



California Classroom Science Media Kit 2017-2018

California Classroom Science is the electronic newsletter of the California Science Teachers Association (CSTA). CSTA is the California chapter of the National Science Teachers Association, and represents science teachers at all grade levels K-16 from across California. CSTA is the premier organization in California providing leadership and support for the advancement of science teaching and education.

California Classroom Science (CCS) is published every other month on or around the first Tuesday of the month. It's content includes a regular column on NGSS, regional news and events, legislative updates, information about opportunities for science teachers, lesson ideas, classroom management tips, technology tips, photos and videos of the month, and much, much more. An email notice with the new edition of the newsletter is sent out monthly upon publication of the new newsletter. Our email notice list includes over 9,200 email addresses of science teachers and other educators (district level, county, etc.).

CCS is a full color website with options for commenting, sharing, liking, and tweeting. It's online format allows for ads to be linked to the advertisers website and/or host a video ad. Advertising in **CCS** is an incredible opportunity to reach science teachers from across California. There are also limited opportunities for including an advertisement in the email notice, there is a limit of one advertiser per email. Looking to promote an event? Add it to our event calendar for a nominal fee. (Please note: CSTA will post science education and PD events at no charge for those events that have registration fees under \$100.)

Newsletter and Email Statistics:

CCS receives good traffic, with 6,000—10,000 visitors per month . While they are there, visitors take their time on the site, the average time spent on the front page of one minute, 35 seconds and interior pages averaging 3—6 minutes. Our monthly email announcing the new issues has a view rate of 14-19% and a click through rate of 9—10%.

Ad Rates:

Location/Type	Price per cycle
HTML Email Ad—One per cycle only 540 px X 146 px OR 235 px X 235 px	\$550/month
Side Column Ad—Three per cycle only 235 px X 235 px	\$300/month
Link Ad—Two per cycle only 235 px X 115 px	\$157/month
Content Column Ad—One per cycle only 475 px X 200 px	\$450/month
Event Calendar Listing Text with links and logo (see page 3).	\$100/listing (up to three months before event) \$50/listing if a 10% discount or more is provided to CSTA members.
Animation or video fee	An additional \$125/month

HTML Email and Side Column Ads

California Next Generation Science Standards
Hands-On Performance Assessment – An Effective Formative Assessment Strategy
by Deborah Tucker and Grant Gardner
Are you looking for ways to assess 3D learning? Have you considered hands-on performance assessment? Do you know that California once implemented hands-on tasks in statewide testing?
[Read More...](#)

NGSS Early Implementers
Practical Tools to Begin Implementing the NGSS in a First Grade Classroom
by Crystal Howe, Nicole Hawke, and William Straits:
Across the state, during the summer of 2016, hundreds of teachers of NGSS "Early Implementers" schools participated in professional development institutes designed to help teachers better understand NGSS and science pedagogy. [Read More...](#)

STEMscopes™
CA NGSS TK-12 STEM Curriculum
Start your **FREE TRIAL** TODAY
learn more at acceleratelearning.com | 800-531-0864

Informal Science Corner
Patterns of Survival
by Joey Noelle Lehnhard
To develop a scientific understanding of the natural world, students need lots of time to observe that world and notice patterns. In fact, the Next Generation Science Standards tell us, "noticing patterns is often a first step to..."
For the ad, there was nothing we could do about that.)
...an error which the news crew inserted:
...TEM was for Education instead of Engineering.
For more information on this issue, [click here](#).

Photo of the Month
What is it?
Answer...
Post Your
Legislative Update
Second Year Science Update

Science Lesson Spotlight
A Photo Finish for the School Year
by Laura Henriques and Katie Beck
CSTs and AP exams are over. Students and teachers can all breathe a sigh of relief. Learn More...

President's Message
Look Back with an Eye on Tomorrow
by Rick Pomeroy
As the school year rapidly draws to a close, I hope you are making plans to use the coming summer months to renew your zest for science teaching, exploring new and exciting manifestations of the content you teach, and great lessons, activities, and "Ah-Ha" moments that you all know that the financial situation in the state and our schools will continue to be challenging for the coming year but this is not a reason to deprive ourselves of the pleasure that those great classroom experiences can bring. [Learn More...](#)

CALIFORNIA SCIENCE EDUCATION CONFERENCE
OCTOBER 19-21
SAN JOSE 2012
Science Education Conference

CSTA WEBSITE
CONTENT
Archived Articles
Community College Corner
Editorials
Elementary Avenue
FYI...
High School Highway
Informal Science Corner
Latest Posts
Legislative Update
Middle School Matters
New Teacher Neighborhood
News
News and Events in Region 1
News and Events in Region 2
News and Events in Region 3
News and Events in Region 4
Next Generation Science Standards
Photo of the Month
President's Message
Science Education Conference
Science Lesson Spotlight
Science Safety
Science Video of the Month
Spotlight
The Presence Place
Uncategorized
LATEST POSTS

HTML Email Ad (540 px X 146 px)

Ad includes a link to the URL of your choice.

Side Column Ad (235 px X 235 px)

Ad includes a link to the URL of your choice.

Event Calendar Listings

2016 California Science Education Conference

Posted: Wednesday, October 21st, 2015

WHEN: October 21, 2016 @ 8:00 am –
October 23, 2016 @ 1:00 pm

WHERE: Palm Springs Convention Center
2778 N Avenida Caballeros
Palm Springs, CA 92262
USA

COST: \$130-228

CONTACT: Zi Stair
 916-932-1904
 Email
 Event website

CCSS/COMMON CORE CSTA EVENT
 NGSS CURRICULUM FRAMEWORK NGSS PD
 REGION 1 REGION 2 REGION 3 REGION 4
 TEACHER PD

Calendar

Tickets

Add to Calendar ▼



Conference.

You're Invited – Register Today!

2016 will be an exciting year for science education in California. Implementation of the California NGSS will be in year three, the *California Science Curriculum Framework* will be released for a second public review and may even be adopted before the end of the year, components of the state's new accountability system will be on-line, and we will have a better idea of what to expect for science from our statewide assessment system.

"AVAILABLE NOW": [Registration Rates and Early Bird Registration Form](#)

The only conference in California that will have information about all of these components as well as offer high quality educational workshops and opportunities for networking with fellow educators to talk about how this translates into your local context is at the 2016 California Science Education

Event Calendar Listing Includes:

- When and Where;
- Pricing;
- Primary Contact Person;
- Paragraph description (if provided by advertiser);
- URL;
- Logo;
- Listing on the calendar up to three months before the event.

The event calendar allows viewers to add an event to their own Outlook or Google calendar.

Advertisers providing a discount on registration fees of 10% or more to current CSTA members (with membership card) receive a 50% discount on the event calendar listing price.

Regular Listing: \$100

Listing with Discount for CSTA Members: \$50!

As always, CSTA lists free events whose registration fees are \$100 or less (no logos included with free listing).



ONLINE ADVERTISING CONTRACT FORM

June 2017—December 2018

SIZES/LISTING RATES

Please check appropriate ad size

- ☐ HTML Email Ad\$550 (not avail. July/Sept.)
- ☐ Side Column Ad\$300
- ☐ Link Ad\$157
- ☐ Content Column Ad\$450
- ☐ Event Calendar Listing\$100
- ☐ Event Calendar Listing with
Discount for CSTA Members.....\$50
- ☐ Video/Animation Fee (any ad)...\$125

CYCLES/ARTWORK DUE DATES

Advertising will be placed in online paper at the beginning of each cycle. Advertisers are invoiced upon posting.

Check the cycles you wish your ad to be displayed:

Cycle Artwork Due

- ☐ July/August 2017June 16, 2017
- ☐ September/October 2017August 21, 2017
- ☐ November/December 2017.....October 20, 2017
- ☐ January/February 2018.....December 15, 2017
- ☐ March/April 2018February 16, 2018
- ☐ May/June 2018April 20, 2018
- ☐ July/August 2018June 22, 2018
- ☐ September/October 2018August 17, 2018
- ☐ November/December 2018.....October 19, 2018

RESERVATION

\$ _____ Listing Rate x _____ # of Cycles = _____ Cost
(Please include video fee if Applicable)

REPLY INFORMATION

Please return form and advertising materials to
csta@cascience.org or fax (916) 932-1955

(Please Print)

Company business name / Advertiser

Billing Address

City, State, ZIP

Telephone

Fax

Website

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

PAYMENT INFORMATION

☐ CHECK #: _____ ☐ PURCHASE ORDER #: _____

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

CREDIT CARD #: _____

EXPIRATION DATE: _____

NAME ON CARD: _____

SIGNATURE: _____

DATE: _____