

# Advertising through Windows to the Universe!

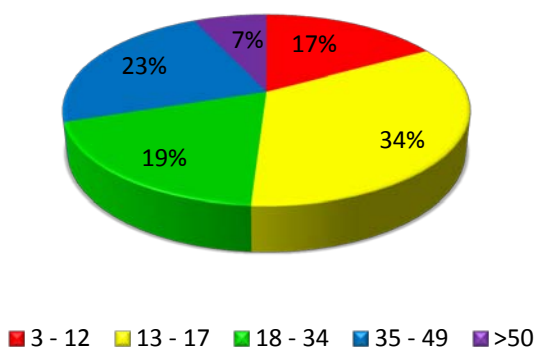
<http://windows2universe.org>

The National Earth Science Teachers Association (NESTA) offers advertising opportunities on its flagship Earth and Space science education website – Windows to the Universe, as well as in the monthly Windows to the Universe Earth and Space Science Educator e-newsletter. Windows to the Universe offers unparalleled reach to the Earth and space science education community:

- ~3.1 million page views per month
- ~1.3 million visits per month during the academic year
- English and Spanish
- Over 15,000 subscribers to monthly Windows to the Universe Earth and Space Science Educator e-Newsletter in 170 countries, English and Spanish

Demographic analyses show that our website audience includes a large number of students well as their parents and teachers. Our monthly newsletter targets K-12 Earth and space science educators including classroom teachers, informal educators, program developers, and homeschooling parents.

## Audience Age

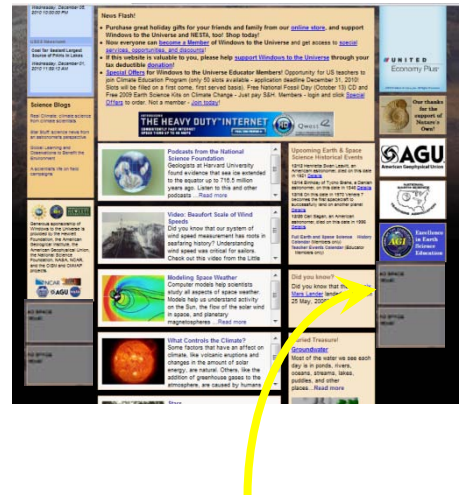


NESTA offers the following advertising rates\* for organizations seeking to share information about their quality products, programs, and services related to the Earth and Space science education and our audience through our website and newsletter. Website advertising is available on either a weekly, monthly, or cost per thousand impressions (CPM) basis. Newsletter advertising is available only monthly.

# Windows to the Universe Advertising Rates\*

## Website Advertising

156x90 pixels	156x192 pixels
<p><u>Monthly rates</u>  <i>Guaranteed 100K page impression</i>            \$300 per month for 1 – 2 months            \$250 per month for 3 - 5 months            \$200 per month for 6 – 11 months            \$150 per month for 12 months</p>	<p><u>Monthly rates</u>  <i>Guaranteed 100K page impression</i>            \$500 per month for 1 – 2 months            \$400 per month for 3 - 5 months            \$300 per month for 6 – 11 months            \$200 per month for 12 months</p>
<p><u>Weekly rates</u>  <i>Guaranteed 50K page impressions</i>            \$100 for 1 week            \$80/wk for 2 weeks            \$70/wk for 3 weeks</p>	<p><u>Weekly rates</u>  <i>Guaranteed 50K page impressions</i>            \$150 for 1 week            \$125/wk for 2 weeks            \$100/wk for 3 weeks</p>
<p>Or \$3/CPM</p>	<p>Or \$5/CPM</p>



With a yearly average of over 100,000 page views per day, these advertising rates are sure to increase your online visibility!

## Newsletter Advertising

We also offer advertising in our monthly Windows to the Universe Earth and Space Science Educator e-newsletter, which reaches over 15,000 teachers in 170 countries, including nearly 9,000 in the United States, in English or Spanish.

Banner advertising in the newsletter is offered at \$200/month for a 110 pixels wide by 220 pixels tall. JPEG, GIF, animated GIF, and Flash formats are accepted (swf files only) at 72 dpi.

*For more information, or to take advantage of these opportunities, please contact:*

*Dr. Roberta Johnson, NESTA Executive Director*

*CEO, Windows to the Universe*

*720 328 5350, [rmjohnsn@gmail.com](mailto:rmjohnsn@gmail.com)*

Specifications: Website Advertising: Ads are provided by sponsor, and must be exactly 156x90 or 156x192 at 72 dpi. Newsletter Advertising: Ads are provided by sponsor, and must be exactly 110 pixels wide by 220 pixels tall at 72 dpi. General Specifications: Sponsor assumes all liability for content (including text representation and illustrations) of material presented, and also assumes responsibility for any claims arising there from. Where change of copy is not received by closing date, material will be inserted as previously rendered. Exact position of sponsorship art is determined by NESTA depending on space availability and timely submission of material. No cancellations 5 business days after campaign goes live. All cancelled campaigns will be charged for time ran. Failure to notify publisher will result in full charge at the prevailing rate. All cancellations must be made in writing. All materials submitted are subject to review and acceptance by the publisher, and NESTA reserves the right to refuse any advertising submitted.

\*NESTA offers a 25% discount to non-profit organizations off of these advertising rates.

*Windows to the Universe is a project of the National Earth Science Teachers Association*