

# International Technology and Engineering Educators Association 2025-2026 Advertising Application and Contract

1. Technology and Engineering Education
2. Newsletter Sponsorship
3. Website Box / Banner Ad

4. Sponsored Web Articles
5. Sponsored eBlasts
6. Branded Social Media Posts



## 1. Technology and Engineering Education (TEE)

TEE is a useful, highly regarded practitioner-based journal for technology and engineering education reaching approximately 1550+ 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"/> \$600	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000
Full Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,700
1/2 Page Horizontal	<input type="checkbox"/> \$300	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000
1/4 Page Square	<input type="checkbox"/> \$200	<input type="checkbox"/> \$350	<input type="checkbox"/> \$700

### 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 15 days after contract deadline.**

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

### Journal Ad Specifications:

Submit ad as an image file: jpg, tif, png, eps, psd, or pdf;  
300 dpi (dots per inch); CMYK color

#### SIZE:

Full Page:	bleed 8.75" w x 11.25" h	no bleed 7.5" w x 10" h
1/2 Page Horizontal:	bleed 8.75" w x 5.5" h	no bleed 7.5" w x 4.625" h
1/4 Page Square:		no bleed 3.5" w x 4.625" h

**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.**

## 2. Newsletter Sponsorship

**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 Essentials** is a free monthly reminder from ITEEA to our 35,000 subscribers with five of the most timely and important opportunities to take their professional engagement to the next level.

**Newsletter Sponsorship Rates (Color ads only)**

Newsletter Banner Ad	1 issue	3 issues	6 issues
STEM Connections	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000
STEM Essentials	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000

**Newsletter Sponsorship SUBTOTAL** \$ \_\_\_\_\_

### Newsletter Sponsorship Specifications

Submit ad as image file: jpg or png; 220 ppi (pixels per inch); RGB color  
Size: 728 pixels wide x 150 pixels high

Newsletter Sponsorship includes up to 50-75 words of text.

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

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

**ITEEA Partners and Institutional Members Receive a 25% Discount!**

**3. Website Banner Ad.** Advertise on [www.iteea.org](http://www.iteea.org) to reach 35,000+ users; top pages receive 1000-2000 views per month.

**Website Banner Ad Rates (Color ads only)**

	1 month	3 months	6 months
Website Banner Ad	<input type="checkbox"/> \$200	<input type="checkbox"/> \$500	<input type="checkbox"/> \$800

Preferred webpage:  
☐ Awards & Scholarships ☐ Conferences ☐ EbD ☐ STEL ☐ Membership

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

### Website Banner Ad Specifications

Submit ad as image file: jpg or png; 220 ppi (pixels per inch); RGB color  
Banner Ad Size: 728 pixels wide x 150 pixels high

**4. Sponsored Web Articles.** Publish online content showcasing how your product or service can spark a new idea, activity, or practice for ITEEA's 35,000 subscribers to implement with their students.

**Sponsored Web Article Rate**

	1 article
Sponsored Article	<input type="checkbox"/> \$1,500

**Sponsored Web Articles SUBTOTAL** \$ \_\_\_\_\_

### Web Article Specifications

Submit ad as text file: 500-800 words

Submit up to 3 images: jpg or png; 220 ppi (pixels per inch); RGB color

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

**Sponsored eBlast Rates**

	1 blast	2 blasts
Sponsored eBlast	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500

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

### eBlast Specifications

Submit ad as text file: 100 to 200 words

Submit up to 3 images: jpg or png; 220 ppi (pixels per inch); RGB color

**6. Branded Social Media Posts.** Post your message on ITEEA's Facebook, X, LinkedIn, & Instagram feeds, reaching over 8,000 followers.

**Branded Social Media Post Rates**

	1 post	3 posts	6 posts
Four platforms	<input type="checkbox"/> \$300	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,200

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

### Social Media Specifications

Submit ad as text file: 20-40 words

Submit up to 1 image: jpg or png; 220 ppi (pixels per inch); RGB color

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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. Newsletter Sponsorship               | \$ |   |
| 3. Website Box / Banner Ad              | \$ |   |
| 4. Sponsored Web Articles               | \$ |   |
| 5. Sponsored eBlasts                    | \$ |   |
| 6. Branded Social Media Posts           | \$ |   |
| Less 25% discount (if applicable)       | \$ | - |

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

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

Card number	Expiration	CVV
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.

**ITEEA Partners and Institutional Members Receive a 25% Discount!**

### TERMS AND CONDITIONS

#### DEADLINES

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

**All Other Advertising** — A completed contract must be received 30 days prior to publication of advertised content, with artwork then due 15 days prior.

#### 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.

#### 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. If requesting bleed, allow 1/8" on all sides of full- or half-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). 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).