

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

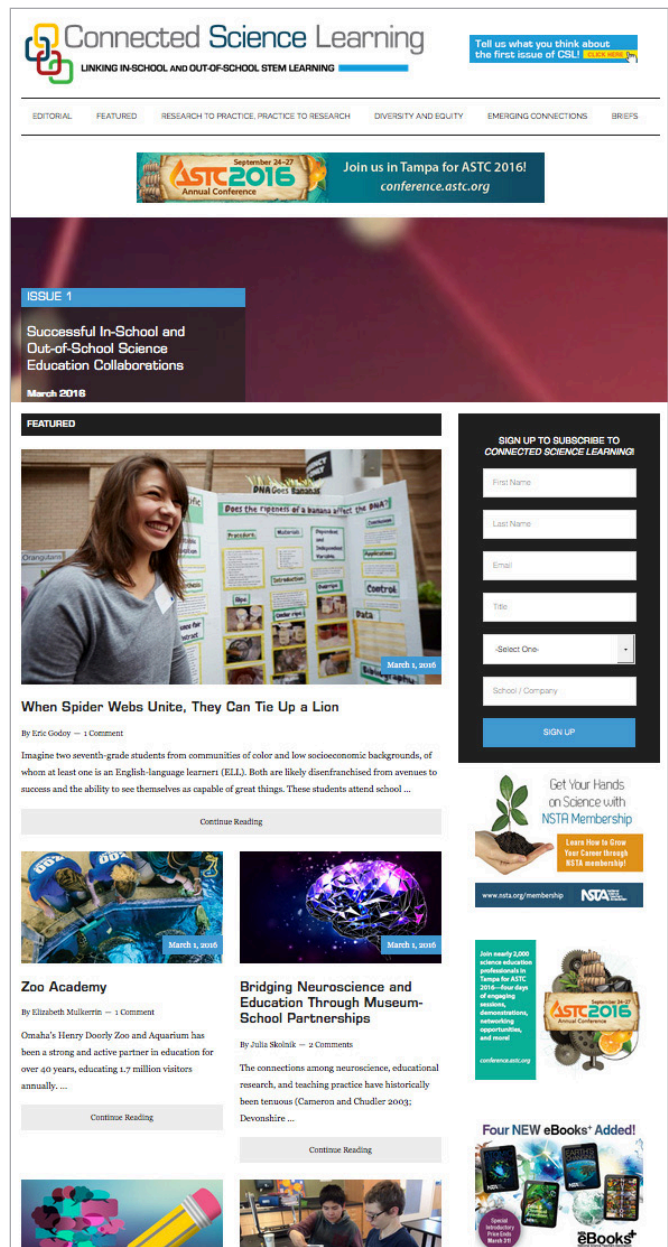
- **Research to Practice, Practice to Research** – Fosters a research-to-practice cycle that better connects practitioners to the growing research and knowledge base about STEM learning, and researchers to the world and needs of practitioners.
- **Diversity and Equity** – Highlights connected STEM learning 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. Short descriptions of resources (e.g., publications, videos, websites) for professionals interested in connecting in-school and out-of-school STEM learning.
- **The Engaged Scientist** - Articles in this department highlight scientists, engineers, and other science-based professionals’ efforts to enhance connected STEM learning that engages preK–16 youth in in-school and out-of-school learning experiences

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. 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, and also for 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 illustrates the website layout with several sponsorship opportunities:

- Top Header:** The main logo and a small box asking for feedback on the first issue of CSLL.
- Navigation:** A horizontal menu with categories like EDITORIAL, FEATURED, RESEARCH TO PRACTICE, PRACTICE TO RESEARCH, DIVERSITY AND EQUITY, EMERGING CONNECTIONS, and BRIEFS.
- Conference Banner:** A prominent banner for the ASTC 2016 Annual Conference (September 24-27) in Tampa, with the URL conference.astc.org.
- Issue Preview:** A section for 'ISSUE 1' titled 'Successful In-School and Out-of-School Science Education Collaborations' from March 2016.
- Featured Article:** A featured article titled 'When Spider Webs Unite, They Can Tie Up a Lion' by Eric Godoy, with a 'Continue Reading' button.
- Subscription Form:** A sidebar form titled 'SIGN UP TO SUBSCRIBE TO CONNECTED SCIENCE LEARNING' with fields for First Name, Last Name, Email, Title, a dropdown menu for 'Select One', and a 'School / Company' field, followed by a 'SIGN UP!' button.
- Additional Article Teasers:** Two more article teasers are shown: 'Zoo Academy' by Elizabeth Malkerin and 'Bridging Neuroscience and Education Through Museum-School Partnerships' by Julia Skolnik, both with 'Continue Reading' buttons.
- Bottom Right:** Promotional graphics for NSTA membership ('Get Your Hands on Science with NSTA Membership'), the ASTC 2016 conference, 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

| 2019 ISSUES | Planned Theme | Space Reservation Deadline | Ad Material Deadline |
|------------------|---|----------------------------|----------------------|
| January 15, 2019 | Encouraging Youth to Pursue STEM Careers | December 18, 2018 | January 2, 2019 |
| April 15, 2019 | Serving Youth With Special Needs | March 25, 2019 | April 1, 2019 |
| July 15, 2019 | State and Regional STEM Learning Networks | June 24, 2019 | July 1, 2019 |
| October 15, 2019 | Effective Use of Media and/or Technology | September 24, 2019 | October 1, 2019 |
| 2020 Issues | Planned Theme | Space Reservation Deadline | Ad Material Deadline |
| January 15, 2020 | Encouraging Diversity and Equity in STEM Learning | December 18, 2019 | January 2, 2020 |
| April 15, 2020 | Extending STEM Learning to the Home | March 25, 2020 | April 1, 2020 |
| July 15, 2020 | Highlighting Evaluation Strategies for Connected STEM Learning Activities | June 24, 2020 | July 1, 2020 |



2019–20 Online Sponsorship Insertion Order

Connected Science Learning

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) |
|------------------|--------------------|-------------------|-------|----------------------|
| January 15, 2019 | December 18, 2018 | January 2, 2019 | _____ | _____ |
| April 15, 2019 | March 25, 2019 | April 1, 2019 | _____ | _____ |
| July 15, 2019 | June 24, 2019 | July 1, 2019 | _____ | _____ |
| October 15, 2019 | September 24, 2019 | October 1, 2019 | _____ | _____ |
| January 15, 2020 | December 18, 2019 | January 2, 2020 | _____ | _____ |
| April 15, 2020 | March 25, 2020 | April 1, 2020 | _____ | _____ |
| July 15, 2020 | June 24, 2020 | July 1, 2020 | _____ | _____ |

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