

2021 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 editions geared toward teachers and administrators at the Elementary, Middle Level, and High School. Themes highlight best practices, reports, and key resources about Science, Technology, Engineering, and Mathematics (STEM) education. This e-newsletter also provides readers with a combination of outside materials and NSTA's rich, educator-vetted STEM-related classroom resources designed to assist schools and educators in developing key STEM programs in their schools.

Circulation

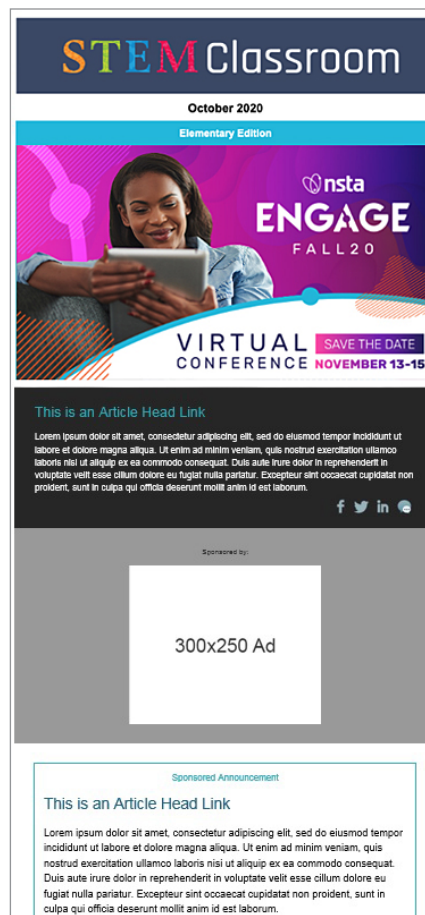
Total confirmed delivery circulation of 205,000 (Elementary – 30,000; Middle level – 42,000; High School – 133,000). Readership consists primarily of K–12 science educators in the United States and Canada. District science supervisors, school administrators, principals, and curriculum developers also receive this e-publication. Each issue is shared to the NSTA Facebook page (138,000+ likes as of 10/1/20) and to Twitter (61,000+ followers as of 10/1/20).

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.

Illustration of Typical Sponsorship Placement



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, 2021–December 31, 2021.

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.

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: _____

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AGENCY (if applicable): _____ CONTACT: _____

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BILLING CONTACT (if different): _____ Purchase Order #: _____

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ADVERTISING DESIGN CONTACT (if different): _____

Phone: _____ E-mail: _____

Authorized Signature: _____ Date: _____

DEADLINES

Size	Issue	Space Reservation	Material Deadline	Cost (per insertion)
_____	January 6	December 15, 2020	December 22, 2020	_____
_____	February 3	January 13, 2021	January 20, 2021	_____
_____	March 3	February 10, 2021	February 17, 2021	_____
_____	April 7	March 17, 2021	March 24, 2021	_____
_____	May 5	April 14, 2021	April 21, 2021	_____
_____	June 2	May 12, 2021	May 19, 2021	_____
_____	July 7	June 16, 2021	June 23, 2021	_____
_____	August 4	July 14, 2021	July 21, 2021	_____
_____	September 1	August 11, 2021	August 18, 2021	_____
_____	October 6	September 15, 2021	September 22, 2021	_____
_____	November 3	October 13, 2021	October 20, 2021	_____
_____	December 1	November 10, 2021	November 17, 2021	_____

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NSTA E-Newsletter Sponsorship Contact

For information or space reservations, contact: Jeffrey LeGrand-Douglass
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