

# International Technology and Engineering Educators Association 2022-2023 Advertising Application and Contract



1. Technology and Engineering Teacher
2. STEM Connections Monthly Newsletter
3. The LISTT - Weekly Roundup
4. Website Box Ad
5. Website Banner Ad

## ITEEA PRINT ADVERTISING

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

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

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_

Website \_\_\_\_\_

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.

## ITEEA DIGITAL ADVERTISING

### 3. STEM Connections

STEM Connections is a free monthly cutting-edge electronic newsletter pertaining to STEM Education. (34,000 subscribers)



# issues:  1  3  6 **STEM C SUBTOTAL** \$ \_\_\_\_\_

### 4. The LISTT

The LISTT is a FREE weekly reminder from ITEEA of five of the most timely and important opportunities to take your professional engagement to the next level. (34,000 subscribers)



# issues:  1  3  6 **The LISTT SUBTOTAL** \$ \_\_\_\_\_

### STEM Connections and The LISTT Sponsorship Rates (Color ads only)

1 issue	3 issues	6 issues
\$1,050	\$2,700	\$4,500

### 5. Website Box Ad

Preferred webpage for ad:  
 EbD  STEL  Membership  Resources  STEM CTL

# months:  1  3  6 **Box Ad SUBTOTAL** \$ \_\_\_\_\_

### 6. Website Banner Ad

Preferred webpage for ad:  
 EbD  STEL  Membership  Resources  STEM CTL

# months:  1  3  6 **Banner Ad SUBTOTAL** \$ \_\_\_\_\_

### Website Box and Banner Ad Rates (Color ads only)

	1 month	3 months	6 months
Website Box Ad	\$250	\$500	\$800
Website Banner Ad	\$450	\$900	\$1400

### 1. Technology and Engineering Teacher (TET)

TET is a useful, highly regarded tool for technology and engineering education—from elementary through high school teachers to university students and academic educators. (2800 subscribers)



**Frequency:**  8x  4x  2x  1x

**Ad Size:**  Full Page  1/2 Horizontal  1/4 Square  Cover

**TET SUBTOTAL** \$ \_\_\_\_\_

### TET Rates Per Issue (Color ads only)

SIZE/FREQUENCY	8x	4x	2x	1x
Full page	\$850	\$985	\$1,065	\$1,200
1/2 Horizontal	\$585	\$650	\$750	\$825
1/4 Square	\$450	\$500	\$550	\$600
Cover (full page)	\$1,230	\$1,350	\$1,465	\$1,550

TET PRINT AD	CONTRACT DEADLINE
<input type="checkbox"/> September	July 1
<input type="checkbox"/> October	August 1
<input type="checkbox"/> November	September 1
<input type="checkbox"/> December/January	October 1

TET PRINT AD	CONTRACT DEADLINE
<input type="checkbox"/> February	December 1
<input type="checkbox"/> March	January 1
<input type="checkbox"/> April	February 1
<input type="checkbox"/> May/June	March 1

### PAYMENT.

1. Technology and Engineering Teacher \$ \_\_\_\_\_
2. STEM Connections \$ \_\_\_\_\_
3. The LISTT \$ \_\_\_\_\_
4. Website Box Ad \$ \_\_\_\_\_
5. Website Banner Ad \$ \_\_\_\_\_

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

- Check enclosed (payable to ITEEA)
- Charge total to credit card:  
 American Express  Discover  MasterCard  Visa

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.*

*Credit card payments of \$1000 or more will incur a 3% processing fee.*

*All contracted ads will be placed in the first available issues, unless otherwise specified.*

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## Ad Specifications (print ads only) Same ad specifications for all print publications.

AD SIZE	WIDTH	HEIGHT
Full Page (bleed)	8.75"	11.25"
Full Page (no bleed - .25" white border)	7.5"	10"
1/2 Page Horizontal (bleed)	8.75"	5.5"
1/2 Page Horizontal (no bleed - white border)	7.25"	4.625"
1/4 Square (no bleed)	3.5"	4.625"

NOTE: Ads with bleed will extend to the edge of the printed page. Ads without bleed will be .25" inside the page edge and will appear to have a white border.

Website Box Ad Specifications	
Size	833 pixels wide x 631 pixels high
File	image file: jpg or png
Resolution	220 ppi (pixels per inch)
Color	RGB

STEM Connections, The LISTT and Website Banner Ad Specifications	
Size	728 pixels wide x 150 pixels high
File	image file: jpg or png
Resolution	220 ppi (pixels per inch)
Color	RGB
<b>Link required:</b>	

NOTE: Advertising will be placed in first available opening unless otherwise specified.

**Return completed Application with payment to ITEEA  
in one of two ways.**

**Credit card payment only:** Email to [marketplace@iteea.org](mailto:marketplace@iteea.org) or fax to 703.705.4823.

**Payment by check:** Mail to:  
International Technology and Engineering Educators Association  
1908 Association Drive, Suite C  
Reston, VA 20191

If you require payment by Purchase Order, contact [marketplace@iteea.org](mailto:marketplace@iteea.org) to place your request.

Questions? Contact ITEEA at 703.860.2100 or [marketplace@iteea.org](mailto:marketplace@iteea.org).

## TERMS AND CONDITIONS

### DEADLINES

**Technology and Engineering Teacher** — 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.

**STEM Connections and The LISTT** — A completed contract must be received 30 days prior to the month of the selected issue for each advertiser. Artwork is then due 15 days before the month of the issue.

**Website Advertising** — Deadlines for website advertising are rolling.

### ARTWORK SUBMISSION

Artwork may be emailed directly to [marketplace@iteea.org](mailto:marketplace@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. If advertisers wish to alter ads in any manner, ads must be resubmitted by artwork deadline. 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. The words "advertisement" or "special advertising section" will be placed with ads that, in the publisher's opinion, resemble editorial material. 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 (300 dpi), press-optimized PDF files, with all fonts and images embedded. Allow 1/8" bleed on all sides of full-page advertisements; 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 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.