

2022 Podcast Sponsorship Insertion Order

Lab Out Loud Podcast



<http://laboutloud.com>

Podcast Profile

Lab Out Loud is an NSTA sponsored bi-weekly podcast, produced 11 months of the year. Lab Out Loud covers the latest innovations and topics in science education. Diverse topics from the past include 3D Printing, Virtual Reality, Drones, Wireless Sensors, Climate Change, Animal Behavior, Lab Safety, and more.

Reach

With over 4,300 page views and podcast episode downloads per month, sponsoring through the Lab Out Loud podcast is a powerful way to reinforce your message in the science education community. Hosts will read your pre-roll or mid-roll copy within the sponsored episode.

Sponsorship Guidelines

All sponsor and reading notices are subject to review and publisher's acceptance policy:

- Sponsors should abide by the minimum NSTA Safety Guidelines when submitting material. For a copy of the "NSTA Minimum Safety Guidelines" visit <https://static.nsta.org/pdfs/SafetyInTheMedia.pdf>.
- Sponsor assumes liability for all content (including text representation and illustrations) described by podcast hosts in pre-roll and mid-roll sponsorships, and also assumes responsibility for any claims arising there from.
- Where change of copy is not received by closing date, material will be inserted as previously rendered.
- Sponsorships rendered in pre-roll and mid-roll copy will be remain in archived versions of each episode for at least one year
- Recognition on episode web page when sponsor company logo and URL are provided to NSTA with sponsorship copy.

Podcast Script Sponsorship Specifications

Sponsorship Type	Length	Approx. # of Words to be Read
Pre-Roll & Mid-Roll	15 seconds & 60 seconds	35 words & 140 words
Mid-Roll & Outro	15 seconds & 60 seconds	35 words & 140 words

Rates

Sponsorship Type	Cost per Episode
Pre-Roll & Mid-Roll	\$795
Mid-Roll & Outro	\$795

Rates effective January 1, 2022 – December 31, 2022

Commission

Non-commissionable

Cancellation

No cancellations after space reservation deadline date. Failure to notify NSTA will result in full charge at the prevailing rate. All cancellations must be made in writing.

Sponsorship space for Lab Out Loud Podcasts is limited. Please check with NSTA for availability.

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Lab Out Loud Podcast

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: _____ Fax: _____ E-mail: _____

Authorized Signature: _____ **Date:** _____

Sponsorship Type	PodcastDate	Space Reservation	Material Deadline	Cost (per insertion)
_____	January 3, 2022	December 6, 2021	December 13, 2021	_____
_____	January 17, 2022	December 13, 2021	January 3, 2022	_____
_____	February 7, 2022	January 17, 2022	January 24, 2022	_____
_____	February 21, 2022	January 31, 2022	February 7, 2022	_____
_____	March 7, 2022	February 14, 2022	February 21, 2022	_____
_____	March 21, 2022	February 28, 2022	March 7, 2022	_____
_____	April 11, 2022	March 21, 2022	March 28, 2022	_____
_____	April 25, 2022	April 4, 2022	April 11, 2022	_____
_____	May 9, 2022	April 18, 2022	April 25, 2022	_____
_____	May 23, 2022	May 2, 2022	May 9, 2022	_____
_____	June 6, 2022	May 16, 2022	May 23, 2022	_____
_____	August 22, 2022	August 1, 2022	August 8, 2022	_____
_____	September 5, 2022	August 15, 2022	August 22, 2022	_____
_____	September 19, 2022	August 29, 2022	September 6, 2022	_____
_____	October 3, 2022	September 12, 2022	September 19, 2022	_____
_____	October 17, 2022	September 26, 2022	October 3, 2022	_____
_____	November 7, 2022	October 17, 2022	October 24, 2022	_____
_____	November 21, 2022	October 31, 2022	November 7, 2022	_____
_____	December 5, 2022	November 14, 2022	November 21, 2022	_____
_____	December 19, 2022	November 28, 2022	December 5, 20212	_____

COPY DELIVERABLES: Word document, Logo (EPS or JPG file), and URL to web site
E-mail order form and all deliverables to jsheldrake@nsta.org
 Lab Out Loud will not be produced during certain weeks of the year. In the event of conflicts, sponsors will be notified.