NSTA IS YOUR BEST RESOURCE TO REACH SCIENCE TEACHERS AND ADMINISTRATORS

WHO WE ARE -

Founded in 1944, the Arlington, Virginia-based National Science Teachers Association (NSTA) is the largest organization in the world promoting excellence and innovation in science teaching and learning for all. NSTA membership—approximately 50,000 strong, and representing more than 100 countries—includes science teachers; science supervisors; informal science educators; administrators; scientists; and leaders in business, industry, and government. Along with its members, NSTA's 58 state chapters, 33 associate groups, 9 affiliates, and nearly 100 student chapters work together to further promote and support quality science education.

OUR MISSION •

NSTA's mission is to promote excellence and innovation in science teaching and learning for all.

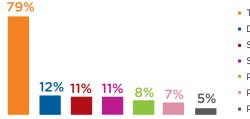
OUR MEMBERSHIP .

By Position:

- 86% are Teachers, Professors or Department Heads/Chair
- 14% are Supervisor/Coordinators, Administrators, or Principals
- 11% are Students
- 7% are PD Providers
- 4% are Scientists

*Members select all applicable demographics; totals may exceed 100%

MEMBERS BY POSITION



- Teacher
- Department Head/Chair
- Supervisor/Coordinator
- Student
- Professor
- PD Provider
- Principal/Administrator

MEMBERS BY GRADE LEVEL INVOLVEMENT









ELEMENTA

LEVEL

HIGH SCHOOL COLLEGE/ UNIVERSITY

MEMBERS BY DISCIPLINE

Biology	51%
Chemistry	37%
Computer Science	12%
Earth Science	44%
Environmental Science	43%
General Science	52%
Physical Science	38%
Physics	28%
Technology Education	28%
Engineering	19%
Mathematics	13%



BRANDING

LEAD GENERATION

DIRECT SALES

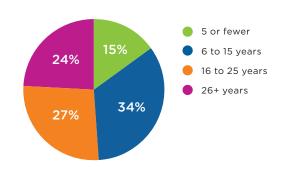
ADVOCACY

THOUGHT LEADERSHIP

KEY FACTS ABOUT NSTA MEMBERS

- 96% trust NSTA to be a reliable source of information regarding science education
- 58% spent more than \$200 on materials and supplies for their classrooms out of their own pocket with 23% spending more than \$500
- Over 50% visit the NSTA website at least monthly
- 92% said journals are a medium to large factor in retaining their membership
- 86% read our journals on a monthly basis
- 24% of NSTA Members have acted upon seeing an advertisement in an NSTA print publication

MEMBERS HAVE EXPERIENCE AND INFLUENCE





CONSIDER THE SALES CYCLE

Arises

Solutions

Your target audience are spread throughout the cycle. Marketing throughout the year to all segments is critical. Need/ Search for Evaluation of Potential of Potential Selection Your target audience are spread throughout the year to all segments is critical.

Solutions

NSTA'S MARKETING REACH

50,000 NSTA journal and NSTA reports readers

1,250,000 e-newletters deliveed monthly

616,000 NSTA website page views per month

17,000 conference attendees per year

8,600 podcast downloads per month