

# 2021 Retargeted Programmatic Web Advertising Insertion Order

## PROFILE

Retargeted programmatic web advertising carries your message to NSTA site visitors after they leave the NSTA website. Utilizing a comprehensive network of vetted partner sites, advertisements reinforce your brand and offerings to a targeted audience of science educators.

## Ad Material Guidelines

All advertiser 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.

## Material Specifications

### Creative

**Dimensions:** 728 x 90, 160 x 600, 300 x 250, 320 x 50

**Max File Size:** 150k

**Accepted File Formats:** jpeg / gif / animated gif / HTML5

**Reference Link:** URL

### Rates

\$4,950—includes 120,000 impressions served over 12 months

*Rates effective January 1, 2021–December 31, 2021.*

### Cancellation

All sales are final. Our partner, Multiview, Inc., does not offer refunds or cancellations for this program. We do, however, offer a Service Guarantee which includes unlimited revisions to the advertising units at no additional cost to the customer.

## INVENTORY OPTIONS

Leaderboard 728 x 90

Mobile App 320 x 50

Medium Square  
300 x 250

Skyscraper  
160 x 600





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COMPANY: \_\_\_\_\_ KEY CONTACT: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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AGENCY (if applicable): \_\_\_\_\_ CONTACT: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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BILLING CONTACT (if different): \_\_\_\_\_ Purchase Order #: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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ADVERTISING DESIGN CONTACT (if different): \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

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## DEADLINES

We will require the desired start date for the campaign. Once all creative and assets are provided, our partner MultiView requires 5 business days to begin campaign.

**TOTAL COST: \$4,950**

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

**NSTA will connect advertiser with Multiview for delivery of creative assets and fulfillment of service.**

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## NSTA Retargeted Programmatic Web Advertising Ad Contact

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

For more information on advertising in NSTA's electronic publications visit: [www.nsta.org/advertising-nstas-electronic-publications](http://www.nsta.org/advertising-nstas-electronic-publications)