



2018 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 195,000 (Elementary – 30,000; Middle level – 43,000; High School – 122,000). 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 (131,000+ likes as of 4/30/17) and to Twitter (49,500+ followers as of 4/30/17).

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
Medium Rectangle	300 x 250	40 K
Sponsored Text	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 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)

	1x	3x	6x	12x
300 x 250	\$2,350	\$2,150	\$1,950	\$1,750
Sponsored Text	\$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, 2018–December 31, 2018.

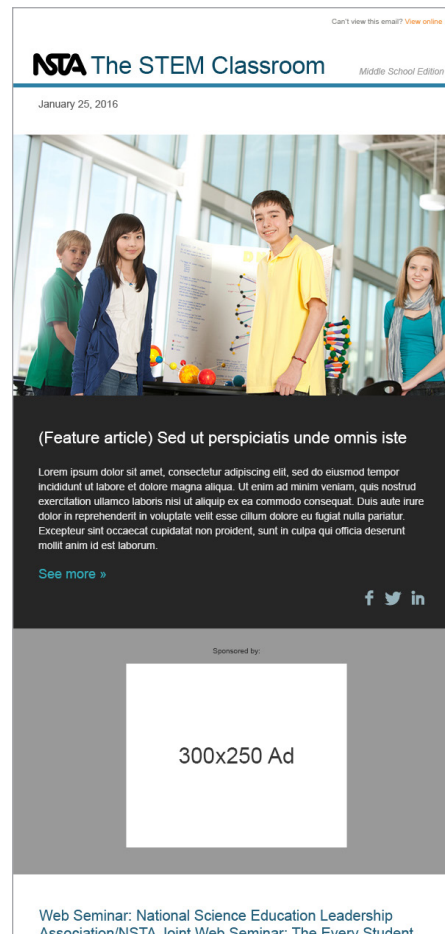
Commission

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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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 3	December 13, 2017	December 20, 2017	_____
_____	February 7	January 17, 2018	January 24, 2018	_____
_____	March 7	February 14, 2018	February 21, 2018	_____
_____	April 4	March 14, 2018	March 21, 2018	_____
_____	May 2	April 11, 2018	April 18, 2018	_____
_____	June 6	May 16, 2018	May 23, 2018	_____
_____	July 11	June 20, 2018	June 27, 2018	_____
_____	August 1	July 11, 2018	July 18, 2018	_____
_____	September 5	August 15, 2018	August 22, 2018	_____
_____	October 3	September 12, 2018	September 19, 2018	_____
_____	November 7	October 17, 2018	October 24, 2018	_____
_____	December 5	November 14, 2018	November 21, 2018	_____

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NSTA E-Newsletter Sponsorship Contact

For information or space reservations, contact: Becky Shoemaker
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www.nsta.org/exhibitsadv/enewsletters.aspx

FAX COMPLETED INSERTION ORDER TO 703-841-5114