2020 Online Sponsorship Insertion Order
NSTA Express E-Newsletter

EDITORIAL PROFILE
Published approximately 50 times a year and distributed electronically on Tuesday of each week. NSTA Express delivers the latest news and information about science teaching and learning, including professional development opportunities, legislative updates, member news, resources, and much more.

Circulation
Total confirmed delivery circulation of 250,000. Readership consists primarily of science educators in the United States and Canada. Select administrators, principals, and supervisor/coordinators also receive this e-publication. Each issue is shared to the NSTA Facebook page (142,000+ likes as of 7/9/19) and to Twitter (58,900+ followers as of 7/9/19).

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. 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.

Material Specifications

<table>
<thead>
<tr>
<th>Size (in pixels)</th>
<th>Maximum File Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 × 250</td>
</tr>
<tr>
<td>Sponsored Text</td>
<td>120 × 60 w/150 words</td>
</tr>
</tbody>
</table>

- Sponsored Text 150 word maximum; Word document preferred
- Sponsored Text subject to editorial review
- Company to provide fully articulated URL for website link
- JPEG (.jpg) or GIF (.gif) files at 72dpi
- No animated or rotating images
- No Bitly links, tiny URLs or URL shorteners

Rates (per insertion)

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 × 250</td>
<td>$2,350</td>
<td>$2,150</td>
<td>$1,950</td>
<td>$1,750</td>
</tr>
<tr>
<td>Sponsored Text</td>
<td>$2,350</td>
<td>$2,150</td>
<td>$1,950</td>
<td>$1,750</td>
</tr>
</tbody>
</table>


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.

Sponsorship space in NSTA Express is limited. Please check with NSTA for availability.

Illustration of Typical Sponsorship Placement

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

<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>Material Deadline</th>
<th>Size</th>
<th>Cost (per insertion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 weeks prior to issue</td>
<td>2 weeks prior to issue</td>
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<td></td>
</tr>
</tbody>
</table>

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

NSTA Express will not be published during certain weeks of the year. In the event of conflicts, sponsors will be notified. Exact position of sponsorship art is determined by NSTA depending on space availability and timely submission of material.

NSTA E-Newsletter Sponsorship Contact
For information or space reservations, contact: Becky Shoemaker
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www.nsta.org/exhibitsadv/electronic.aspx