

ADVERTISE AND PROMOTE STEM EDUCATION WITH STAO/APSIO TODAY!

STAO News and Socials

STAO News is our bilingual e-newsletter that goes out to over 8,000 STEM educators, institutions, and the science education sector every 2-4 weeks. Our socials include Facebook, X, and Instagram with over 4000 combined followers.

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).

Multiple Advertising and Promotion Opportunities Available:

- STAO News and Social Media Platforms
- STAO/APSIO Website
- Employment and Volunteer Postings
- Host a webinar or webinar series

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

Contact Cindy Powell (cindy.powell@stao.ca), STAO/APSIO Communications Coordinator for more information.

STAONews and Social Media Platforms	Price
<p>STAONews Banner</p> <p>Banner at top of one issue of STAONews. This 550 x 150 px space under the STAONews banner appears above the STAONews content. It includes an invisible link of your choice from the graphic. There is an option to provide the banner in English and/or French. We can provide the translation for an additional fee.</p>	\$ 100
<p>STAONews Full-Size Feature</p> <p>One graphic 550 x 550 px featured at the beginning of one edition of STAONews. 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).</p>	\$ 200
<p>Social Media Promotion</p> <p>Your graphic promoted twice on our social media platforms including Facebook, Instagram, and X. Option includes posting in both French and English (translation available for an additional fee).</p>	\$ 200
<p>STAONews Plus Social Media Promotion</p> <p>Two prominent ads in STAONews plus Facebook, Instagram, and X. You choose which STAONews your ad goes in (i.e., two consecutive issues, or choose two issues over the course of a year). Ads should be 250 words or less and can include one picture or infographic. Option includes posting in both French and English (translation available for an additional fee).</p>	\$ 500

Website Advertising	Price
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Logo on Homepage Include your logo and link of your choice on both our English and French homepages for a duration of four weeks.	\$ 200
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Full-Size Feature Your ad is prominently featured on both our English and French website homepages. This includes up to 250 words, an infographic, your logo, and a link of your choice for a duration of four weeks.	\$ 500
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Job Postings	Price
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Employment and volunteer postings in one issue of STAONews, social media, and on the STAO website for one month.

Non-profit organizations	\$ 50
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For-profit organizations	\$ 200
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Host a webinar or webinar series

Our members love interesting and relevant webinars. We have an option to host 1 webinar on a topic of your choice, to be approved by STAO. Alternatively, you can sponsor a series of webinars in which you can host the first webinar and we will find presenters for the remaining webinars. You will have time at the beginning of each webinar to highlight your own topic. Your logo will be included on all promotional materials for the series.

Please contact Cindy Powell (cindy.powell@stao.ca) for pricing.