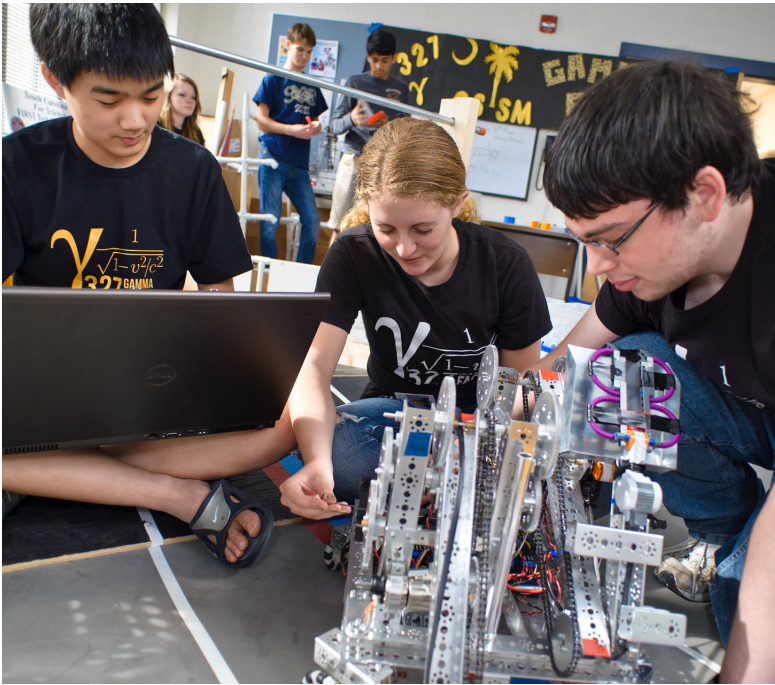


# NCSSSS

National Consortium of  
Secondary STEM Schools

# 2016 Sponsorship & Advertising Guide



[ncsss.org](http://ncsss.org)

# NCSSS

preparing students for success and leadership in science, technology, engineering, and mathematics

and

fostering collaborations, to inform STEM policy, and to advocate transformation in education.

## NCSSS

Is the premier nationwide consortium of STEM secondary schools and programs that prepare students for success in science, technology, engineering, computer science and mathematics and advancing the efforts of those specialized schools whose primary purpose is to attract and academically prepare students for leadership in STEM.

NCSSS members enjoy our three conferences each year. We focus in three major areas to meet the needs of our Administrators, Teachers, and Students.



81% of Consortium schools offer AP level courses



Average student SAT Math score is 663.4 - U.S. average is 514



93% of Consortium members graduate students that attend Ivy League schools



3/4 of Consortium schools have 50% or greater female enrollment

# ANNUAL SPONSORSHIPS

INCLUDES	Honors Sponsor	Curriculum Sponsorship	Extra Curricular Sponsorship
	\$25,000	\$10,000	\$5,000
Special Mtg w Board of Directors	✓		
2 Complimentary Registrations at Administrators Summit	✓		
1 Complimentary Registration at Administrators Summit		✓	
Complimentary Registration at Student Research Conference (Play a role in the Student Contest Awards Ceremony)	✓		
NCSSS Journal Full Page Ad	✓		
NCSSS Directory Full Page Ad	✓		
NCSSS Journal 1/2 Page Ad		✓	
NCSSS Journal 1/4 Page Ad			✓
NCSSS Directory 1/2 Page Ad		✓	
NCSSS Directory 1/4 Page Ad			✓
Website Ad Leader Board (30 Days)	✓		
Website Ad Large Side Bar Ad (30 Days)		✓	
Website Ad Small Side Bar Ad (30 Days)			✓

# NCSSS PROFESSIONAL CONFERENCE

INCLUDES	Platinum	Gold	Silver	Bronze	Friend
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
Session Panel Discussion	✓				
Recognition as the Thursday Evening Reception Sponsor	✓				
6 Complimentary Conference Registrations (\$3,300 value)	✓				
Logo recognition on all conference marketing materials	✓	✓	✓		
Logo recognition on all conference signage	✓	✓	✓		
Post-Event Mailing List of Registrants for one time use (including emails)	✓	✓	✓	✓	
Option to purchase additional registrations for \$300	✓	✓	✓	✓	
4 Complimentary Conference Registrations (\$2,220 value)		✓			
2 Complimentary Conference Registrations (\$1110 value)			✓		
Text recognition on all conference marketing materials				✓	
Text recognition on all conference signage				✓	✓
Website Ad Leader Board (30 Days)	✓				
Website Ad Large Side Bar Ad (30 Days)		✓			
Website Ad Small Side Bar Ad (30 Days)			✓		
Exhibit table (6 ft draped table)	✓	✓	✓	✓	✓

## CONFERENCE A LA CARTE OPTIONS

Mobile App	\$5,000
Conference Bag	\$7,500
Lanyards	\$5,000

# NCSSS JOURNAL ADS

The NCSSS Journal is an open access journal published two times per year. The Journal highlights contributions from the STEM education world.



## Ad Rates (NCSSS Journal)

Ad Size (W x H)	1x	2x
<b>Full Page</b> 7" x 9.75"	\$950	\$900
<b>1/2 Page</b> 7" x 4.875"	\$500	\$450
<b>1/4 Page</b> 3.5" x 4.875"	\$300	\$250

The NCSSS website is the premier source of information for STEM secondary schools. With a members-only section and open access blog and resources section, the website hosts a wealth of knowledge on STEM education.

# WEBSITE ADS

**8,600** Average Number of Page Views per Quarter

**>1 min.** Average User Session

The screenshot shows the NCSSS website interface. At the top, there are navigation links for Home, About, Publications, Events, Resources, Jobs, and Contact. Below the navigation is a main content area with a featured article titled 'What is a STEM school?' and a sub-headline 'NCSSS schools give students a competitive edge'. Below this are statistics: 81% of Consortium schools offer AP-level courses, Average student SAT Math score is 653.4 (vs. US average of 514), 34% of Consortium schools have 50% or greater female enrollment, and 93% of Consortium members graduate students that attend Ivy League schools. The bottom section includes 'STEM Resources', 'STEM Events' (with dates for 2016 Student Research Conference, 2016 International Summer, and 2016 Professional Conference), and 'Latest Blog Posts'. A sidebar on the right features 'NCSSS Journal' and 'Latest Tweets'.

## Ad Monthly Rates (ncsss.org)

Ad Size	1x	3x	6x	12x
<b>720 x 200</b> Banner	\$800	\$2,000	\$3,400	
<b>335 x 280</b> Large Sidebar	\$800	\$2,000	\$3,400	\$6,500
<b>335 x 200</b> Medium Sidebar	\$600	\$1,500	\$2,500	
<b>335 x 120</b> Small Sidebar	\$400	\$1,000	\$1,700	\$3,250

# SPONSORSHIP FORM

## Annual Sponsor

- Honors Sponsor..... \$25,000
- Curriculum Sponsorship..... \$10,000
- Extra Curricular Sponsorship..... \$5,000

## NCSSS Professional Conference

- Platinum..... \$15,000
- Gold..... \$10,000
- Silver..... \$7,500
- Bronze..... \$5,000
- Friend..... \$2,500

**Total Amount Due:** \_\_\_\_\_

## Payment Information

(All payments made in U.S. funds - check one)

- Check (made payable to NCSSS)
- Visa
- MasterCard
- American Express

\_\_\_\_\_  
Cardholder Name

\_\_\_\_\_  
Card Number/Expiration Date

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

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Amount Enclosed

Acceptance of this application by NCSSS constitutes a contract.

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**

## Contact Information

(as it should appear on all marketing materials)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
Website URL

## Return this form to:

**NCSSS  
PO BOX 151738  
Chevy Chase, MD 20825**

If you have any questions, please contact:

**Heather Gaskins  
703-402-3202  
heather.gaskins@ncsss.org**

# ADVERTISING ORDER FORM

**NCSSS Journal** (Issue: \_\_\_\_\_ )

Full Page:  1x.....\$950       2x.....\$900

1/2 Page:  1x.....\$500       2x.....\$450

1/4 Page:  1x.....\$300       2x.....\$250

**NCSSS Website** (Start Date: \_\_\_\_\_ )

**Banner:**

1x \$800     3x \$2,000     6x \$3,400

**Large Sidebar:**

1x \$800     3x \$2,000     6x \$3,400     12x \$6,500

**Medium Sidebar:**

1x \$600     3x \$1,500     6x \$2,500

**Small Sidebar:**

1x \$400     3x \$1,000     6x \$1,700     12x \$3,250

**Total Amount Due:** \_\_\_\_\_

## Acceptable Materials

**Journal:** The preferred format is a press-optimized PDF with fonts embedded. Other acceptable formats: TIFF, EPS, JPG (at least 300 dpi).

**Website:** Acceptable formats: JPG, PNG (72 dpi).

**Art should be submitted to:** heather.gaskins@ncsss.org.

## Return this form to:

NCSSS  
PO BOX 151738  
Chevy Chase, MD 20825

If you have any questions, please contact:

Heather Gaskins  
703-402-3202  
heather.gaskins@ncsss.org

## Contact Information

Company \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail address \_\_\_\_\_

Website URL \_\_\_\_\_

## Payment Information

(All payments made in U.S. funds - check one)

- Check (made payable to NCSSS)
- Visa
- MasterCard
- American Express

Cardholder Name \_\_\_\_\_

Card Number/Expiration Date \_\_\_\_\_

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

City, State, Zip \_\_\_\_\_

Amount Enclosed \_\_\_\_\_

Acceptance of this application by NCSSS constitutes a contract.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_