

# International Technology and Engineering Educators Association 2023-2024 Advertising Application and Contract

1. Technology and Engineering Education
2. STEM Connections Monthly Newsletter
3. The LISTT - Weekly Roundup

4. Website Box / Banner Ad
5. Sponsored eBlasts
6. Branded Social Media Posts



## ITEEA PRINT ADVERTISING

### 1. Technology and Engineering Education (TEE) **TECHNOLOGY AND ENGINEERING EDUCATION (TEE)** Bringing STEM to Life

TEE is a useful, highly regarded practitioner-based journal for technology and engineering education reaching 2600+ subscribers from K-12 to university educators, as well as administrators and leaders.

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

TEE Color Ads Rates (Black and white available upon request)

	1 issue	2 issues	5 issues
Cover (full page)	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$6,550
Full Page	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$2,450	<input type="checkbox"/> \$5,250
1/2 Page Horizontal	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$3,550
1/4 Page Square	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$2,450

#### TEE Issue Choices and Contract Deadlines

<input type="checkbox"/> September	<input type="checkbox"/> November	<input type="checkbox"/> January	<input type="checkbox"/> March	<input type="checkbox"/> May
July 1	September 1	November 1	January 1	March 1

Artwork due 30 days after contract deadline.

**TEE SUBTOTAL** \$ \_\_\_\_\_

## ADVERTISING SPECIFICATIONS

### Print Ad Specifications

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.**

### STEM Connections, The LISTT and Website Banner Ad Specifications

File	Submit ad as an image file: jpg or png		
Size	728 pixels wide x 150 pixels high		
Resolution	220 ppi (pixels per inch)	Color:	RGB

### Website Box Ad Specifications

File	Submit ad as an image file: jpg or png		
Size	833 pixels wide x 631 pixels high		
Resolution	220 ppi (pixels per inch)	Color:	RGB

### eBlast Specifications

File	Submit ad as a text file: 200-500 words		
Images	Submit up to 3 images: jpg or png		
Resolution	220 ppi (pixels per inch)	Color:	RGB

### Social Media Specifications

File	Submit ad as a text file: 200-500 words		
Images	Submit up to 3 images: jpg or png		
Resolution	220 ppi (pixels per inch)	Color:	RGB

## ITEEA DIGITAL ADVERTISING

### 2. STEM Connections

STEM Connections is a free monthly cutting-edge electronic newsletter delivered to over 35,000 subscribers with information, news, and resources related to ITEEA and STEM education.

STEM Connections Sponsorship Rates (Color ads only)

Newsletter Banner Ad	1 issue	3 issues	6 issues
STEM Connections	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$3,150	<input type="checkbox"/> \$4,900

**STEM C SUBTOTAL** \$ \_\_\_\_\_

### 3. The LISTT

The LISTT is a FREE weekly reminder from ITEEA to our 35,000 subscribers with five of the most timely and important opportunities to take your professional engagement to the next level.

The LISTT Sponsorship Rates (Color ads only)

	1 issue	3 issues	6 issues
The LISTT	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$3,150	<input type="checkbox"/> \$4,900

**The LISTT SUBTOTAL** \$ \_\_\_\_\_

**4. Website Box / Banner Ad.** Advertise on www.iteea.org to reach 35,000+ users; top pages receive 1000-2000 views per month.

Website Box and Banner Ad Rates (Color ads only)

	1 month	3 months	6 months
Website Box Ad	<input type="checkbox"/> \$300	<input type="checkbox"/> \$650	<input type="checkbox"/> \$950
Website Banner Ad	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,550

Preferred webpage for ad:

- EbD  STEL  Membership  Resources  STEM CTL

**Box Ad SUBTOTAL** \$ \_\_\_\_\_

**Banner Ad SUBTOTAL** \$ \_\_\_\_\_

**5. Sponsored eBlasts.** Send your custom content directly to ITEEA's email list of 35,000+ subscribers.

eBlast Rates

	1 blast	2 blasts
Sponsored eBlast	<input type="checkbox"/> \$2,950	<input type="checkbox"/> \$4,700

**eBlast Ad SUBTOTAL** \$ \_\_\_\_\_

**6. Branded Social Media Posts.** Post your message on ITEEA's Facebook and Twitter feeds, reaching over 7000 followers.

Branded Social Media Post Rates

	1 post	3 posts	6 posts
Facebook & Twitter Post	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$2,700

**Social Media SUBTOTAL** \$ \_\_\_\_\_

**NOTE: Digital advertising requires a link to your URL of choice.**

**URL Link:** \_\_\_\_\_

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## COMPANY CONTACT INFORMATION

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.

### PAYMENT.

- |   |          |
|---|----------|
| 1. Technology and Engineering Education | \$ _____ |
| 2. STEM Connections                     | \$ _____ |
| 3. The LISTT                            | \$ _____ |
| 4. Website Box / Banner Ad              | \$ _____ |
| 5. eBlasts                              | \$ _____ |
| 6. Social Media Posts                   | \$ _____ |

**Grand Total** (for all ad placements): \$ \_\_\_\_\_

- 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.*

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

## TERMS AND CONDITIONS

### DEADLINES

**Print Advertising** — See the chart on page 1, column 1.

**Digital Advertising** — A completed contract must be received 30 days prior to publication of the selected issue for each advertiser. Artwork is then due 15 days prior to publication of that issue.

### ARTWORK SUBMISSION

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

### PAYMENT POLICY

Payment is due with submission of contract.

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. 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.

### Return completed Application with payment to ITEEA by:

#### 1. Credit card payment:

Email to [marketplace@iteea.org](mailto:marketplace@iteea.org) or fax to 703.705.4823.

OR

#### 2. 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).