

2023-24 CALIFORNIA CLASSROOM SCIENCE MEDIA KIT



ADVERTISING RATES, SPECS AND DEADLINES

Newsletter and Email Statistics:

CCS receives good traffic, with more than 3,000 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 20% and a click through rate of 15–20%.

California Classroom Science (CCS) is the electronic newsletter of the California Association of Science Educators (CASE). CASE represents science at all grade levels TK-16 from across California and is the premier organization in California providing leadership and support for the advancement of science teaching and education.

California Classroom Science (CCS) is published quarterly on or around the 15th of the month. Its 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 more.

California Classroom Science (CCS) email announcement is sent to more than 15,000 science educators upon publication of each issue; this includes classroom teachers, informal science educators, teachers on special assignment, site, admin and district and county level leaders and more. Advertising in CCS electronic emails is an incredible opportunity to reach science teachers from across California.

FOR ADVERTISING QUESTIONS, CONTACT:

California Association of Science Educators
3620 American River Drive, Suite 230
Sacramento, CA 95864
michele@cascience.org | (916) 979-7004



ADVERTISING CONTRACT INSERTION ORDER

Date _____

PUBLICATION SCHEDULE

Summer 2023

Published: June 15, 2023
Space: May 15, 2023
Artwork Due: June 1, 2023

Winter 2023

Published: December 15, 2023
Space: November 15, 2023
Artwork Due: December 1, 2023

Summer 2024

Published: June 15, 2024
Space: May 15, 2024
Artwork Due: June 1, 2024

Fall 2023

Published: September 15, 2023
Space: August 15, 2023
Artwork Due: September 1, 2023

Spring 2024

Published: March 15, 2024
Space: February 15, 2024
Artwork Due: March 1, 2024

DIGITAL AD SPECIFICATIONS

Banner.....600px X 150px

Publication Rates	1x	4x
Banner	\$325	\$300

(includes color banner, hyperlink url and 150 words or less)

PUBLICATION SELECTION

- | | |
|--|---|
| <input type="checkbox"/> Summer 2023; Published: June 15, 2023 | <input type="checkbox"/> Spring 2024; Published: March 15, 2024 |
| <input type="checkbox"/> Fall 2023; Published: September 15, 2023 | <input type="checkbox"/> Summer 2024; Published: June 15, 2024 |
| <input type="checkbox"/> Winter 2023; Published: December 15, 2023 | |

Reservation:

\$ _____ Listing Rate x _____ # of Issues = _____ Cost

Company/Advertiser _____

Contact _____

Signature _____

Billing Address _____

City _____ State _____ Zip _____

Phone (_____) _____

E-Mail _____

Website _____

Accepted by _____ (for CASE)

AD PAYMENT AND CONTRACT/ ARTWORK SUBMISSION

Ads may be paid by credit card or check payable to CSTA. All payments via check must be in United States dollars and drawn on a United States bank. Multiple insertions may be paid in individually. Payments must be received no later than one week after artwork deadline.

Please submit all payments, contracts insertion orders, confirmations, and artwork to:

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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 Association of Science Educators 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 the terms and conditions as set forth on the Advertising Rate Sheet. CASE reserves the right to reject any advertisement.

Signature: _____

Date: _____

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