

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: _____

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:* _____

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.

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

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