



# California CLASSROOM SCIENCE

## California Classroom Science Media Kit 2018-2019

**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:**

**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

2018 Science Instructional Materials Adoption Review Application

The California Department of Education and State Board of Education are now accepting applications for reviewers for the 2018 Science Instructional Materials Adoption. The application deadline is 2:00 pm, July 25, 2017. The application is comprehensive, so don't wait until the last minute to apply.

Review panel members will evaluate instructional materials for use in kindergarten through grade eight, including what are aligned with the California Next Generation Science Standards for California Public Schools (CA NGSS). [Click Here](#)

**Advertisement**

**Impact Science**  
Middle School Curriculum for Your ACSS Transition  
Written for teachers by teachers  
[www.p12ed.com/ed](http://www.p12ed.com/ed)

Try it for free!  
Download this e-book for your school or IED

Let's Get Them Outside!  
By Suzanne Altman  
As a science teacher, I am lucky enough to be able to take my students to several outdoor

Crystal Highlights: May - July 2017

HTML Email Ad (540 px X 146 px)  
Ad includes a link to the URL of your choice.

**Science Education Conference**  
**New School Year - New Budget - Where to Find Support for Attending the CSTA Conference**  
On June 27, 2017, Science News Review asked the public in California State Budget. While no dedicated funding for teacher professional development was included in this year's budget, the overall funding increase to LCFF and the 1% to 1.5% in Elementary funds presents an opportunity for districts to invest in teacher professional development and TCEA requirements. Learn More...

**News and Events in Region 8**  
**Summer and Science**  
by Debra Jordan

It was a great special with the writing team that I had been chosen to be the CSTA Board of Directors as Director of Region 8. This large region that stretches across the western part of the state is where I have lived and worked most of my life and I'm very happy to support the education and students here. It is exciting to meet so many of you at upcoming events, and I have been thinking about how best to introduce myself to you. To tell a moment of my journey to best fit your elementary teacher, elementary science TCEA, project director for U-1 Alliance California 2018 K-8 Early Implementation Initiative, member Science Community of Practice, Past National member for ASEE/AAUW, and, for the past 10 years, as a Science Teacher. I will be happy to support science teachers at NSTA and throughout Region 8. Learn More...

**2018 California Science Education Conference**  
Nov. 30 - Dec. 2  
Pasadena  
Scores of Workshops  
Thousands of Educators  
Three Incredible Days

**REGISTER**  
on-line today!

**Past Issues**  
December 2017

Side Column Ad (235 px X 235 px)  
Ad includes a link to the URL of your choice.

# Event Calendar Listings

## 2018 California Science Education Conference

Posted: Wednesday, August 29th, 2018

**WHEN:** November 30, 2018 @ 8:00 am – December 1, 2018 @ 6:00 pm

**WHERE:** Pasadena Convention Center  
300 E Green St  
Pasadena, CA 91101  
USA

**COST:** \$190-285

**CONTACT:** 9169797004  
Email  
Event website

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

Calendar

Trips

Add to Calendar

The California Science Education Conference is hosted and organized by the California Science Teachers Association (CSTA). The annual event takes place over 2 1/2 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 Pasadena Convention Center on November 30 – December 2, 2018. CSTA is anticipating an attendance of approximately 1,800–2,100 educators. 2018/19 will be a pivotal year in the ongoing implementation of the California Next Generation Science Standards (CA NGSS) in classrooms across California. The California State Board of Education is scheduled to take action to adopt instructional materials in K-8 on November 8-9, 2018 and the first operational statewide summative assessments for science will be launched in early 2019.

## 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).

## California Science Test (CAST) Academy

Posted: Friday, May 20th, 2018

**WHEN:** October 2, 2018 @ 8:30 am – 3:30 pm

**WHERE:** Sacramento

**COST:** \$100

**CONTACT:** Email  
Event website

CCSS/COMMON CORE  
 NGSS CURRICULUM FRAMEWORK
  REGION 1  
 TEACHER PD

California Science Test Academy for Educators  
To support implementation of the California Science Test (CAST), the California Department of Education is partnering with Educational Testing Service and WestEd to offer a one-day CAST Academy for local educational agency (LEA) science educators, to be provided at three locations in California from 8:30 a.m. to 3:30 p.m.

The CAST Academy will help participants develop a deeper understanding of the assessment design and expectations of the CAST. The academy also will provide information and activities designed to assist educators in their implementation of the California Next Generation Science Standards and three-dimensional learning to help them gain an understanding of how these new science assessment items types can inform teaching and learning. The CAST Academy dates also are intended for school and district science instructional leaders, including teacher leaders, teacher trainers, and instructional coaches. Additional trainings will be offered at a later date specifically for county staff. In addition, certification, professional development, and assessment leaders would benefit from this training.

A \$100 registration fee will be charged for each person attending the in-person training. Each virtual team participating via WebEx will be charged \$600 for up to 10 participants through one access point. Each workshop will have the capacity to accommodate a maximum of 50 virtual teams. Each virtual team will need to designate a lead, who is responsible for organizing the group locally. Registration and payment must be completed online at <https://www.ets.org/education/2018/10/02/cast>





## 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
- 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        |
|--|--------------------|
| <input type="checkbox"/> October/November 2018.....      | September 17, 2018 |
| <input type="checkbox"/> December 2018/January 2019..... | November 19, 2018  |
| <input type="checkbox"/> February/March 2019.....        | January 21, 2019   |
| <input type="checkbox"/> April/May 2019.....             | March 18, 2019     |
| <input type="checkbox"/> June/July 2019.....             | May 20, 2019       |
| <input type="checkbox"/> August/September 2019.....      | July 22, 2019      |
| <input type="checkbox"/> October/November 2019.....      | September 16, 2019 |
| <input type="checkbox"/> 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 #: \_\_\_\_\_

VISA  MASTERCARD  AMEX  DISCOVER

CREDIT CARD #: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_/CVU \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_