



2012 Online Sponsorship Insertion Order

Banner Ads on *NSTA.org*

PROFILE

Increase your online visibility with *NSTA.org*'s online banner advertising. With over 300,000 page views per month, banner advertisements are a powerful way to reinforce your message in the science education community. Ads rotate throughout the website on select pages with no more than 4 running at one time. Opportunities are available for banner and button boxes.

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
Vertical Banner	120 x 240	30 K
Square Button	125 x 125	30 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

	1x	3x	6x	12x
120 x 240	\$1,750	\$1,600	\$1,400	\$1,200
125 x 125	\$1,500	\$1,300	\$1,100	\$900

Rates per month.

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

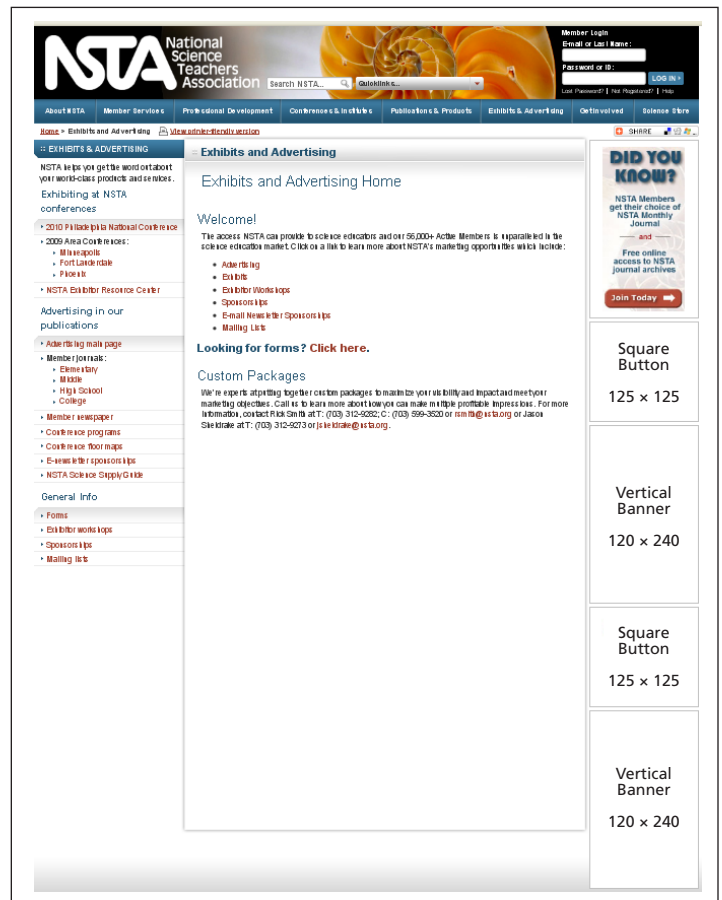
Commission

Agency commissionable

Cancellation

No cancellations 5 business days after campaign goes live. All cancelled campaigns will be charged for time ran. 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.



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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

Space Reservation

7 business days prior to launch

Material Deadline

3 business days prior to launch

Size

120 x 240 _____

125 x 125 _____

Date(s) the material is to be run

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

NSTA Banner Ad Contact

For information or space reservations, contact: Sarah Lokerson
 1840 Wilson Boulevard, Arlington, VA 22201-3000 • Tel: 703-312-9225 • Fax: 703-841-8329 • E-mail: slokerson@nsta.org

www.nsta.org/exhibitsadv/web.aspx

FAX COMPLETED INSERTION ORDER TO 703-841-8329