

Advertising through the National Earth Science Teachers Association

<http://nestanet.org>

The National Earth Science Teachers Association (NESTA) offers advertising opportunities through its quarterly journal, *The Earth Scientist*, as well as in its monthly e-newsletter to its members. As the leading organization nationally representing K-12 Earth and space science educators, NESTA offers the opportunity to target this key community with information about your resources and programs.

The circulation of TES is typically 1,500 copies, and can be more if a special themed issue is planned with a larger print run. NESTA's membership of ~1,300 is primarily composed of K-12 teachers who are committed to Earth and space science education, and teach primarily at the middle school and high school levels.

Print Advertising in TES is offered at the following rates, with additional specifications given below:

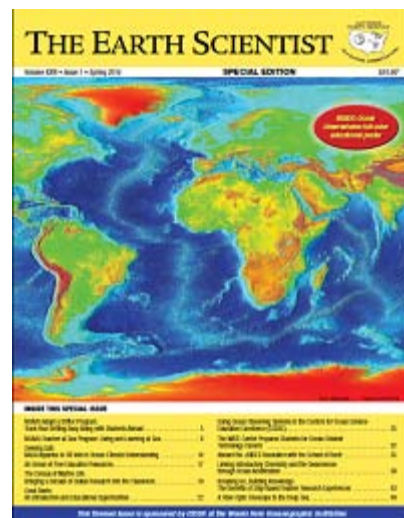
- Full-page (9 5/8 X 7 3/8 inches) \$500
- Half-page (4 13/16 X 3 11/16) \$250
- Quarter-page (2 7/16 X 1 13/16) \$125
- Eighth-page (1 3/16 inches x 7/8 inches) \$75

Banner advertising in our e-newsletter is offered at the rate of \$100/month for a banner ad that is 110 pixels wide by 220 pixels tall, with additional specifications given below.

For more information, or to take advantage of these opportunities, please contact:

for advertising in TES
Tom Ervin, TES Editor
tomervin@mchsi.com

for advertising in NESTA e-newsletter
Dr. Roberta Johnson, NESTA Executive Director
rmjohnsn@nestanet.org



Advertising Specifications: General Specifications for both Advertising Options - NESTA accepts advertisements that are relevant to Earth and space science education in its publications. Advertising space is limited. Ads can be in color. Advertisers are advised to submit their ads well in advance of stated deadlines, to ensure any problems with the ads can be addressed prior to publication preparation.

Print Advertising in TES - We accept CD or electronic ad files in the following formats: high-res PDF, TIFF or high-res JPEG. Files must have a minimum resolution of 300 dpi. Submission dates given below are the latest possible dates by which ads can be accepted for a given issue. The TES Editor is responsible for decisions regarding the appropriateness of advertisements in TES. Ad submission deadlines: Spring Issue: submission deadline - January 15; Summer Issue: submission deadline - April 15; Fall Issue: submission deadline - July 15; Winter Issue: submission deadline - October 31

E-Newsletter Banner Advertising - We accept banner ads of exactly 110 pixels wide by 220 pixels tall. JPEG, GIF, animated GIF, and Flash formats are accepted (swf files only) at 72 dpi. Ads must be received and payment completed by the 10th of each month for that month's e-newsletter, which comes out on the 15th of the month. The NESTA Executive Director is responsible for decisions regarding the appropriateness of advertisements in our e-Newsletter.

Payment, Liability, and Cancellation: Sponsor assumes all liability for content (including text representation and illustrations) of material presented, 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. Exact position of sponsorship art is determined by NESTA depending on space availability and timely submission of material. 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.