



2012 Online Sponsorship Insertion Order

Science Class E-Newsletter

EDITORIAL PROFILE

Published twelve times a year (on a monthly basis), distributed electronically on the **first Wednesday of each month**. Every issue has three versions: elementary, middle, and high school. Themes follow editorial calendar of respective print journal publication except in months where there are no print journals in which case issue theme is editor's choice.

Circulation

Total circulation of 308,000. 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

Each insertion provides for inclusion in all 3 versions of each month's issue. 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 **Science Class** is limited. Please check with NSTA for availability.



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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

Size	Issue	Space Reservation	Material Deadline	Cost (per insertion)
_____	January 4	December 14, 2011	December 21, 2011	_____
_____	February 1	January 11, 2012	January 18, 2012	_____
_____	March 7	February 15, 2012	February 22, 2012	_____
_____	April 4	March 14, 2012	March 21, 2012	_____
_____	May 2	April 11, 2012	April 18, 2012	_____
_____	June 6	May 16, 2012	May 23, 2012	_____
_____	July 3	June 13, 2012	June 20, 2012	_____
_____	August 1	July 11, 2012	July 18, 2012	_____
_____	September 5	August 15, 2012	August 22, 2012	_____
_____	October 3	September 12, 2012	September 19, 2012	_____
_____	November 7	October 17, 2012	October 24, 2012	_____
_____	December 5	November 14, 2012	November 21, 2012	_____

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NSTA E-Newsletter Sponsorship Contact

For information or space reservations, contact: Olenka Dobczanska

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www.nsta.org/exhibitsadv/enewsletters.aspx

FAX COMPLETED INSERTION ORDER TO 703-841-5114