California Classroom Science Media Kit 2018-2019

CLASSROOM SCIENCE

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 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 15,000 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. One placed in an article ads remain online. Users return to the most popular articles time and again. In between issues, CSTA uses social media to promote returning to articles recently published-driving visitors back to the site and your ad. 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:

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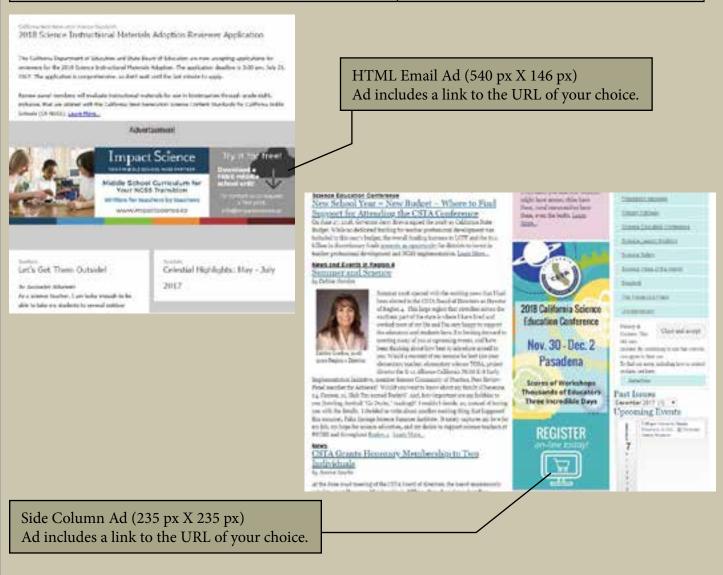
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CCS receives good traffic, with over 10,000 visitors per month. While they are there, visitors take their time on the site, the average time spent on the front page of one minute, and interior pages averaging 3-6 minutes. Our monthly email announcing the new issues has a view rate of 14-19% and a click through rate of 15-20%.

Advertising Opportunities

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	\$750/month
Side Column Ad-Three per cycle only 235 px X 235 px	\$400/month
Link Ad-Two per cycle only 235 px X 115 px	\$200/month
Content Column Ad-One per cycle only 475 px X 200 px	\$500/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



Event Calendar Listings

2018 California Science Education Conference

Posted: Wednesday, August 29th, 2018

November 30, 2018 @ 8:00 am -WHERE: 🗄 Calendar December 1, 2018 @ 6:00 pm P TRACK Pasadena Convention Center WHEE GE-300 E Green St Add to Calendar + Pasadena, CA 91101 USA COSE \$190-285 CONTACT 9169797004 F71 Email Sevent website ≥ 100 COSSICOMMON CORE . CETA EVENT OENERAL INTEREST NOSS CURRICULUM FRAMEWORK . NOSS PD REGION 1 REGION 2 REGION 3 REGION 4 # TEACHER PD

The California Science Education Conference is hosted and organized by the California Science Teachers Association (CSTA). The annual event takes place over 2 ½ days, Friday, 8:00 am – Sunday, 1:00 pm. Over 2,000 science educators from around the state are expected to attend this year's conference. The CSTA Conference is well-known by science educators as the place to make connections, generate new ideas, energize their teaching, and learn, and grow as professionals.

This year, the California Science Education Conference will return to the Paradena Convention Center on November 30 – December 2, 2018. CSTA is anticipating an attendance of approximately 1,800–2,000 educators. 2018/19 will be a pivotal year in the ongoing implementation of the <u>California Next Generation Science Standards</u> (CA NGSS) in classrooms across California. The California State Board of Education is scheduled to take action to adopt <u>instructional materials</u> in K-8 on November 8-9, 2018 and the first operational <u>statewide summative assessments</u> for science will be launched in early 2019.



To capper implementation of the Galibenic Reimon Tax (COFT), the Galibenia Department of Education is partnering with Scientificaul Poeting Science and WeitSci to other a size-day COFT analogy for local educational againty (LD) release relaxation, to be prevented at three locations in Galibenia installation is 5500 per as

The CAT2 Academy will help participants develop a despit understanding of the conventional design and expectations of the CAT2. The analysis and well particle information and activities design and expectations in their implementations of the California Next General activities designed by an effective discontential features to be design in a understanding of here. Unsure reference international theorem for activity production of the California Next General activities whereas and activities and there discontent features produce and becomes the content of the effective discontent processes interpretential backets, to challeng teachers backets, transform to intern, and instructional searches. Additional trainings will be officed at a later their specifically be exactly train. In addition, marinalism, generational development, and according to be backets - would be calified with the training.

A facto registration for will be charged for each person attending the in-person training. Each vistual team periodipatog via WebEV will be charged faces for up to so participants through one access point. Each version will need to the capacity to semimanolative a nominance of portistual teams. Each vistual was will asso be chargen as a local web of the responsible for organizing the prosp. Ready: registration and process must be sampleted colline at Many //www.semittedors.tec/mow/ar/houses

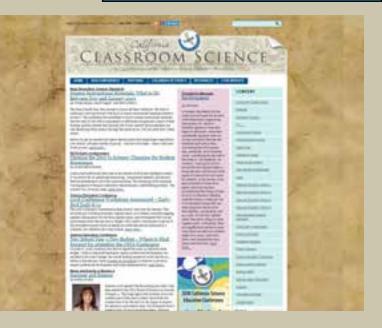
Event Calendar Listing Includes:

- When and Where;
- Pricing;
- Primary Cntact 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 October 2018—December 2019

SIZES/LISTING RATES

Please check appropriate ad size

HTML Email Ad	\$750
Side Column Ad	\$400
Link Ad	\$200
Content Column Ad	\$500
DEvent Calendar Listing	\$100
Event Calendar Listing with	
Discount for CSTA Members	\$50
Video/Animation Fee (any ad).	\$125

CYCLES/ARTWORK DUE DATES

December 2018/January2019.....November 19, 2018

- General Pebruary/March 2019.....January 21, 2019
- April/May 2019.....March 18, 2019
- □ June/July 2019.....May 20, 2019
- August/September 2019.....July 22, 2019
- October/November 2019.....September 16, 2019
- December 2018/January 2020....November 18, 2019

RESERVATION

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

REPLY INFORMATION

Please return form and advertising materials to will@cascience.org or fax (916) 294-0415

(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 #:		
UVISA DMASTERCARD			
CREDIT CARD #:			
EXPIRATION DATE:		/CVU	
NAME ON CARD:			
SIGNATURE:			
DATE:			