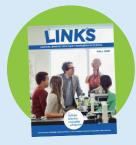


# Michigan Science Teachers Association Advertising Rate Sheet

# **Advertising Options:**

Advertising opportunities are available in five (3) 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:

Spring 2024 (ad deadline is April 12, 2024)Full page: 8.5" x 11"Half page (horizontal): 7.5" x 5"Qual

Half page (vertical): 3.75" x 10" Quarter Page: 3.75" x 5"

### Fall 2024 (ad deadline is September 20, 2024)

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 2025 (ad deadline is January 17, 2025)

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"



## **Conference Program**

Place an ad in the 2025 MSTA Annual Conference Program. Conference registration and additional sponsorhsip opportuniries will open November 15, 2024

Indicate the ad size you would like to purchase:

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 Publications**

	Commercial Rates			Non-Profit Rates		
Ad Size & Publications	1 or 2 issues of LINKS	3 or 4 issues of LINKS	All Issues of LINKS	1 or 2 issues of LINKS	3 or 4 issues of LINKS	All Issues of LINKS
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

### MSTA Conference Program

Rates					
Ad Size	Ad Cost				
Full Page	\$600				
1/2 Page	\$400				
1/4 Page	\$275				

## **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:	Expiratio	on Date:CVV:					
Card Holder (name printed on card):							
Billing Zip Code:							
Signature:							

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