

# ADVERTISING RATE SHEET

## Advertising Options:

Advertising opportunities are available in seven (7) publications produced by the Michigan Science Teachers Association. *Please indicate the publication you would like to advertise in below by checking the box.*

### Order Information

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

### Payment Information

Number of Ads Ordered \_\_\_\_\_ \$ \_\_\_\_\_  
 Total Amount Due

Payment Type:  Credit Card  Invoice

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

#### Contact and advertising copy should be sent to:

MSTA Office,  
 1390 Eisenhower Place  
 Ann Arbor, Michigan 48108,  
 Phone: 734-973-0433, Fax: 734-677-2407.



**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 in electronic PDF format to arichardson@managedbyamr.com. **Note: Advertisers must provide a "hard-copy" proof of the ad by fax or mail. If a "hard-copy" proof is not supplied, MSTa cannot be held responsible for printed errors.** If you have any questions regarding artwork, please contact Angela Richardson by email at arichardson@managedbyamr.com.

### Newsletter (online only)

The MSTa Newsletter is a full color, 8.5" x 11" on-line publication. It is published four times a year (Summer, Fall, Winter, Spring).



Indicate the issue you want to advertise in and the ad size:

- Summer 2019** (Ad deadline is August 9, 2019)
  - Full page: 8.5" x 11"       Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"       Quarter Page: 3.75" x 5"
- Fall 2019** (Ad deadline is October 23, 2019)
  - Full page: 8.5" x 11"       Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"       Quarter Page: 3.75" x 5"
- Winter 2020** (Ad deadline is January 16, 2020)
  - Full page: 8.5" x 11"       Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"       Quarter Page: 3.75" x 5"
- Spring 2020** (Ad deadline is MAY 1, 2020)
  - Full page: 8.5" x 11"       Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"       Quarter Page: 3.75" x 5"

### Journal

The MSTa Journal is a black and white, 6" x 9" print publication that is published two times each year (October and April). The MSTa Journal is mailed to all current MSTa Members.



Indicate the issue you want to advertise in and the ad size:

- Fall 2019** (Ad deadline is September 25, 2019)
  - Full page: 5" x 8"       Half Page (vertical): 2.25" x 8"
  - Half page (horizontal): 5" x 3.75"       Quarter Page: 2.25" x 3.75"
- Spring 2020** (Ad deadline is April 10, 2020)
  - Full page: 5" x 8"       Half Page (vertical): 2.25" x 8"
  - Half page (horizontal): 5" x 3.75"       Quarter Page: 2.25" x 3.75"

### Conference Program

The MSTa Conference Program Book is an 8.5" x 11" print publication that is published for the annual MSTa conference. The Conference Program is produced for all attendees at the annual conference.



Indicate ad size:

- 2020 Program** (Ad deadline is January 16, 2020)
  - Full page: 8.5" x 11"       Half Page (vertical): 3.75" x 10"
  - Half page (horizontal): 7.5" x 5"       Quarter Page: 3.75" x 5"

## Advertising Rates

Advertise in more publications and received discounts on each advertisement you place.

Ad Size and Publication	Commercial Rates*				Non-Profit Rates*		
	*multiple issue discounts do not apply to Conference Program advertising.				*includes rate for Conference Program advertising.		
	Advertise in 1-2 Newsletters or Journals	Advertise in 3-5 Newsletters or Journals	Advertise in all 6 Newsletters or Journals	Advertise in the Conference Program	Advertise in 1-2 publications	Advertise in 3-6 publications	Advertise in all 7 publications
Full page in newsletter or Journal	\$370	\$320	\$295	\$500	\$320	\$280	\$240
1/2 page horizontal	\$275	\$250	\$235	\$300	\$220	\$195	\$185
1/2 page vertical	\$275	\$250	\$235	\$300	\$220	\$195	\$185
1/4 page	\$190	\$180	\$170	\$200	\$170	\$160	\$145