



# 2017 Podcast Sponsorship Insertion Order

## Lab Out Loud Podcast



<http://laboutloud.com>

### Podcast Profile

Lab Out Loud is a bi-weekly podcast produced the first and third Monday of each month, sponsored by NSTA covering the latest innovations and topics in science education. Past topics are diverse in nature and have included 3D Printing, Virtual Reality, Drones, Wireless Sensors, Climate Change, and more.

### Reach

With over 4,300 page views and podcast episode downloads per month, sponsoring through the Lab Out Loud podcast is a powerful way to reinforce your message in the science education community. Hosts will read your pre-roll or mid-roll copy within the sponsored episode.

### Sponsorship Guidelines

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

- Sponsors should abide by the minimum NSTA Safety Guidelines when submitting material. For a copy of the "NSTA Minimum Safety Guidelines" visit <http://www.nsta.org/main/pdfs/SafetyGuidelines.pdf>.
- Sponsor assumes liability for all content (including text representation and illustrations) described by podcast hosts in pre-roll and mid-roll sponsorships, 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.
- Sponsorships rendered in pre-roll and mid-roll copy will be remain in archived versions of each episode for at least one year

### Podcast Script Sponsorship Specifications

Sponsorship Type	Length	Approx. # of Words to be Read
Pre-Roll & Mid-Roll	15 seconds & 60 seconds	35 words & 140 words
Mid-Roll & Outro	15 seconds & 60 seconds	35 words & 140 words

### Rates

Sponsorship Type	Cost per Episode
Pre-Roll & Mid-Roll	\$795
Mid-Roll & Outro	\$795

*Rates effective January 1, 2017 – December 31, 2017*

### Commission

Non-commissionable

### Cancellation

No cancellations after space reservation deadline date. Failure to notify NSTA will result in full charge at the prevailing rate. All cancellations must be made in writing.

Sponsorship space for Lab Out Loud Podcasts is limited. Please check with NSTA for availability.



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## Lab Out Loud Podcast

**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:* \_\_\_\_\_

### DEADLINES

Space Reservation	Material Deadline	Type	Cost (per insertion)
3 weeks prior to issue	2 weeks prior to issue	_____	_____

Please write in date(s) the sponsorship material is to be run:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Lab Out Loud will not be produced during certain weeks of the year. In the event of conflicts, sponsors will be notified.*

### Lab Out Loud Podcast 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](mailto:bshoemaker@nsta.org)  
[www.nsta.org/exhibitsadv/electronic.aspx](http://www.nsta.org/exhibitsadv/electronic.aspx)

**FAX COMPLETED INSERTION ORDER TO 703-841-5114**