



2016-2017 Online Sponsorship Insertion Order GSTA eObservations E-Newsletter

Publication Profile

GSTA publishes the [eObservations newsletter](#) 11 times per year to provide our 2,000+ contacts and other science educators with a range of information that supports excellent science education for all students in our state. Beyond our internal email list, the newsletter is shared on social media, available to the public on our website, and forwarded from our contacts to their colleagues. Each issue delivers classroom resource recommendations, announcements of upcoming programs for teachers and students, research- and practice-based articles that present best practices for science teaching, and important news that is relevant to Georgia's science educators. The publication year runs May through April, with a combined summer issue in June/July.

Sponsorship Guidelines

All sponsor submissions are subject to review and GSTA's acceptance policy:

- All photographs should meet minimum NSTA Safety Guidelines, which are available at <http://www.nsta.org/pdfs/SafetyGuidelines.pdf>.
- Art provided as JPEG (.jpg)
- Size as noted below
- Exact position of sponsorship art is determined by GSTA depending on space availability and timely submission of material.
- Sponsor assumes liability for all content (including text representation and illustrations) of material published, and also assumes responsibility for any claims arising there from.
- GSTA reserves the right to refuse any notices deemed inconsistent with the organization's mission and goals.

Materials Specifications and Rates

Approximate sponsorship placement options are shown in the illustration at right. You can view these online [here](#).



Position	Size (Pixels)	Rate per Insertion (Total Cost)			
		1x	2x	3x	6x-11x
Full Banner - Top	450 x 100	\$55	\$52.25 (\$104.50)	\$49.50 (\$148.50)	\$44 (\$264-484)
Full Banner - Lower	450 x 100	\$33	\$31.35 (\$62.70)	\$29.70 (\$89.10)	\$26.40 (\$158-290)
Vertical Banner - Contents	150 x 300	\$44	\$41.80 (\$83.60)	\$39.60 (\$118.80)	\$35.20 (\$211-387)
Vertical Banner - Top	200 x 300	\$55	\$52.25 (\$104.50)	\$49.50 (\$148.50)	\$44 (\$264-484)
Vertical Banner - Lower	200 x 300	\$33	\$31.35 (\$62.70)	\$29.70 (\$89.10)	\$26.40 (\$158-290)
Rectangle	200 x 150	\$27.50	\$26.13 (\$52.25)	\$24.75 (\$74.25)	\$22 (\$132-242)



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Ordering Procedure

- All orders should be submitted for confirmation to the *eObservations* editor at gstanews@gmail.com.
- Once the editors confirm an order, payment should be submitted to the GSTA treasurer, Karol Stephens (krhstephens@yahoo.com), at PO Box 2668, Stockbridge, GA 30281. A completed copy of this form should accompany all orders and payments.
- Publication-ready artwork should be submitted to *eObservations* by email.

COMPANY: _____ **KEY CONTACT:** _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

COMPANY (if different): _____ **Purchase Order #:** _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

AUTHORIZED SIGNATURE: _____

ORDER DETAILS

Date(s) to be Run	Position	Size	Cost per Insertion	Total Cost

Orders are due one month prior to first publication, with artwork due one week prior to publication. The *eObservations* newsletter is published around the 20th of each month, except that a single June/July issue is published during the summer. In the event of conflicts, sponsors will be notified. Exact position of sponsorship art is determined by GSTA depending on space availability and timely submission of material. View the current issue at <http://www.georgiascienceteacher.org/NewsletterOverview1>.