: bshoemaker@nsta.org www.nsta.org/exhibitsadv/enewsletters.aspx

FAX COMPLETED INSERTION ORDER TO 703-841-5114