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

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<th>Size (in pixels)</th>
<th>Maximum File Weight</th>
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<td>Sponsored Text</td>
<td>120 × 60 w/150 words</td>
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• 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)

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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

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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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