



Advertise and promote STEM Education and your employment/volunteer postings with STAO/APSO today!

### **Sponsor an ad in STAONews:**

STAONews is our bilingual e-newsletter that goes out to over 8,000 STEM educators, institutions and the science education sector every 2-4 weeks. Your ad will also be posted on our social media and LinkedIn accounts which will boost your message circulation.

Level 1: \$100 banner at top of STAONews. This is a 550 x 150 px space under the STAONews banner and appear above STAONews content. It includes an invisible link of your choice from the graphic. Option to provide the banner in English and/or French. Translation available for an additional fee.

Level 2: \$200 for 1 ad in STAONews plus Facebook, Twitter, and LinkedIn. We will work with you to promote your event/company at the time that works for you and the next issue of STAONews. Ads should be 250 words or less and can include 1 picture or infographic. Option includes posting in both French and English (translation available for an additional fee).

Level 3: \$500 for 3 ads in STAONews plus Facebook, Twitter, and LinkedIn. You choose which STAONews your ad goes in (i.e. 3 consecutive issues, or choose 3 issues over the course of a year). Ads should be 250 words or less and can include 1 picture or infographic. Option includes posting in both French and English (translation available for an additional fee).

**Sponsor an ad on the STAO website:** The STAO website is our bilingual go-to location for upcoming events, members-only resources (including lesson plans and webinars) and free resources (including safety documents and lesson plans).

Level 1: \$200 Include your logo and link of your choice on both our English and French homepages for a duration of four weeks.

Level 2: \$500 Your ad prominently featured on both our English and French website homepages. This includes up to 250 words, an infographic, your logo, and link of your choice for a duration of ten weeks.

**Sponsor at a Special Event:** We have many sponsorship opportunities at our special events, including this year's 'Together Again STAO 2023 Conference' to be held August 15-16. Opportunities range from having your logo appear on our Program to hosting a talk, insertion of your information in a delegate bag, lanyard and/or conference bag sponsorship, and other options where we can work to meet your promotion needs.

**Employment and Volunteer Postings:**

We will ensure your employment and volunteer postings are provided in one issue of the STAONews, shared via an information blast on our social media channels, and posted on the STAO website for one month. Non profit organization cost is \$50, and all other organizations, \$200.

**Additional Information for You:**

Reciprocal Partnership Arrangements can be negotiated between your organization and STAO/APSO at any time with the goal that they will be mutually beneficial in terms of marketing and promotion.

HST is in addition to all cited prices. Prices may change without notice.

Contact the STAO Executive Director for more information on all your promotion and advertising needs. ([terry.kingsmill@stao.ca](mailto:terry.kingsmill@stao.ca)) 1-855-476-7826