

# JOURNAL OF COLLEGE SCIENCE TEACHING



## 2017 EDITORIAL PROFILE

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

### Publisher's Editorial Statement

The *Journal of College Science Teaching* reaches more than 4,000 innovative instructors in the sciences and educational policy makers with every issue. The journal's ranks of satisfied and dedicated readers will continue to swell as education and science become increasingly interdisciplinary endeavors. This readable, practical, peer-reviewed journal emphasizes the collaborative scholarship of teaching and learning in sciences at the college and university level. The journal provides a forum for engaged leaders to share ideas, experiences, and opinions on their profession.

### Regular columns include:

- Point of View
- Case Study
- Research and Teaching
- 2-Year Community

### Circulation

Total circulation of 4,000 with a reading pass-along of 2.5 based on the most recent survey. This includes science institutes, school libraries, and science departments.

### Closing Dates

2017 ISSUES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
Jan/Feb	November 1, 2016	November 10, 2016
Mar/Apr	January 3, 2017	January 10, 2017
May/June	March 1, 2017	March 10, 2017
July/Aug	May 1, 2017	May 10, 2017
Sept/Oct	June 30, 2017	July 10, 2017
Nov/Dec	September 1, 2017	September 11, 2017

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 22201-3000

Tel: 703-312-9228, Fax: 703-841-5114

E-mail: [bshoemaker@nsta.org](mailto:bshoemaker@nsta.org)

Visit our website at: [www.nsta.org/exhibitsadv/jcst.aspx](http://www.nsta.org/exhibitsadv/jcst.aspx)

# 2017 RATES & GUIDELINES

## 2017 RATES (per insertion)

	1x	4x	6x
Full Page, BW	\$1,975	\$1,755	\$1,585
2/3	1,595	1,350	1,215
1/2	1,375	1,095	995
1/3	1,095	895	835
1/4	830	680	570
1/6	625	525	425
One inch	n/a	250	225
Cover 2, Cover 3	2,265	2,025	1,825
Cover 4	2,455	2,195	1,975

## COLOR CHARGES (per insertion)

Black Plus One Process Color	\$550
Black & One Match Color	650
Four Color	1,300

Rates effective January 1, 2017–December 31, 2017

**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 2017 calendar year. If the number of insertions within 2017 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 [www.nsta.org/pdfs/SafetyGuidelines.pdf](http://www.nsta.org/pdfs/SafetyGuidelines.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 2017 issue cannot be cancelled after October 1, 2016.
- **All cancellations must be made in writing.** Failure to notify publisher will result in full charge at the prevailing rate.

## Commission

Agency commissionable

# 2017 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
1/6 page, vertical	2-1/8	4-1/2
1/6 page, horizontal	4-1/2	2-1/8
1 inch	2-1/8	1

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 x 10-7/8 inches
- Paper text: offset enamel
- Three columns to a page, saddle stitched
- Colors available: B&W, 2-Color, 2-Color Match, 4-Color
- Heat-Set Web Press: cyan, magenta, yellow, black (CMYK)

## SPECIAL INSTRUCTIONS FOR BLEED ADS

- Document size should be set to 8-1/4 x 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 FOR B&W ADS

- All fonts must be embedded
- All artwork and type must be defined as black (no RGB or CMYK builds)

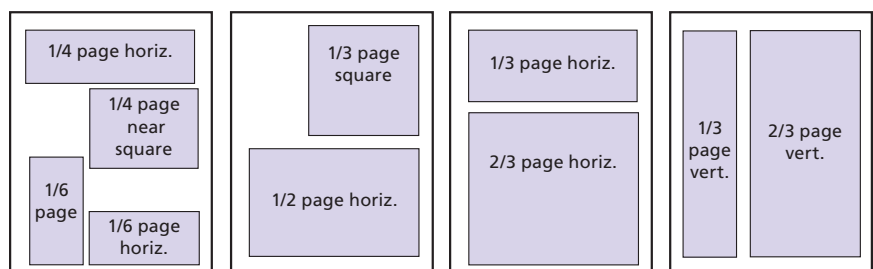
## PREFERRED AD FORMATS

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

## FILE TRANSFER

- E-mail attachments or uploads to NSTA FTP site.
- CDs may also be submitted by mail.

## AD SIZE ILLUSTRATIONS



# 2017 ADVERTISING INSERTION ORDER JOURNAL OF COLLEGE SCIENCE TEACHING

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: \_\_\_\_\_

2017 ISSUE	AD SIZE (see codes below)	COLOR (see codes below)	PICK-UP or NEW AD	POSITION REQUEST (see below)	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE	COST/AD
Jan/Feb	_____	_____	_____	_____	November 1, 2016	November 10, 2016	_____
Mar/Apr	_____	_____	_____	_____	January 3, 2016	January 10, 2017	_____
May/June	_____	_____	_____	_____	March 1, 2017	March 10, 2017	_____
July/Aug	_____	_____	_____	_____	May 1, 2017	May 10, 2017	_____
Sept/Oct	_____	_____	_____	_____	June 30, 2017	July 10, 2017	_____
Nov/Dec	_____	_____	_____	_____	September 1, 2017	September 11, 2017	_____

Information for Index of Advertisers: Toll-free #: \_\_\_\_\_ Web Address: \_\_\_\_\_

**Ad size codes:**

C4 = Cover 4	FP = Full page	1/2H = 1/2 page horz.	1/3SQ = 1/3 page sq.	1/6V = 1/6 page vert.
C2 = Cover 2	2/3V = 2/3 page vert.	1/3V = 1/3 page vert.	1/4SQ = 1/4 page nr.sq.	1/6H = 1/6 page horz.
C3 = Cover 3	2/3H = 2/3 page horz.	1/3H = 1/3 page horz.	1/4H = 1/4 page horz.	1" = 1 inch

**Color codes:** BW = black & white, 2C = 2-color, 2CM = 2-color match, 4C = 4-color

**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: \_\_\_\_\_

**NSTA Advertising Department**

For information or space reservations, contact: Becky Shoemaker  
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Visit our website at: [www.nsta.org/exhibitsadv/jcst.aspx](http://www.nsta.org/exhibitsadv/jcst.aspx)