



# 2020 Ride-Along Insert Rate Card

## PROFILE

NSTA's new ride-along insert program is the ideal opportunity to highlight everything your organization has to offer educators of science from PreK-College. A direct mail order insert ensures that your company brand is getting into the hands of those vital customers when they are included in every order fulfillment shipped from NSTA.

## Specifications:

- Maximum print size 8.5 x 11"
- Double-sided and gloss covered available
- 4 color
- Printing costs are included
- 2,500 - pieces to be inserted into all shipped orders until all are distributed
- Modifications must be approved by NSTA and may incur additional charges.

## Preferred material format:

- High resolution (300 dpi) PDF, EPS, Tiff files
- All material must be submitted as CMYK
- Transmit to NSTA as e-mail attachment

## Cost

\$2,000

## Advertising Guidelines

- All advertising and reading notices are subject to review and publisher's acceptance policy.
- Advertisers 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 <https://static.nsta.org/pdfs/SafetyInTheMedia.pdf>.
- Advertiser assumes liability for all content (including text representation and illustrations) of material printed, and also assumes responsibility for any claims arising there from.
- A Proof will be provided to the client within 3-5 business days and will require client approval before printing.
- Cancellations will not be accepted once proof has been approved.

## Sample Inserts

**NSTA MEMBERSHIP**  
The Home of High Quality, Vetted Science Teaching Resources

Daily Dos are sensemaking tasks teachers and parents can use to engage their students in authentic, relevant science learning.

**nsta Daily Do**

Monthly Professional Learning Web Seminars  
NSTA Web Seminars are live professional learning experiences that use online learning technologies to allow participants to interact with nationally acclaimed experts, NSTA Press authors, and scientists, engineers, and education specialists from NSTA partner organizations. NSTA members get free monthly web seminars as part of their membership.

Journals  
NSTA members have access to four grade-range-specific journals as well as a journal which bridges in-school and out-of-school science teaching and learning.

Digital Access to All 5 NSTA Award-Winning Journals

Join 40,000 dedicated teachers, science supervisors, administrators, informal educators, scientists, and business and industry representatives committed to science education. Sign up today and take advantage of our new, flexible membership options.

[www.nsta.org/membership](http://www.nsta.org/membership)

**SAVE THE DATES**

**2020 NSTA AREA CONFERENCES ON SCIENCE EDUCATION**

<b>STEAMing Forward: Future Ready</b>	<b>EnGULF Science Education</b>	<b>Road Mapping the Future of Science Education</b>
<b>PITTSBURGH, PA</b> OCT. 29-31	<b>NEW ORLEANS, LA</b> NOV. 19-21	<b>PHOENIX, AZ</b> DEC. 10-12
<b>PROFESSIONAL DEVELOPMENT STRANDS</b>		
<b>Innovating for the Future</b> Striving Toward Inclusive Science STEAMing Across the Disciplines	<b>Sustaining the Big Blue Planet</b> Diving into Scientific Literacy Immersion in Three-Dimensional Learning	<b>Packing Your Bags: Strategies, Tools, and Resources for the Journey</b> Hitting the Road: Creating On-Ramps for All Learners Interactions and Interchanges: Navigating New Connections

Learn more about the NSTA Area Conferences at [www.nsta.org/conferences](http://www.nsta.org/conferences)

#NSTA20



# 2020 Ride-Along Insert Insertion Order

---

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

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

*Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

## DEADLINE

Order and Creative must be received at least 10 business days prior to preferred launch date.

Please specify preferred launch date: \_\_\_\_\_

**TOTAL COST: \$2,000**

---

### NSTA 2020 Ride-Along Insert Contact

For information or space reservations, contact: Jeffrey LeGrand-Douglass  
1840 Wilson Boulevard, Arlington, VA 22201-3092 • E-mail: [jldouglass@nsta.org](mailto:jldouglass@nsta.org)

**SUBMIT ORDER FORM AND ALL AD MATERIALS TO Becky Shoemaker, [bshoemaker@nsta.org](mailto:bshoemaker@nsta.org)**