



# 2012 Online Sponsorship Insertion Order

## NSTA Express E-Newsletter

### EDITORIAL PROFILE

Published approximately fifty times a year and distributed electronically on **Monday of each week**. NSTA Express delivers the latest news and information about science education including legislative updates, member news, resources, and much more.

### Circulation

Total circulation of 407,000. 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 <http://www.nsta.org/main/pdfs/SafetyGuidelines.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
Full Banner	468 x 60	40 K
Rectangle	180 x 150	40 K
Vertical Banner	120 x 240	30 K
Button 1	120 x 90	20 K
Button 2	120 x 60	20 K

- JPEG (.jpg) or GIF (.gif) files at 72dpi.
- Animated GIFs acceptable with maximum animation lengths of 15 seconds (including multiple loops)
- No "infinite" looping

### Rates (per insertion)

	1x	3x	6x	12x
468 x 60	\$2,350	\$2,100	\$1,900	\$1,650
180 x 150	\$2,050	\$1,800	\$1,600	\$1,350
120 x 240	\$1,850	\$1,700	\$1,500	\$1,250
120 x 90	\$1,575	\$1,400	\$1,200	\$950
120 x 60	N/A	N/A	\$900	\$850

Rates effective January 1, 2012–December 31, 2012.

### 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

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

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



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## NSTA Express E-Newsletter

**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	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 Express 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: Olenka Dobczanska  
 1840 Wilson Boulevard, Arlington, VA 22201-3000 • Tel: 703-312-9262 • Fax: 703-841-5114 • E-mail: [odobczanska@nsta.org](mailto:odobczanska@nsta.org)  
[www.nsta.org/exhibitsadv/enewsletters.aspx](http://www.nsta.org/exhibitsadv/enewsletters.aspx)

**FAX COMPLETED INSERTION ORDER TO 703-841-5114**