

National Earth Science Teachers Association



dedicated to the advancement, stimulation, extension, improvement, and coordination of Earth Science education at all levels

Join Us!

Promotional Opportunities through NESTA

Are you trying to reach people interested in the Earth and space sciences and our environment with information about your products, programs, or services?

NESTA provides targeted solutions for companies and programs seeking to effectively reach this unique market.

Options include:

- Print, website, and e-newsletter advertising
- Newsletter Announcements
- Vendor Opportunities

For additional information, see the attached information packet. Please contact Dr. Roberta Johnson at rmjohnsn@nestanet.org or 303-929-1606 to take advantage of these opportunities.



Advertising through Windows to the Universe!

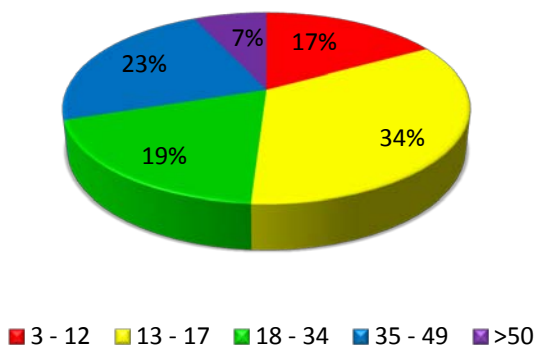
<http://windows2universe.org>

The National Earth Science Teachers Association (NESTA) offers advertising opportunities on its flagship Earth and Space science education website – Windows to the Universe, as well as in the monthly Windows to the Universe Earth and Space Science Education e-newsletter. Windows to the Universe offers unparalleled reach to the Earth and space science education community:

- ~3.1 million page views per month
- ~1.3 million visits per month during the academic year
- English and Spanish
- Over 5,000 subscribers to monthly Windows to the Universe Earth and Space Science Educator e-Newsletter in 160 countries, English and Spanish

Demographic analyses show that our website audience includes a large number of students well as their parents and teachers. Our monthly newsletter targets K-12 Earth and space science educators including classroom teachers, informal educators, program developers, and homeschooling parents.

Audience Age

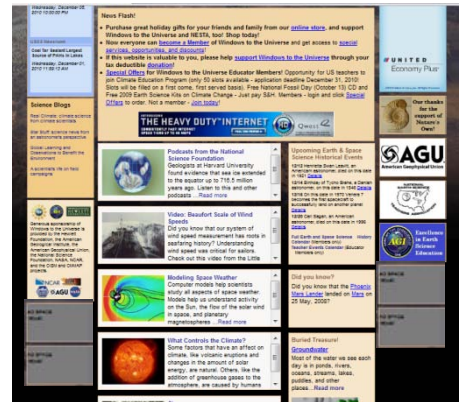


NESTA offers the following advertising rates* for organizations seeking to share information about their quality products, programs, and services related to the Earth and Space science education and our audience through our website and newsletter. Website advertising is available on either a weekly, monthly, or cost per thousand impressions (CPM) basis. Newsletter advertising is available only monthly.

Windows to the Universe Advertising Rates*

Website Advertising

156x90 pixels	156x192 pixels
<p><u>Monthly rates</u> <i>Guaranteed 100K page impression</i> \$100 per month for 1 – 2 months \$90 per month for 3 - 5 months \$80 per month for 6 – 11 months \$70 per month for 12 months</p>	<p><u>Monthly rates</u> <i>Guaranteed 100K page impression</i> \$200 per month for 1 – 2 months \$175 per month for 3 - 5 months \$150 per month for 6 – 11 months \$100 per month for 12 months</p>
<p><u>Weekly rates</u> <i>Guaranteed 50K page impressions</i> \$50 for 1 week \$40/wk for 2 weeks \$30/wk for 3 weeks</p>	<p><u>Weekly rates</u> <i>Guaranteed 50K page impressions</i> \$80 for 1 week \$70/wk for 2 weeks \$60/wk for 3 weeks</p>
<p><i>Or \$1.50/CPM</i></p>	<p><i>Or \$2/CPM</i></p>



With a yearly average of over 100,000 page views per day, these advertising rates are sure to increase your online visibility!

Windows to the Universe Earth and Space Science Education Newsletter Advertising

We also offer advertising in our monthly Windows to the Universe Earth and Space Science Education e-newsletter, which reaches over 5,000 teachers in 160 countries in English or Spanish.

Banner advertising in the newsletter is offered at \$150/month for a 110 pixels wide by 220 pixels tall. JPEG, GIF, animated GIF, and Flash formats are accepted (swf files only) at 72 dpi.

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

Dr. Roberta Johnson, NESTA Executive Director

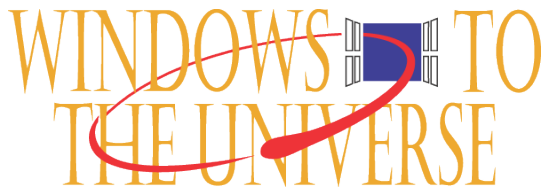
CEO, Windows to the Universe

rmjohnsn@nestanet.org or 303-929-1606

Specifications: Website Advertising: Ads are provided by sponsor, and must be exactly 156x90 or 156x192 at 72 dpi. Newsletter Advertising: Ads are provided by sponsor, and must be exactly 110 pixels wide by 220 pixels tall at 72 dpi. General Specifications: 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. All materials submitted are subject to review and acceptance by NESTA, and NESTA reserves the right to refuse any advertising submitted. Ads must be received and payment completed by the 20th of the month to be included in the following month's e-newsletter, which comes out on the 1st of each month.

*NESTA offers a 25% discount to non-profit organizations off of these advertising rates.

The National Earth Science Teachers Association is a tax-exempt 501(c)(3) organization supporting Earth and space science education.



Become a Vendor on the Windows to the Universe Online Store!

<http://www.windows2universe.org/store>

Do you have a quality educational product that you would like to make available to Earth and space science educators?

The National Earth Science Teachers Association (NESTA) offers opportunities for organizations with products relevant to Earth and space science educators to become vendors on the Windows to the Universe Online Store. Because of the reach of the Windows to the Universe website, vendors have a unique opportunity to get their products highlighted on a website with access to a large audience of students, teachers, and the general public that are interested in the Earth and space sciences. Windows to the Universe offers unparalleled reach to the Earth and space science education community:

- ~3.1 million page views per month
- ~1.3 million visits per month during the academic year
- English and Spanish
- Over 5,000 subscribers to monthly Windows to the Universe Earth and Space Science Educator e-Newsletter in 160 countries, English and Spanish

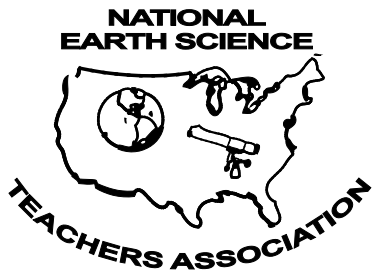
Demographic analyses show that our website audience includes a large number of students well as their parents and teachers. Our monthly newsletter targets K-12 Earth and space science educators including classroom teachers, informal educators, program developers, and homeschooling parents.

Take advantage of this exciting marketing opportunity today! If your organization is interested in becoming a vendor on the Windows to the Universe online store, please contact us for more information. See additional details below.

For more information, contact: Dr. Roberta Johnson, NESTA Executive Director rmjohnsn@nestanet.org

Vendor Relationship Requirements: NESTA will review all products for appropriateness and educational value prior to finalizing any vendor relationships. Vendors manage their inventory through our online store interface, and are responsible for all order processing, including mailing products and handling returns, for any reason. NESTA will charge a commission on all purchases through the Windows to the Universe online store. The Vendor assumes all liability for products (including their text representation and images), and also assumes responsibility for any claims arising there from.

The National Earth Science Teachers Association is a tax-exempt 501(c)(3) organization supporting Earth and space science education.



NESTA E-Newsletter Announcements

Organizations seeking to reach Earth and space science educators with announcements about their products, programs and services have the opportunity to place announcements in NESTA's monthly e-newsletters. NESTA's two e-newsletters reach primarily classroom K-12 Earth and space science teachers, with the following audience descriptions:

NESTA E-News - ~1200 Earth and space science teacher members, primarily in middle and high school classrooms across the US, comes out monthly on the 15th of the month.

Windows to the Universe Earth and Space Science Education Newsletter - Over 5,000 Earth and space science educator subscribers around the world, in over 160 countries, comes out monthly on the 1st of each month.

Announcements in our e-newsletters are offered on the following terms:

\$25/month for non-profit organizations

\$50/month for for-profit organizations

Announcement text is limited to a title, 150 words of text (which can include live links), and a 100x100 pixel thumbnail. See additional specifications, below.

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

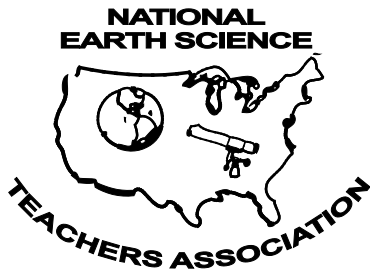
Dr. Roberta Johnson, NESTA Executive Director

rmjohnsn@nestanet.org or 303-929-1606

Additional Specifications: At NESTA's discretion, we may offer to include one brief announcement in our newsletter from organizations offering quality resources, programs, or opportunities which are relevant to and appropriate for our members and subscribers and are **free for participants** at no charge to the organization. However, if there is a fee to participants (including conference registration fees), then we will charge a fee to provide an announcement of the organization's resources, programs, or opportunities in our e-newsletters.

Announcement submissions, and associated links, will undergo review for appropriateness and relevance by NESTA, and decisions on acceptance of announcements are final. Windows to the Universe Contributing Partners, Institutional, and Founding Partners receive unlimited free newsletter announcements. Announcement title, text, thumbnail, and payment must be received by the 10th of the month for NESTA E-News and by the 20th of the month for the Windows to the Universe Educator newsletter (text will be translated into Spanish by the Windows to the Universe translator for inclusion in our Spanish language newsletter). Sponsor assumes all liability for content (including text representation and illustrations) of material presented, and also assumes responsibility for any claims arising there from.





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 ~1,200 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.

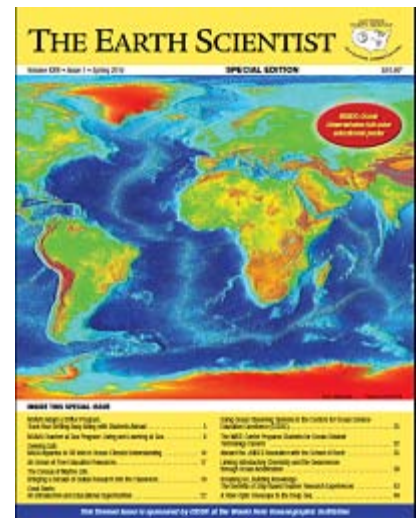
Print Advertising in TES is offered at the following rates, with additional specifications given below:

- Full-page (7.5" wide x 10" high) \$500
- Half-page (7.25" wide x 4.75" high) \$250
- Quarter-page (3.625" wide x 4.75" high) \$125
- Eighth-page (3.625" wide x 2.375" high) \$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.