2021 Sponsored Social Media Insertion Order

PROFILE
Post your custom message and image on NSTA’s robust Facebook and Twitter Social Media channels. Reach nearly 200,000 members of the science education community in a casual environment. Reinforce your brand while aligning your message with current happenings in science education.

Circulation
NSTA’s Facebook page has 138,000 likes and our Twitter feed has 64,500 followers, as of 10/15/20.

Ad Material Guidelines
All advertiser and reading notices are subject to review and publisher’s acceptance policy:

-Advertisers should abide by the 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. 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, and also for claims arising there from.

Material Specifications

Facebook
Max 300 characters; Image 940 × 788 pixels, no larger than 5mb, in PNG or JPG format

Twitter:
Max 240 characters; Image 1024 × 512 pixels, no larger than 5mb, in PNG or JPG format

NOTE: Character limit inclusive of all URL’s.

-Company to provide URL for website link
-JPEG (.jpg) or GIF (.gif) files at 72dpi

Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate (per each posting package)</td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
</tr>
</tbody>
</table>

Sponsored Posts include 1 Facebook post + 1 Twitter post package (max 2 sponsored packages per week)
Rates effective January 1, 2021–December 31, 2021

Cancellation—Cancellations must be received 5 business days prior to posting date. Cancelled posting will result in a minimum charge of $250. All cancellations must be made in writing.
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COMPANY: ______________________________________ KEY CONTACT: ______________________________________

Address: ______________________________________________________________________________________________

Phone: __________________________ E-mail: __________________________________________________________________

Company Twitter Handle: _________________________________________________________________________________

AGENCY (if applicable): __________________________________________ CONTACT: ________________________________

Address: ______________________________________________________________________________________________

Phone: __________________________ E-mail: __________________________________________________________________

BILLING CONTACT (if different): __________________________ Purchase Order #: ________________________________

Address: ______________________________________________________________________________________________

Phone: __________________________ E-mail: __________________________________________________________________

ADVERTISING DESIGN CONTACT (if different): ________________________________________________________________

Phone: __________________________ E-mail: __________________________________________________________________

Authorized Signature: ______________________________________________ Date: __________________________

DEADLINE

Order and Creative must be received at least 10 business days prior to preferred posting date(s).

Social Media Accounts

We’ll tag your sponsored post with links to your Facebook page and Twitter account:

Facebook Page: ______________________________________________________________________________________

Twitter Account: _____________________________________________________________________________________

Posting Date(s)

Please specify preferred posting date(s) (limit 1 package per week per company including those with multiple brands):

_____________________________________________________________________________________________________________________

Sponsored Social Media Ad Contact

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

For more information on advertising in NSTA’s electronic publications visit: www.nsta.org/advertising-nstas-electronic-publications