

Science & Children



2021 EDITORIAL PROFILE & ISSUE THEMES

Published six times a year (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sept/Oct, Nov/Dec). *Science & Children* is a publication of the National Science Teaching Association (NSTA), 1840 Wilson Boulevard, Arlington, VA 22201.

Publisher's Editorial Statement

Science & Children is a professional journal for the teacher, principal, and supervisor concerned with the teaching of science at the elementary level. It covers topics and teaching techniques that K-5 teachers care about most.

Every issue includes:

- Content meeting the *Next Generation Science Standards*
- Early childhood and primary level (preK-2) science content
- Articles on teaching strategies and techniques
- Science lessons and background material
- Reviews of new books and software for elementary science education

Circulation

Total circulation of 14,000. Readership consists primarily of elementary school science educators, administrators, and curriculum planners across the United States and Canada. Circulation also includes science departments and school libraries.

Closing Dates and Planned Themes

2021 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January/February	Engineering Design	November 2, 2020	November 10, 2020
March/April	Culturally Responsive Teaching	January 4, 2021	January 11, 2021
May/June	Digital Literacy	March 1, 2021	March 10, 2021
July/August	Global Connections	April 30, 2021	May 10, 2021
September/October	Three-Dimensional Teaching and Learning	July 1, 2021	July 9, 2021
November/December	Language of Science	September 1, 2021	September 10, 2021

Where change of copy or insertion order is not received by closing date, advertisement will be inserted as previously rendered.

NSTA Advertising Department

For information or space reservations, contact: Becky Shoemaker
1840 Wilson Boulevard, Arlington, VA 22201-3092 • Tel: 703-312-9228 • E-mail: bshoemaker@nsta.org
Visit our website at: www.nsta.org/advertising-science-and-children

2021 RATES & GUIDELINES

2021 RATES (per insertion)

	1x	3x	6x
Full Page	\$3,710	\$3,525	\$3,350
2/3	3,185	3,025	2,865
1/2	2,830	2,690	2,550
1/3	2,425	2,300	2,185
1/4	2,215	2,100	1,995
Cover 2, Cover 3	4,085	3,880	3,675
Cover 4	4,315	4,100	3,885

ALL ADS FOUR COLOR

Rates effective January 1, 2021–December 31, 2021

Note: For information regarding multiple page units or supplemental inserts, please contact the Advertising Department.

Frequency Rates

Rate is determined by the number of insertions committed to within 12 months of the 2021 calendar year. If the number of insertions within 2021 is less than that specified in the original contract, the rate for all insertions will be adjusted accordingly.

Advertising Guidelines

All advertising and reading notices are subject to review and publisher's acceptance policy.

- Advertisers must abide by the minimum **NSTA Safety Guidelines** when submitting advertisements. For a copy of the "NSTA Minimum Safety Guidelines" go to <https://static.nsta.org/pdfs/SafetyInTheMedia.pdf>.
- Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom.
- Publisher assumes no liability for ad materials beyond normal careful handling.
- Publisher does not guarantee printed results from materials not conforming to required formats.

Cancellations

- No cancellations after space reservation deadline date.
- Covers and special inside ad positions including "permanent holds" on covers and special inside ad positions reserved for any 2021 issue cannot be cancelled after October 1, 2020.
- **All cancellations must be made in writing.** Failure to notify publisher will result in full charge at the prevailing rate.

Commission

Agency commissionable

2021 MECHANICAL SPECIFICATIONS

MECHANICAL REQUIREMENTS

Ad Size	Ad Sizes in inches	
	Width	Depth
Full page, bleed	8-1/2	11-1/8
Full page, non-bleed	7-3/16	9-1/2
2/3 page, vertical	4-1/2	9-1/3
2/3 page, horizontal	6-15/16	6-3/8
1/2 page, horizontal	6-15/16	4-15/16
1/3 page, vertical	2-1/8	9-1/3
1/3 page, horizontal	6-15/16	3
1/3 page, square	4-1/2	4-1/2
1/4 page, near square	4-1/2	3-1/2
1/4 page, horizontal	6-15/16	2-1/4

All ads must conform precisely to space dimensions specified. Any additional preparation is subject to extra charges. No extra charges for bleeds.

PRINTING SPECIFICATIONS

- **Page trim size—8-1/4 × 10-7/8 inches**
- Paper text: offset enamel
- Three columns to a page, saddle stitched
- Colors available: B&W, 4-Color
- Heat-Set Web Press: cyan, magenta, yellow, black (CMYK only)

SPECIAL INSTRUCTIONS FOR BLEED ADS

- Document size should be set to 8-1/4 × 10-7/8"
- Bleed should extend at least 1/8" past trim on all sides
- Live area should be no closer than 3/16" to trim on all sides
- All trim and registration marks should be offset by 1/8" (9 points)

SPECIAL INSTRUCTIONS

- All fonts must be embedded

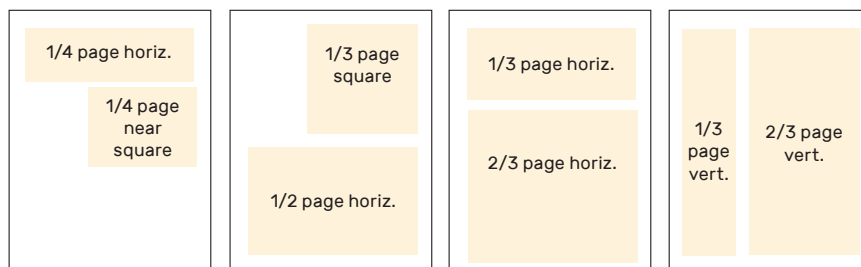
PREFERRED AD FORMATS

- High resolution (300 dpi) PDF, EPS, or Tiff files
- All ads must be submitted as CMYK

FILE TRANSFER

- E-mail attachments

AD SIZE ILLUSTRATIONS



2021 ADVERTISING INSERTION ORDER

Science & Children

COMPANY: _____ **KEY CONTACT:** _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

AGENCY (if applicable): _____ **CONTACT:** _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

BILLING CONTACT (if different): _____ Purchase Order #: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

ADVERTISING DESIGN CONTACT (if different): _____

Phone: _____ Fax: _____ E-mail: _____

2021 ISSUE	AD SIZE (see codes below)	PICK-UP or NEW AD	POSITION REQUEST (see below)	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE	COST/AD
January/February (Engineering Design)	_____	_____	_____	November 2, 2020	November 10, 2020	_____
March/April (Culturally Responsive Teaching)	_____	_____	_____	January 4, 2021	January 11, 2021	_____
May/June (Digital Literacy)	_____	_____	_____	March 1, 2021	January 11, 2021	_____
July/August (Global Connections)	_____	_____	_____	April 30, 2021	March 10, 2021	_____
September/October (Three-Dimensional Teaching and Learning)	_____	_____	_____	July 1, 2021	July 9, 2021	_____
November/December (Language of Science)	_____	_____	_____	September 1, 2021	September 10, 2021	_____

Information for Index of Advertisers: Toll-free #: _____ **Web Address:** _____

Ad size codes:

C4 = Cover 4
C2 = Cover 2
C3 = Cover 3

FP = Full page
2/3V = 2/3 page vert.
2/3H = 2/3 page horz.

1/2H = 1/2 page horz.
1/3V = 1/3 page vert.
1/3H = 1/3 page horz.

1/3SQ = 1/3 page sq.
1/4SQ = 1/4 page nr.sq.
1/4H = 1/4 page horz.

Position requests (ff, rhp, away from, near, lhp, etc.) are governed by NSTA policy and will be honored whenever possible.

All cancellations must be submitted in writing prior to space reservation deadline.

Authorized Signature: _____ **Date:** _____

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