



# SPONSOR OPPORTUNITIES

66th Annual Conference • March 1-2, 2019  
Amway Grand Plaza, Grand Rapids, MI

*Important Contract Information: Please complete this form and forward of your completed contract and full payment to: MSTA, 1390 Eisenhower Place, Ann Arbor, MI 48108, Tel: 734/973-0433, Fax: 734/677-2407. Checks should be made payable to: MICHIGAN SCIENCE TEACHERS ASSOCIATION.*

## Sponsor Opportunities:

**Sponsor Deadlines: January 4, 2019**

*(For inclusion in conference program)*

Your company can expand its visibility at this annual event by being a conference sponsor. Many opportunities are available. Please check the category that you would like to sponsor:

## Sponsorship Opportunities for Annual MSTA Conference

Event or Item	Sponsorship Amount
Dedicated Presentation Room – 1 day <i>- limited availability</i> <i>- must also have a booth in the exhibit hall to qualify</i>	\$500.00
Dedicated Presentation Room – 2 days <i>- limited availability</i> <i>- must also have a booth in the exhibit hall to qualify</i>	\$800.00
Opening Keynote Address & Featured Speaker Series	\$6,000.00
Awards Dinner	\$5,000.00
Awards Reception	\$500.00
Wireless Internet for Attendees	\$1,500.00
Exhibit Hall Coffee Breaks	\$500.00
Pre-Conference Coffee Breaks	\$500.00
Sponsor a Teacher	\$275.00
Field Trip Transportation	\$500.00
Regional Director Round Table Luncheon	\$1,000.00
Conference Mobile App	\$1,000.00
Exhibitor Welcome Bags	\$250.00
Speaker Room Snacks & Drinks	\$500.00
Muffins & Coffee for Membership Meeting	\$850.00
Movie Night Reception	\$1,000.00
General Donations	~ varies ~

## Payment Information:

**No Purchase Orders Accepted! Note:** Billing address and name on card has to be as it appears on the credit card billing statement or card will not be processed.

Firm Name of Lessee

Printed Name of Signer Title

Address

City State Zip

Phone Fax

Email

### Payment Type:

- Visa  MasterCard  Discover  American Express  
 Check/Money Order: \_\_\_\_\_

**Note:** Billing address and name on card has to be as it appears on the credit card billing statement or card will not be processed. Make checks payable to Michigan Science Teachers Association (MSTA) (Tax ID# 38-2320469).

Name on Card

Billing Address

Billing City/State/Zip

Signature Date

Card Number

CW Code 3 or 4 digit code on back of card

Exp. Date

**Sponsor Deadlines: January 4, 2019**  
*(For inclusion in conference program)*

# 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 sue@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 Shawn Detlor by email at sdetlor@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 2018** (Ad deadline is August 7, 2018)
  - 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 2018** (Ad deadline is October 23, 2018)
  - 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 2019** (Ad deadline is January 16, 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"
- Spring 2019** (Ad deadline is MAY 1, 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"

### 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 2018** (Ad deadline is September 25, 2018)
  - 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 2019** (Ad deadline is April 10, 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"

### 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:

- 2019 Program** (Ad deadline is January 21, 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"

## Advertising Rates

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

Ad Size and Publication	Commercial Rates* <i>*multiple issue discounts do not apply to Conference Program advertising.</i>				Non-Profit Rates* <i>*includes rate for Conference Program advertising.</i>		
	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