

Promote your brand to Texas science educators before and during CAST with high-visibility advertising options—digital program ads, mobile app placements, email banners, and social posts. This page outlines available placements, specs, and deadlines so you can submit everything quickly and keep your message in front of attendees at the moments that matter most.

## Digital Program Advertisements

- **Full-Page Ad** | \$1,000 | 8 1/2" wide x 11" tall
- **Half-Page Ad** | \$500 | 8 1/2" wide x 5 1/2" tall

Submit final design as a PDF, JPEG, or PNG. Your file (if PDF) can include external web links to drive attendee traffic to your site.

## Mobile App Advertisement | \$500 | 800 px wide x 133 px tall

Submit final design as a PDF, TIFF, GIF, or PNG. File can include animations. Provide external web link for ad to direct to, or opt for ad to link to in-app company profile.

## Mobile App Game Recognition Pack | \$800

Become a part of the immersive CAST game and gain more booth visits through five trivia and scavenger hunt-based game missions that highlight your brand.

- Submit **five game missions and answers**. The game is code-based, meaning attendees must input the correct word/phrase in order to complete each mission. Game codes can be multiple words, and codes are not case-sensitive, meaning they are accepted regardless of whether they are entered in uppercase or lowercase letters. **All missions must have one clearly defined, unique answer.**
- **Tips:** At least one game mission should drive visits to your booth, tasking attendees with asking a specific question or taking part in a specific activity to receive the gamecode from your staff. Other missions could be more trivia based (e.g., "What year was STAT founded?") that task attendees with visiting your page in the CAST mobile app to find an answer in your company description or send them on a search of your organization's website to find a specific answer.

## STAT Social Highlight | \$500/post

Provide social post content to connect with our 4,400+ Facebook followers and 2,500+ X followers.

- Submit **post copy/text** (subject to STAT review) and a **high-resolution graphic**.
- Include link post should direct to (can be trackable, such as bit.ly link) also.

## Email Banner Advertisement | \$1,000/day

Build brand recognition with a banner ad (800 px wide x 150 px tall) included in a daily highlight email.

- Submit final design as a PDF, JPEG, or PNG.
- Include external web link that ad directs to.

**Deadline for Publication: September 18, 2026**

[Submit to exhibits@statweb.org](mailto:exhibits@statweb.org)



# CAST 26

Presented by  **STAT** SCIENCE TEACHERS ASSOCIATION OF TEXAS

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