

## PROFILE

Increase your online visibility with banner advertising on the NSTA website. With over 600,000 page views per month, banner advertising is a powerful way to reinforce your message to our niche audience of PreK–College science educators and administrators.

## 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

	Size (in pixels)	Maximum File Weight
Billboard	970 × 250	500 kB
Medium Rectangle	300 × 250	300 kB

- JPEG (.jpg) or GIF (.gif) files at 72dpi.

## Rates

<b>970 × 250 Billboard Ad</b>
<ul style="list-style-type: none"> <li>• \$15 per thousand impressions</li> <li>• Minimum purchase of 150,000 impressions</li> <li>• Additional blocks of 25,000 impressions available for \$375 each</li> <li>• Limit to 3 advertisers running concurrently</li> </ul>
<b>300 × 250 Medium Rectangle (In Content) Banner Ad</b>
<ul style="list-style-type: none"> <li>• \$10 per thousand impressions</li> <li>• Minimum purchase of 25,000 impressions</li> <li>• No limit on advertisers running concurrently</li> </ul>

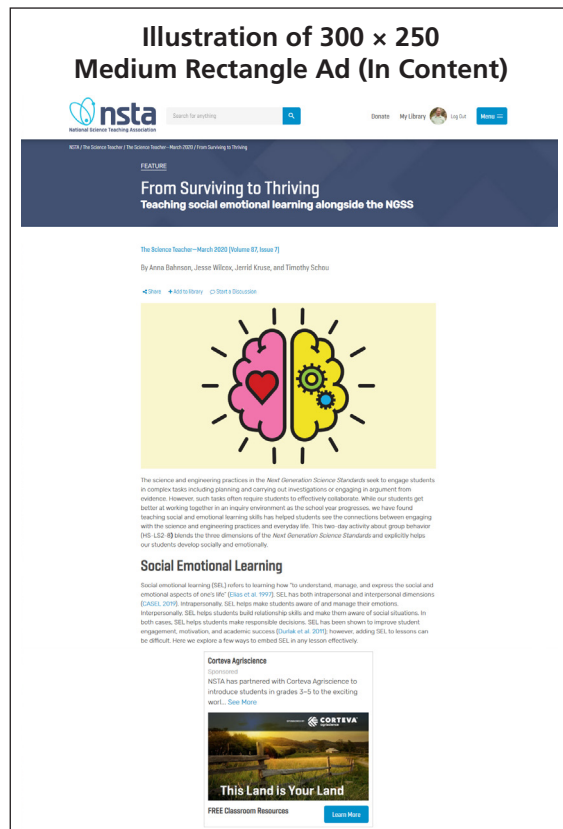
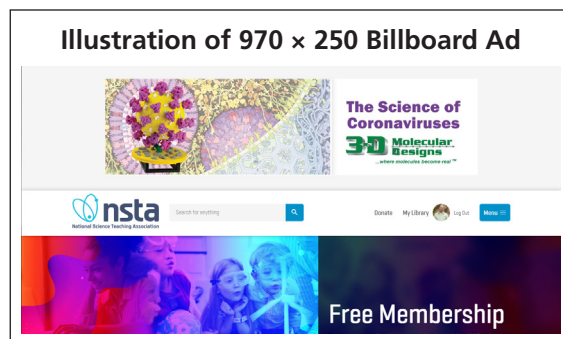
Pricing based on number of impressions ordered.  
Rates effective June 1, 2020–December 31, 2020.

## Commission

Agency commissionable

## Cancellation

No cancellations 5 business days after campaign goes live. Cancelled campaigns will result in a minimum charge of \$250. If impressions delivered exceed minimum charge, cancellation fee will equal the actual number of impressions delivered by cost per thousand. All cancellations must be made in writing.



Exact position of advertisement is determined by NSTA depending on space availability and timely submission of material.



# 2020 Online Banner Ads Insertion Order

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

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

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

**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:* \_\_\_\_\_

## DEADLINES

### Space Reservation

10 business days prior to launch

### Ad Material Deadline

5 business days prior to launch

### Size

### \*Total number of impressions ordered

### TOTAL COST

970 × 250 **Billboard** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

300 × 250 **Medium Rectangle** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Ads will be delivered on the NSTA website until total number of impressions ordered have been delivered. NSTA will rotate a maximum of 3 advertisements in the 970 × 250 position. There is no limit of advertisers for the 300 × 250 position.

### NSTA Banner 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)

**SUBMIT ORDER FORM AND CONTENT TO Becky Shoemaker, [bshoemaker@nsta.org](mailto:bshoemaker@nsta.org)**