

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 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 layout of the Connected Science Learning website. At the top, the logo and tagline 'LINKING IN-SCHOOL AND OUT-OF-SCHOOL STEM LEARNING' are visible. A navigation bar includes 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' (September 24-27) is displayed, with a call to action to 'Join us in Tampa for ASTC 2016!' and the website 'conference.astc.org'. Below the banner, the 'ISSUE 1' section is highlighted, featuring the article 'Successful In-School and Out-of-School Science Education Collaborations' from March 2016. The 'FEATURED' section includes a photo of a woman at a science fair and the article 'When Spider Webs Unite, They Can Tie Up a Lion' by Eric Godoy. Below this, there are two more featured articles: 'Zoo Academy' by Elizabeth Malkerin 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, a dropdown menu for 'Select One', and a 'School / Company' field, followed by a 'SIGN UP!' button. At the bottom right, there are promotional banners for NSTA membership ('Get Your Hands on Science with 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

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 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

2020 Issue Date	Space Reservation	Material Deadline	Size	Cost (per insertion)
January	December 18, 2019	January 2, 2020	_____	_____
April	March 25, 2020	April 1, 2020	_____	_____
July	June 24, 2020	July 1, 2020	_____	_____
October	September 23, 2020	September 30, 2020	_____	_____

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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/csl.aspx