2020 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

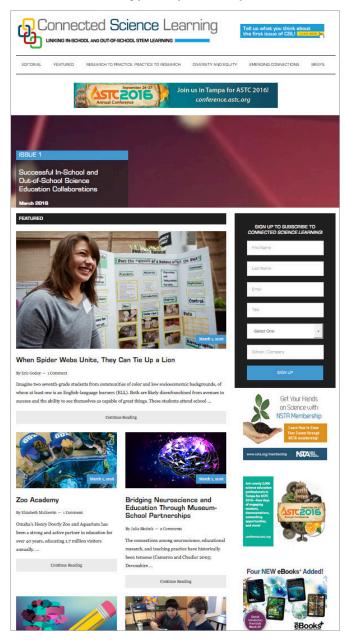
- Research to Practice, Practice to Research Fosters
 a research-to-practice cycle that better connects
 practitioners to the growing research and knowledge
 base about STEM learning, and researchers to the world
 and needs of practitioners.
- Diversity and Equity Highlights connected STEM learning efforts 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. Short descriptions of resources (e.g., publications, videos, websites) for professionals interested in connecting inschool 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



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

| 2020 ISSUES | Planned Theme | Space Reservation Deadline | Ad Material Deadline |
|--------------|-------------------|-------------------------------|-------------------------|
| January 2020 | Art and Science | December 18, 2019 | January 2, 2020 |
| April 2020 | Design Thinking | March 25, 2020 | April 1, 2020 |
| July 2020 | Integrating Media | June 24, 2020 | July 1, 2020 |
| October 2020 | Engaging Families | September 23, 2020 | September 30, 2020 |

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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 | different): | erent): Purchase Order #: | | | |
| Address: | | | | | |
| Phone: | Fax: | E-mail: | | | |
| ADVERTISING DESIG | N CONTACT (if different): | | | | |
| Phone: | Fax: | E-mail: | | | |
| Authorized Signature: | | Date: | | | |
| DEADLINE | | | | | |
| 2020 Issue Date January April July October | Space Reservation December 18, 2019 March 25, 2020 June 24, 2020 September 23, 2020 | Material Deadline January 2, 2020 April 1, 2020 July 1, 2020 September 30, 2020 | Size | Cost (per insertion) | |
| | | | | | |

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Connected Science Learning Sponsorship Contact

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www.nsta.org/exhibitsadv/csl.aspx