



Virginia Association of Science Teachers, Inc. ADVERTISING CONTRACT



Virginia Association of Science Teachers, Inc. will accept advertisements for inclusion in quarterly issues of **The Science Educator** and its **Annual Professional Development Institute (PDI) Program**. Newsletter issues are sent to approximately 1600 educators statewide. The Fall issue is also sent to every school in the state (an additional 2000). PDI Programs are distributed to ~700 educators.

Advertisers must agree to the following terms, sign, and send this contract to the VAST Treasurer as soon as possible.

1. Advertiser agrees to protect and save harmless Virginia Association of Science Teachers, Inc. (VAST) from any suits for the violation of right to privacy, plagiarism, copyright infringement, and any and all claims in connection with the advertisements referred to in this contract and assumes liability for all the content of advertisements printed and for any claim arising from there made against VAST.
2. Only authorized personnel for the Advertiser may execute this contract.
3. Advertisements should be sent to the editor by **Feb. 25 (Spring Newsletter) ~ April 25 (End-of-School/Summer Newsletter) ~ July 25 (Fall/PDI Newsletter) ~ December 10 (Winter Newsletter)** or by **September 15** for the **Annual PDI Program**.
4. Executed Contracts should be received by the Treasurer **prior to the editor issue due dates** indicated above. Enclosing payment with contract reduces organizational costs. To be billed, indicate below and an invoice will be mailed upon receipt of contract. All invoices are due upon receipt. Any balance due after 30 days is subject to 1.5% interest per month (18% yearly).
5. VAST reserves the right at any time to decline any advertisements it deems to be inappropriate or contrary to the mission of VAST.
6. Discounts do not combine. The highest discount will be honored.

Company Name _____

Street _____ **City** _____ **Zip** _____

I agree to all terms:

Signature _____ **Date** ____/____/____ **Name & Title** _____

Membership Opportunities ~ Your organization will be listed in each of the quarterly newsletters, in the PDI Program, and on the VAST website: <http://www.vast.org/>.

Corporate Member (CM) ~ receive a 10% discount on ads in the VAST Quarterly Newsletter, ads in the PDI Program, and PDI Exhibitor Registration	\$150	
Corporate Benefactor (CB) ~ receive a 15% discount on ads in the VAST Quarterly Newsletter, ads in the PDI Program, and PDI Exhibitor Registration	\$500	

Corporate Sponsorship Listing in the Newsletters and PDI Program; a live link to your website will be added to <http://www.vast.org/>

President's Circle ~ 1 free exhibitor booth and 1 free full page B&W PDI program ad				\$5000			
Leader's Circle ~ 50% discount on 1 exhibitor booth and a 50% discount on one PDI program ad				\$2000			
Mentor's Circle ~ 20% discount on 1 exhibitor booth and a 20% discount on one PDI program ad				\$1000			
Newsletter Advertising: The Science Educator	1 Issue	2 Issues	3+ Issues	Circle Issues	Ad Cost	Discount CM-10% CB-15%	Amount
Full Page (8.5 x 11)	\$350	\$315 ea.	\$200 ea.	Sum ⁽⁰⁹⁾ Fall/PDI ⁽⁰⁹⁾ Win ⁽¹⁰⁾ Spr ⁽¹⁰⁾ Sum ⁽¹⁰⁾			
Half page (8.5 x 5.5)	\$200	\$180 ea.	\$130 ea.	Sum ⁽⁰⁹⁾ Fall/PDI ⁽⁰⁹⁾ Win ⁽¹⁰⁾ Spr ⁽¹⁰⁾ Sum ⁽¹⁰⁾			
Quarter page (4.25 x 5.5)	\$150	\$130 ea.	\$100 ea.	Sum ⁽⁰⁹⁾ Fall/PDI ⁽⁰⁹⁾ Win ⁽¹⁰⁾ Spr ⁽¹⁰⁾ Sum ⁽¹⁰⁾			
Eighth page (4 x 2.5)	\$100	\$90 ea.	\$80 ea.	Sum ⁽⁰⁹⁾ Fall/PDI ⁽⁰⁹⁾ Win ⁽¹⁰⁾ Spr ⁽¹⁰⁾ Sum ⁽¹⁰⁾			

Standard Run is Black & White – Add \$100 per color per ad	Color Cost	
Ads to be camera ready. Sizes for all ads are less margins. Preferred formats PDF, JPG, PNG, PageMaker	Sub Total	

PDI Program Advertising	Black & White	Color (4 color)	Discount: CM-10%; CB-15%	Amount
Outside Back Cover Full Page (8.5 x 11)	N/A	\$900		
Inside Front Cover Full Page (8.5 x 11)	\$350	\$750		
Full Page (8.5 x 11)	\$225	N/A		
Half page (8.5 x 5.5)	\$150	N/A		
Quarter page (4.25 x 5.5)	\$100	N/A		
Note: Sizes for all ads are less margins			Sub Total	

PAYMENT SUMMARY

Check **Make Payable to VAST** (Fed ID #54-1265890) Check # _____ Amount Enclosed:

Credit Card Card # _____ MC Visa AmEx (circle one) Exp Date: ____/____
CID# _____ Name on Card/Authorized Signature _____

Invoice me **Send contract & payment to:** **Send advertisements to:**
 Jimmy Johnson, Treasurer, treasurer@vast.org Jean Foss, Editor, newsletter@vast.org
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