

2020 NSTA Reports Insertion Order

NSTA Reports E-Newsletter

EDITORIAL PROFILE

Published approximately 100 times a year and distributed twice weekly to over 240,000 subscribers, *NSTA Reports* delivers the latest news and information about science teaching and learning, including professional development opportunities, legislative updates, member news, resources, and much more. The new NSTA Reports uses artificial intelligence to personalize and customize a newsletter that will compile articles and resources most relevant to the reader.

Circulation

Total confirmed delivery circulation of over 240,000. Readership consists primarily of science educators in the United States and Canada. Select administrators, principals, and supervisor/coordinators also receive this e-publication.

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. 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>.
- Sponsor assumes liability for all content (including text representation and illustrations) of material printed, 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.

Material Specifications

	Size (in pixels)	Maximum File Weight
Banner	550 x 150	40 K
Square	250 x 250	40 K
Sponsored Text	120 x 60 w/150 words	20 K

- Sponsored Text 150 word maximum; Word document preferred
- Sponsored Text subject to editorial review
- Company to provide fully articulated URL for website link
- JPEG (.jpg) or GIF (.gif) files at 72dpi
- No animated or rotating images
- No Bitly links, tiny URLs or URL shorteners

Rates (per insertion)

	1x	3x	6x	12x
550 x 150	\$2,350	\$2,150	\$1,950	\$1,750
250 x 250	\$2,150	\$1,950	\$1,750	\$1,550
Sponsored Text	\$2,350	\$2,150	\$1,950	\$1,750

Rates effective January 1, 2020–December 31, 2020.

Commission—Agency commissionable

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

Illustration of Typical Sponsorship Placement

This newsletter shows all of the design elements for your template. The articles populated are for example purposes only and do not reflect what will be sent in your upcoming newsletter

The screenshot shows the NSTA Reports e-newsletter layout. At the top is the NSTA Reports logo and the National Science Teaching Association name. Below that is a 'Subscribe' button and the date 'Monday, August 24, 2020'. A banner advertisement for 'GENERATION GENIUS ONLINE SCIENCE VIDEOS & LESSONS FOR K-8' is placed below the subscribe button. Below the banner is an editorial article titled 'Use Live Class Time to Center Relationships'. Further down is a square group advertisement for 'ELEMENTARY STEM SHOWCASE' and 'nsta21 NATIONAL CONFERENCE ON SCIENCE EDUCATION CHICAGO | APRIL 8-11'. Below the square group is a sponsored text advertisement titled 'Now is the time for philanthropy to invest in promoting college success'. At the bottom, there is an 'ED STAFF' section with a tribute to Sir Ken Robinson and a 'USA TODAY' section with an article about climate change.

Banner #1

Square Group #1

Sponsored text

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

Sponsorship space in *NSTA Reports* is limited. Please check with NSTA for availability.

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NSTA Reports E-Newsletter

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:* _____

DEADLINES

Space Reservation	Material Deadline	Size	Cost (per insertion)
3 weeks prior to issue	2 weeks prior to issue	_____	_____

Please write in date(s) the sponsorship material is to be run:

*NSTA Reports will not be published during certain weeks of the year. In the event of conflicts, sponsors will be notified.
Exact position of sponsorship art is determined by NSTA depending on space availability and timely submission of material.*

NSTA E-Newsletter Sponsorship Contact

For information or space reservations, contact: Becky Shoemaker
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<https://www.nsta.org/advertising-nstas-electronic-publications>