



Michigan Science Teachers Association Advertising Rate Sheet

Advertising Options:

Advertising opportunities are available in five (5) publications produced by the Michigan Science Teachers Association. *Please indicate the publication you would like to advertise in below by checking the box.*

MSTA LINKS

The MSTA Newsletter is a full color, 8.5" x 11" online publication. It is published three times a year (Fall, Winter and Spring).

Indicate the issue you want to advertise in and the ad size:

Winter 2023 (ad deadline is January 13, 2023)

Full page: 8.5" x 11"

Half page (horizontal): 7.5" x 5"

Half page (vertical): 3.75" x 10"

Quarter Page: 3.75" x 5"

Spring 2023 (ad deadline is April 28, 2023)

Full page: 8.5" x 11"

Half page (horizontal): 7.5" x 5"

Half page (vertical): 3.75" x 10"

Quarter Page: 3.75" x 5"

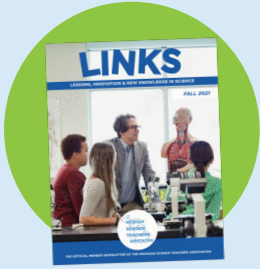
Fall 2023 (ad deadline is September 15, 2023)

Full page: 8.5" x 11"

Half page (horizontal): 7.5" x 5"

Half page (vertical): 3.75" x 10"

Quarter Page: 3.75" x 5"



Journal

The MSTA Journal is an online publication produced bi-annually and includes reviewed educational articles for elementary, middle, and secondary classroom teachers, principals, and science educators across the state.

Indicate the issue you want to advertise in and the ad size:

Summer 2023 (ad deadline is July 7, 2023)

Full page: 8.5" x 11"

Half page (horizontal): 7.5" x 5"

Half page (vertical): 3.75" x 10"

Quarter Page: 3.75" x 5"

Winter 2023 (ad deadline is November 10, 2023)

Full page: 8.5" x 11"

Half page (horizontal): 7.5" x 5"

Half page (vertical): 3.75" x 10"

Quarter Page: 3.75" x 5"



Digital Advertising

MSTA offers digital advertising opportunities in the monthly MSTA eNewsletter and on the MSTA website.

Indicate the digital ad placement and ad size:

MSTA eNewsletter

Banner Ad: 800 x 100px

Square Ad: 1080 x 1080px

Homepage Banner

Clickable Homepage Banner Ad: 1000 x 320px



Advertising Rates:

Advertise in more publications and received discounts on each advertisement you place.

MSTA LINKS & Journal Publications

	Commercial Rates			Non-Profit Rates		
Ad Size & Publications	1 or 2 issues of LINKS or Journal	3 or 4 issues of LINKS or Journal	All Issues of LINKS or Journal	1 or 2 issues of LINKS or Journal	3 or 4 issues of LINKS or Journal	All Issues of LINKS or Journal
Full Page	\$500	\$450	\$400	\$450	\$400	\$350
1/2 Page	\$375	\$325	\$300	\$325	\$290	\$275
1/4 Page	\$250	\$210	\$190	\$200	\$170	\$160

Digital Advertising

Homepage Banner Rates	
Ad Length of Time	Ad Cost
1 Week	\$75
2 Weeks	\$125
1 Month	\$200

MSTA eNewsletter Rates
Digital ad in Monthly MSTA eNews, either Banner ads: 800 x 100 pixels or Square: 1080 x 1080 pixels \$75 per ad.

ORDER INFORMATION:

Company: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

PAYMENT INFORMATION:

Number of Ads Ordered: _____ Total Amount Due: \$ _____

Credit Card: Visa MasterCard Discover American Express

Card Number: _____ Expiration Date: _____ CVV: _____

Card Holder (name printed on card): _____

Billing Zip Code: _____

Signature: _____

Contract and advertising copy should be sent to: info@msta-mich.org.

Ad Positioning - Advertisers will be given the best location possible. Request for preferred positions will be honored when possible. Regular advertisers will be given preference for ad location. **Copy and Space Order Regulations** - MSTA reserves the right to reject any advertising based on content and/or improper format or size. Advertisers and advertising agencies shall assume liability for content of ads printed and also assume responsibility for any claims arising therefrom against MSTA. **Cancellations** - Accepted only before closing date. Electronic Ad Specifications - Please submit artwork (showing crop marks) in electronic PDF format to info@msta-mich.org