



# 2017 Online Sponsorship Insertion Order

## The STEM Classroom E-Newsletter

### EDITORIAL PROFILE

Published 12 times a year (monthly), distributed electronically on the **first Wednesday of each month**. Every issue has three versions: Elementary, Middle, and High School. Themes highlight important issues in science education, such as STEM, science literacy, and the *Next Generation Science Standards*. This e-newsletter provides readers with a combination of NSTA's rich, educator-vetted resources that will supplement and enhance teacher content knowledge and illustrate best practices.

### Circulation

Total confirmed delivery circulation of 265,000 (Elementary – 40,000; Middle level – 55,000; High School – 170,000). Readership consists primarily of K–12 science educators in the United States and Canada. District science supervisors, school administrators, principals, and curriculum developers also receive this e-publication. Each issue is shared to the NSTA Facebook page (114,000+ likes as of 4/30/16) and to Twitter (39,000+ followers as of 4/30/16).

### 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

	Size (in pixels)	Maximum File Weight
<b>Medium Rectangle</b>	300 x 250	40 K
<b>Sponsored Text</b>	120 x 60 w/150 words	20 K

- Sponsored Text 150 word maximum; Word document preferred
- Sponsored Text subject to editorial review
- Company to provide URL for website link
- JPEG (.jpg) or GIF (.gif) files at 72dpi
- Animated GIFs acceptable with maximum animation lengths of 15 seconds (including multiple loops)
- No "infinite" looping

### Rates (per insertion)

	1x	3x	6x	12x
300 x 250	\$2,350	\$2,150	\$1,950	\$1,750
<b>Sponsored Text</b>	\$2,350	\$2,150	\$1,950	\$1,750

Each insertion provides for inclusion in all 3 versions of each month's issue. Rates effective January 1, 2017–December 31, 2017.

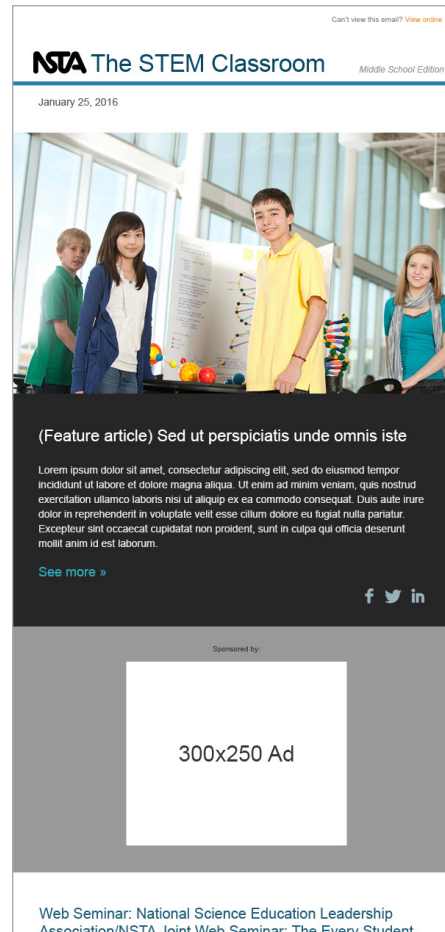
### Commission

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.

### Illustration of Typical Sponsorship Placement



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

Sponsorship space in **The STEM Classroom** is limited. Please check with NSTA for availability.



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## The STEM Classroom E-Newsletter

**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

Size	Issue	Space Reservation	Material Deadline	Cost (per insertion)
_____	January 4	December 14, 2016	December 21, 2016	_____
_____	February 1	January 11, 2017	January 18, 2017	_____
_____	March 1	February 8, 2017	February 15, 2017	_____
_____	April 5	March 15, 2017	March 22, 2017	_____
_____	May 3	April 12, 2017	April 19, 2017	_____
_____	June 7	May 17, 2017	May 24, 2017	_____
_____	July 7	June 14, 2017	June 21, 2017	_____
_____	August 2	July 12, 2017	July 19, 2017	_____
_____	September 6	August 16, 2017	August 23, 2017	_____
_____	October 4	September 13, 2017	September 20, 2017	_____
_____	November 1	October 11, 2017	October 18, 2017	_____
_____	December 6	November 15, 2017	November 22, 2017	_____

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#### NSTA E-Newsletter 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/enewsletters.aspx](http://www.nsta.org/exhibitsadv/enewsletters.aspx)

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