



# 2012 Online Sponsorship Insertion Order

## Scientific Principals E-Newsletter

### EDITORIAL PROFILE

Published twelve times a year (on a monthly basis), distributed electronically on the **third Wednesday of each month**. Issues focus on a different science theme each month with information relevant to science teaching at the elementary level.

### Circulation

Total circulation of 5,100. Readership consists primarily of elementary school principals in the United States. Issues are also intended for pass-along to teachers.

### 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	\$1,200	\$1,100	\$1,000	\$900
180 x 150	\$850	\$800	\$750	\$700
120 x 240	\$750	\$700	\$650	\$600
120 x 90	\$600	\$550	\$500	\$400
120 x 60	N/A	N/A	\$400	\$350

Rates per insertion.

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.

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

### Illustration of Typical Sponsorship Placement

The illustration shows a typical page layout for the Scientific Principals e-newsletter. At the top is a header with the title "SCIENTIFIC PRINCIPALS" and the NSTA logo. Below the header is a navigation bar with links: NSTA Home, Member Benefits, Conferences, Member Journals, Science Store, and Learning Center. The main content area features an article titled "May 2009: Informal Science Education" with a photo of children. To the right of the article, there are four sponsorship placement options: a Full Banner (468 x 60), a Vertical Banner (120 x 240), a Rectangle (180 x 150), and two Button options (Button 1: 120 x 90, Button 2: 120 x 60).

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



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## Scientific Principals 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

Size	Issue	Space Reservation	Material Deadline	Cost (per insertion)
_____	January 18	December 28, 2011	January 4, 2012	_____
_____	February 15	January 25, 2012	February 1, 2012	_____
_____	March 21	February 29, 2012	March 7, 2012	_____
_____	April 18	March 28, 2012	April 4, 2012	_____
_____	May 16	April 25, 2012	May 2, 2012	_____
_____	June 20	May 30, 2012	June 6, 2012	_____
_____	July 18	June 27, 2012	July 3, 2012	_____
_____	August 15	July 25, 2012	August 1, 2012	_____
_____	September 19	August 29, 2012	September 5, 2012	_____
_____	October 17	September 26, 2012	October 3, 2012	_____
_____	November 21	October 31, 2012	November 7, 2012	_____
_____	December 19	November 28, 2012	December 5, 2012	_____

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#### 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**