



# 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"

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 sponsorship opportunities 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: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Card Holder (name printed on card): \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Contract and advertising copy should be sent to: [office@msta-mich.org](mailto: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](mailto:office@msta-mich.org)