

JOURNAL OF COLLEGE SCIENCE TEACHING



2019 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

Closing Dates

| 2019 ISSUES | SPACE RESERVATION DEADLINE | AD MATERIAL DEADLINE |
|-------------|----------------------------|----------------------|
| Jan/Feb | November 1, 2018 | November 9, 2018 |
| Mar/Apr | January 2, 2019 | January 10, 2019 |
| May/June | March 1, 2019 | March 11, 2019 |
| July/Aug | May 1, 2019 | May 10, 2019 |
| Sept/Oct | July 1, 2019 | July 10, 2019 |
| Nov/Dec | September 2, 2019 | September 10, 2019 |

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

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.

NSTA Advertising Department

For information or space reservations, contact:
 Becky Shoemaker
 1840 Wilson Boulevard, Arlington, VA 22201-3092
 Tel: 703-312-9228, Fax: 703-841-5114
 E-mail: bshoemaker@nsta.org

Visit our website at: www.nsta.org/exhibitsadv/jcst.aspx

2019 RATES & GUIDELINES

2019 RATES (per insertion)

| | 1x | 4x | 6x |
|------------------|---------|---------|---------|
| Full Page | \$3,315 | \$3,090 | \$2,885 |
| 2/3 | 2,930 | 2,680 | 2,515 |
| 1/2 | 2,705 | 2,420 | 2,295 |
| 1/3 | 2,420 | 2,220 | 2,135 |
| 1/4 | 2,150 | 2,000 | 1,870 |
| Cover 2, Cover 3 | 3,610 | 3,370 | 3,125 |
| Cover 4 | 3,805 | 3,540 | 3,275 |

ALL ADS FOUR COLOR

Rates effective January 1, 2019–December 31, 2019

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 2019 calendar year. If the number of insertions within 2019 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.
- 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 2019 issue cannot be cancelled after October 1, 2018.
- **All cancellations must be made in writing.** Failure to notify publisher will result in full charge at the prevailing rate.

Commission

Agency commissionable

2019 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

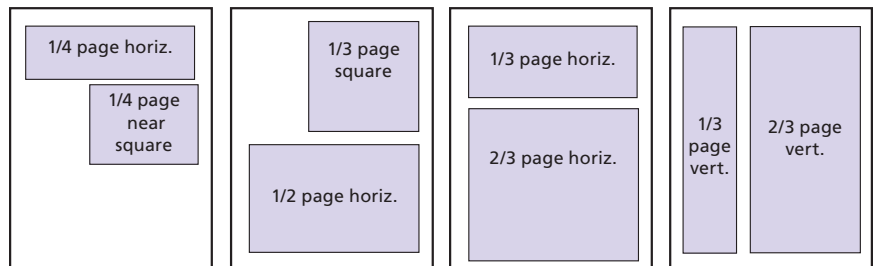
PREFERRED AD FORMATS

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

FILE TRANSFER

- E-mail attachments

AD SIZE ILLUSTRATIONS



2019 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: _____

| 2019 ISSUE | AD SIZE (see codes below) | PICK-UP or NEW AD | POSITION REQUEST (see below) | SPACE RESERVATION DEADLINE | AD MATERIAL DEADLINE | COST/AD |
|------------|------------------------------|-------------------|---------------------------------|----------------------------|----------------------|---------|
| Jan/Feb | _____ | _____ | _____ | November 1, 2018 | November 9, 2018 | _____ |
| Mar/Apr | _____ | _____ | _____ | January 2, 2019 | January 10, 2019 | _____ |
| May/June | _____ | _____ | _____ | March 1, 2019 | March 11, 2019 | _____ |
| July/Aug | _____ | _____ | _____ | May 1, 2019 | May 10, 2019 | _____ |
| Sept/Oct | _____ | _____ | _____ | July 1, 2019 | July 10, 2019 | _____ |
| Nov/Dec | _____ | _____ | _____ | September 2, 2019 | September 10, 2019 | _____ |

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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