

# 2019-20 Advertising Application and Contract

ONLINE/DIGITAL ADVERTISING.



Technology and Engineering bring STEM to Life!  
International Technology and Engineering Educators Association

iteea.org



Company name \_\_\_\_\_

Company contact \_\_\_\_\_

Address \_\_\_\_\_

City / State / ZIP code + 4 \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

If agency, name of advertiser \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature affirms authorization to bind company (and, if agency, the advertiser), and agreement to abide by the terms and conditions of this contract and that this contract prevails in the event any associated insertion orders or material instructions conflict with provisions of this contract.

**PAYMENT.** See payment policy.

**A.** STEM Connections insertions \$ \_\_\_\_\_

**B.** Online Feature and Banner insertions \$ \_\_\_\_\_

**C.** Mobile App Banner insertions \$ \_\_\_\_\_

**Discount** \$ \_\_\_\_\_

**Grand Total (for all insertions):** \$ \_\_\_\_\_

Check enclosed (payable to ITEEA)

Charge total to credit card:

American Express  Discover  MasterCard  Visa

Charge \$ \_\_\_\_\_ to credit card per insertion for \_\_\_\_\_ insertions.  
(enter number)

Card number \_\_\_\_\_ Expiration \_\_\_\_\_

Cardholder name \_\_\_\_\_

Billing Address \_\_\_\_\_

City / State / Zip code + 4 \_\_\_\_\_

Phone \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Date \_\_\_\_\_

Credit card information furnished to ITEEA will be used only as necessary to process payment and will not be stored or shared with any other party except as may be required by law. All sales are final.



## STEM Connections/ STEM C Sponsorship

### Select Month(s)

- September
- December
- March
- June
- October
- January
- April
- August
- November
- February
- May

Ad price \$ \_\_\_\_\_

# of insertions: \_\_\_\_\_

Total STEM C \$ \_\_\_\_\_

### STEM Connections Sponsorship Rates (Color ads only)

Price for 1 issue	\$ 700
Price for 3 issues	\$1750 (third issue is discounted by 50%)
Price for 6 issues	\$3500 (sixth issue is FREE - 6 issues for price of 5)

## Online Feature and Banner Advertising

- 6 Months
- 12 Months

Begin Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Ad price \$ \_\_\_\_\_

Banner:  6  12 \_\_\_\_\_

Feature:  6  12 \$ \_\_\_\_\_

Total Online Ad \$ \_\_\_\_\_

### Banner Rates

Six months	\$ 900
Twelve months	\$ 1200

### Feature Rates

Six months	\$ 300
Twelve months	\$ 700

## ITEEA Conference Mobile App Banner Ad

- ITEEA Conference Mobile App Banner Ad

Ad price \$ \_\_\_\_\_

Total ITEEA Conference Mobile App Banner Ad \$ \_\_\_\_\_

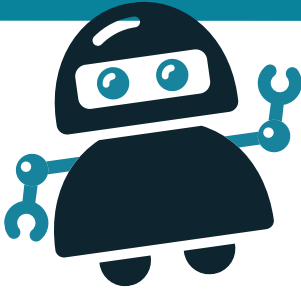
### Mobile App Rate

ITEEA Annual Meeting	\$ 400
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Return Copy of Completed Application with Payment to: International Technology and Engineering Educators Association

1914 Association Drive, Suite 201, Reston, VA 20191 • Click [here](#) to submit form via email.

Questions? Contact Bob Jonas at [membership.sales@iteea.org](mailto:membership.sales@iteea.org) • 703.860.2100 • 703.860.0353 fax • [www.iteea.org](http://www.iteea.org)



### STEM Connections 1/2-page Ad Specifications

Size	833 pixels wide x 631 pixels high
Resolution	220 ppi (pixels per inch, minimum)
Color	RGB

### Online Feature Ad Specifications

Size	300 pixels wide x 215 pixels high
File	image/gif, photo/jpg
Resolution	220 ppi (pixels per inch)
Color	RGB

### ITEEA Conference Mobile App Banner Ad Specifications:

Mobile phone: 640 x 150 pixels

Tablet/Online: 552 x 150 pixels

PNG, JPEG, or GIF image files ONLY

Banner ad can link back to a URL.



## TERMS AND CONDITIONS

### DEADLINES

*Technology and Engineering Teacher* and *The Elementary STEM Journal* — A completed contract must be received 45 days prior to the month of the selected issue for each advertiser. Artwork is then due 30 days before the month of the issue.

**Advance Program** – Reservation due Nov. 1, 2019. Artwork is due by December 15, 2019.

**Final Program** – Reservation due January 1, 2020. Artwork is due by January 15, 2020.

### ARTWORK SUBMISSION

Artwork may be emailed directly to [kcluff@iteea.org](mailto:kcluff@iteea.org) or [rejiba@iteea.org](mailto:rejiba@iteea.org).

### PAYMENT POLICY

Rates quoted are per insertion. Rates are net. Except by special advance arrangements, all contracts submitted to reserve ad space are subject to the rates of the advertising (school) year in which ad is published. Ad reservations overlapping two calendar years will be billed at the ad rate of the published year, with frequency discounts honored. All 1x and 2x ad placements require full payment at time of order. All 3x ad reservations require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. All 8x, and 12x ad reservations also require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. A 15% discount is available to authorized agencies (see Agencies below); discount not available where agency and advertiser have common ownership. Nonmembers add 50% to all rates. Member rates apply only if membership is maintained for the duration of this contract. All sales are final, and no cancellations will be accepted.

### GENERAL INFORMATION

All advertising material is subject to approval. ITEEA reserves the right to determine the suitability of all ads submitted for publication or distribution, and to reject ads that do not meet its editorial or production criteria. ITEEA prohibits advertising, exhibiting, and marketing to staffing firms' regular employees for the explicit purpose of recruiting and soliciting such employees for employment or entrepreneurial opportunities, including but not limited to franchising opportunities. ITEEA reserves the right to determine the suitability of all advertisements, exhibits, and other forms of marketing and solicitations, and, in its sole judgment, may approve, reject, or revoke such for any reason.

- Agencies.** ITEEA accepts the advertising placed by agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code; therefore, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. A 15% discount is available to authorized agencies with prepayment. However, discounts are not available where agency and advertiser have common ownership. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf.
- Materials and Regulations.** Artwork must arrive by specified closing dates. ITEEA, or contracted printers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted by artwork deadline for advertisers to alter ads in any manner. If advertiser fails to provide required material to meet deadline of issue in which space has been ordered, the last published advertisement available will be repeated. If no advertisement is available, the advertiser will be billed for the space reserved. Each advertiser or agency will receive two copies of the current issue. The words "advertisement" or "special advertising section" will be placed with ads that, in the publisher's opinion, resemble editorial manner. ITEEA is not responsible for shifts in color due to differences between the file and the proof. ITEEA reserves the right to reject improperly prepared materials.
- Basic Formatting and Specifications.** Artwork should be submitted as high-resolution, press-optimized PDF files, with all fonts and images embedded. Allow 1/8" bleed on all sides of full-page bleeds; crop marks should be included outside of ad area (set off at 1/8"). For partial-page ads, do not submit ads with bleed or crop marks (sizes must measure specified live area). Files need to be colored using a 4-color build. Photos need to be CMYK (not RGB) and at least 300dpi. Acceptable image file formats are: JPG, TIF, PNG, EPS, PSD, or PDF, in CMYK or Grayscale mode – 300 dpi preferred on raster files. Include all screen and printer fonts (fonts need to be embedded). Line art should be saved as vector-based EPS or minimum 800 ppi bitmap mode TIF.

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