

CALIFORNIA'S *Number One* SCIENCE EDUCATION PERIODICAL

State budget now allows maximum flexibility in purchasing instructional materials by local districts. Now is the time to get your textbooks and products in front of science education specialists via our newspaper and website.

The official newspaper of the California Science Teachers Association, *California Classroom Science* is packed with information for science teachers, kindergarten through college level. CCS is sent to all 4,000 members of CSTA as well as to all school science departments in the state. A total distribution of 28,000, plus countless online views.



Update on Science Framework

Work continues on the update of the science framework, due to be finalized in 2010. The framework provides content standards, and ideas for teachers on teaching content standards. The State Board of Education, through its appointed curriculum commission, reviews and approves all subject matter curriculum on a six-year cycle; the science framework was last revised in 2004.

The majority of the work on the framework will be done by the Curriculum Framework and Criteria Committee (CFCC), a specially-appointed group of nine to 20 members, a majority of

- DISTRIBUTION OF **28,000**
- SENT TO **EVERY SCIENCE DEPARTMENT** IN ALL CALIFORNIA SCHOOLS
- **KINDERGARTEN - COLLEGE LEVEL**
- ADVERTISERS ARE FEATURED IN OUR **ONLINE "SCIENCE EDUCATION SUPPLIERS"** SECTION WITH WEBLINK

Ira Flatow to Deliver Keynote Address at Science Education Conference in Palm Springs June 30 and Save!



PUBLISHED BY THE
California Science
Teachers Association

California Classroom Science

ADVERTISING RATES and SPECIFICATIONS

SPECIAL NEW BENEFIT TO OUR ADVERTISERS!

All CCS advertisers will have their information and weblinks included on the Science Education Suppliers page of the California Science Teachers Association website! Please fill out the online description form on the last page of this contract.

CIRCULATION

Distribution to more than 28,000 public and private schools, primary-secondary teachers, community college teachers, university and college teachers, as well as members of the California Science Teachers Association, five times per school year. Your organization and weblink will also be added to our online Science Education Suppliers section.

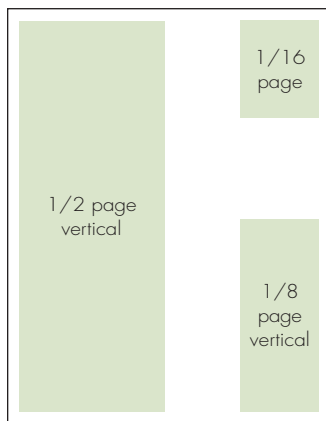
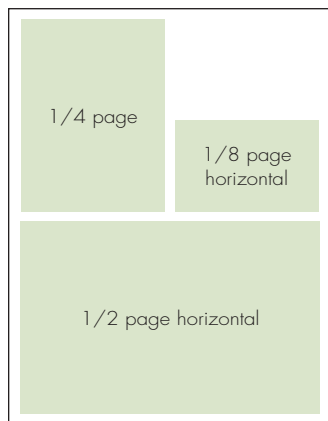
ISSUE DATES

ISSUE DATE	CLOSING DATE	ARTWORK DUE
Sept. / Oct. 09	July 13	July 20
Nov. / Dec. 09	October 5	October 13
Jan. / Feb. 10	November 16	November 23
March / April 10	January 11	January 19
May / June 10	March 15	March 22

SIZE

Camera-ready ads must adhere to the size specifications listed below for placement in *California Classroom Science*.

SIZE	WIDTH	HEIGHT
Full page	9 1/2"	15 1/2"
Half page horizontal	9 1/2"	7 1/2"
Half page vertical	4 3/4"	15 1/2"
1/4 page	4 3/4"	7 1/2"
1/8 page horizontal	4 3/4"	3 5/8"
1/8 page vertical	2 3/8"	7 1/2"
1/16 page	2 3/8"	3 5/8"



MECHANICALS

PRINTING PROCESS Web offset, Newsprint
PAGE SIZE Vertical format, 11" X 17"
LINE SCREEN 85 lpi
ACCEPTABLE FORMAT 300 dpi, CMYK electronic files as a PDF or EPS with fonts and images embedded are preferred. Native files in Adobe Illustrator, InDesign or Photoshop are acceptable with all necessary fonts and links accompanied by a proof.
DELIVERY METHOD CD or address an email to robin@wolfedes.com for instructions on placing your files onto our FTP site.

RATES

Black and white rates in effect for the 2009 – 2010 school year.

AD SIZE	1X	2-3X	4-5X
Full page	\$1353	\$1307	\$1237
Half page	\$844	\$793	\$725
1/4 page	\$674	\$597	\$499
1/8 page	\$499	\$416	\$264
1/16 page	\$313	\$289	\$166

COLOR CHARGES

In addition to black and white rate
 2 color..... \$250 4 color \$980

CLASSIFIED ADS

25 words or less: \$25. Additional words: 75¢/each. Payment must accompany ad. Text is due the same date as artwork deadline of publication issue.

TERMS/ CANCELLATIONS

Advertisers are invoiced at issue closing date. Cancellations after the closing date will be invoiced at the prevailing rate.

CSTA MEMBERSHIP

California Science Teachers Association
 3800 Watt Avenue, Suite 100, Sacramento, CA 95821
 Phone (916) 979-7004, Fax (916) 979-7023
www.cascience.org

California Classroom Science

AD AGREEMENT and INSERTION ORDER

To reserve advertising space for the 2009 – 10 school year issues of the California Classroom Science newspaper, please complete and return this form.

For additional information, please contact Wolfe Design Marketing at (916) 737-1119 or mail@wolfedes.com.

RESERVATION

I will place an ad in 5 consecutive issues (1 year), beginning September 2009.

OR

I will place an ad in the following issue(s) only:

- September / October 2009
 November / December 2009
 January / February 2010
 March / April 2010
 May / June 2010

Size of ad:

- Full page
 Half (horizontal) Half (vertical)
 Quarter
 Eighth (horizontal) Eighth (vertical)
 Sixteenth

Color of ad:

- Black and white 4-color
 2-color

Check those that apply:

- Ad is press-ready according to stated specifications.
 Ad on file from previous issue(s).
 Ad needs production work.
(Production work charged at \$70 per hour.)
 Photo(s) supplied.
 Graphic(s) / art supplied.
 Font(s) supplied.

TERMS/CANCELLATIONS

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(PLEASE PRINT.)

COMPANY BUSINESS NAME / ADVERTISER

BILLING ADDRESS

CITY, STATE, ZIP

TELEPHONE

FAX

EMAIL ADDRESS

CONTACT / AGENCY

I hereby certify that I am an authorized agent of the above-named company (herein named as "advertiser") and have authority to execute this Advertising Agreement for and on behalf of same. With my signature below, I authorize the California Science Teachers Association to publish advertising as outlined above within a 12-month period effective the signature date.

This Advertising Agreement is subject to all terms and conditions set forth on the California Classroom Science Rate Sheet, a copy of which has been made available to me. I have read and understand all of the terms and conditions as set forth on the Advertising Rate Sheet. CSTA reserves the right to reject any advertisement.

SIGNATURE

DATE

REPLY INFORMATION

Please return form and advertising materials to
mail@wolfedes.com OR fax (916) 737-0481
Wolfe Design Marketing
5534 Elvas Avenue, Sacramento, CA 95819-0323.

California Classroom Science

ONLINE AD FORM and LOGO RATE SHEET

To become a Science Education Supplier and have your information and weblink included on the California Science Teachers Association website, please complete and return this form.

For additional information, please contact Wolfe Design Marketing at (916) 737-1119 or mail@wolfedes.com.

LOGO

STAND OUT from your competition on our website by adding your logo to the resource page on which your company is listed. A link from the logo to your site will be added in addition to the listing link.

SPECIFICATION

Logos cannot exceed 1" height x 2.5" width (72 pixels x 180 pixels).

RATES

	YEARLY	MONTHLY
Profit companies / organizations	\$500	\$65
Non-profit companies / organizations	\$350	\$40

TERMS

Advertising logos will be posted to CSTA's Science Education Suppliers area of the website (www.cascience.org) within 10 business days of receipt of order. Advertisers are invoiced upon posting.

RESERVATION

To reserve logo space on the CSTA website, please complete the information below and return this form.

- I will be placing a listing without a logo as included in agreement and insertion order.
- I will be placing a listing with a logo for 12 consecutive months (1 year).
- I will be placing a listing with a logo for 6 consecutive months.
- I will be placing a listing with a logo for _____ months.

\$ _____ LISTING RATE X _____ # OF MONTHS = _____ COST

REPLY INFORMATION

Please return form and advertising materials to mail@wolfedes.com OR fax (916) 737-0481 Wolfe Design Marketing 5534 Elvas Avenue, Sacramento, CA 95819-0323.

(PLEASE PRINT.)

COMPANY BUSINESS NAME / ADVERTISER

BILLING ADDRESS

CITY, STATE, ZIP

TELEPHONE

FAX

WEBSITE

25-word or less description of your science supplies or service

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