

PROFILE

Post your custom message and image on NSTA’s robust Facebook and Twitter Social Media channels. Reach over 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 141,000 likes and our Twitter feed has 67,000 followers, as of 8/31/21.

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.
- Videos can be 30-45 seconds in length and submitted in one MP3 format.

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

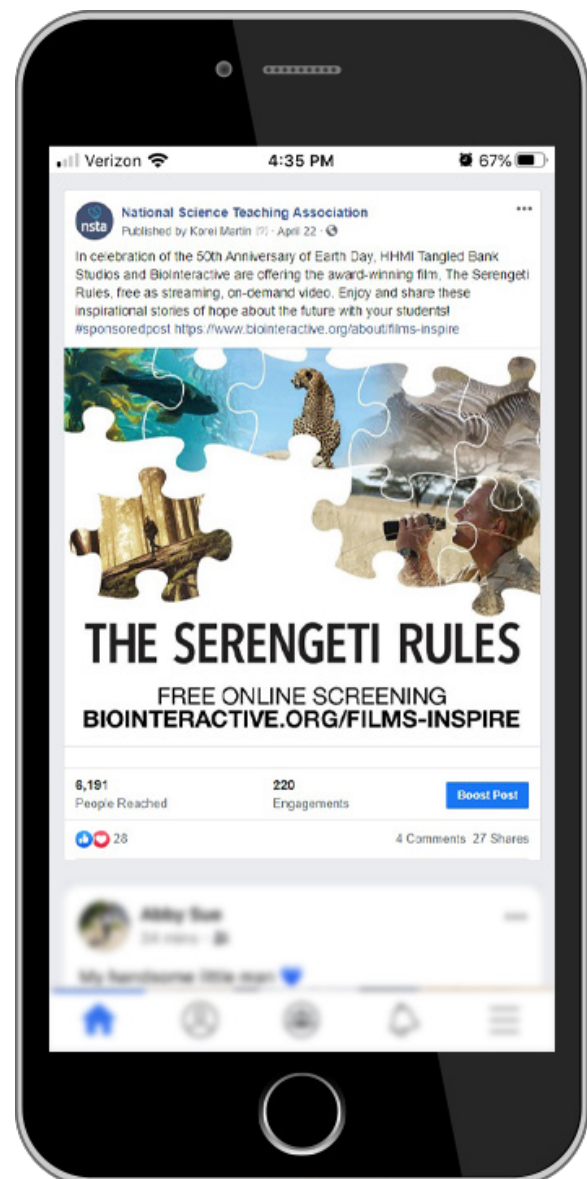
Rates

Frequency	1×	3×	6×	12×
Rate [per each posting package]	\$1,000	\$950	\$900	\$850

Sponsored Posts include 1 Facebook post + 1 Twitter post package (max 2 sponsored packages per week)
Rates effective January 1, 2022–December 31, 2022.

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.

Illustration of Typical Sponsorship Placement





2022 Sponsored Social Media Insertion Order

COMPANY: _____ **KEY CONTACT:** _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Company Twitter Handle: _____

AGENCY [if applicable]: _____ **CONTACT:** _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

BILLING CONTACT [if different]: _____ **Purchase Order #:** _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

ADVERTISING DESIGN CONTACT [if different]: _____

Phone: _____ Fax: _____ 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: Jason Sheldrake
1840 Wilson Boulevard, Arlington, VA 22201-3092 · E-mail: jsheldrake@nsta.org

SUBMIT ORDER FORM AND CONTENT TO Jason Sheldrake, jsheldrake@nsta.org