

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,
 3300 Washtenaw Avenue, Suite 220,
 Ann Arbor, Michigan 48104,
 Phone: 734-973-0433, Fax: 734-677-3287.



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** - MST A 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 MST A. **Cancellations** - Accepted only before closing date. **Electronic Ad Specifications** - Please submit artwork in electronic PDF format to sue@ucia2.com. **Note: Advertisers must provide a "hard-copy" proof of the ad by fax or mail. If a "hard-copy" proof is not supplied, MST A cannot be held responsible for printed errors.** If you have any questions regarding artwork, please contact Keith Bretzius by email at keith@msta-mich.org.

Newsletter (online only)

The MST A Newsletter is a full color, 8.5" x 11" on-line publication. It is published four times a year (September, November, February, and May).



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

- August 2010** (Ad deadline is August 2, 2010)
 - 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"
- November 2010** (Ad deadline is October 14, 2010)
 - 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"
- February 2011** (Ad deadline is January 13, 2011)
 - 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"
- May 2011** (Ad deadline is April 20, 2011)
 - 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 MST A Journal is a black and white, 6" x 9" print publication that is published two times each year (October and April). The MST A Journal is mailed to all current MST A Members.



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

- Fall 2010** (Ad deadline is September 10, 2010)
 - 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 2011** (Ad deadline is April 11, 2011)
 - 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 MST A Conference Program Book is an 8.5" x 11" print publication that is published for the annual MST A conference held each year in March or April. The Conference Program is produced for all attendees (approximately 3,500) at the annual conference.



Indicate ad size:

- 2011 Program** (Ad deadline is January 7, 2011)
 - 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 receive discounts on each advertisement you place.

Ad Size and Publication	Commercial Rates* <small>*multiple issue discounts do not apply to Conference Program advertising.</small>				Non-Profit Rates* <small>*includes rate for Conference Program advertising.</small>		
	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	\$365	\$315	\$290	\$490	\$315	\$275	\$235
1/2 page horizontal	\$270	\$245	\$230	\$290	\$215	\$190	\$180
1/2 page vertical	\$270	\$245	\$230	\$290	\$215	\$190	\$180
1/4 page	\$185	\$175	\$165	\$190	\$165	\$155	\$140