NSTA Reports



2017 EDITORIAL PROFILE

Published nine times a year (Jan., Feb., Mar., Apr., May, Summer [July], Sept., Oct., Nov.), *NSTA Reports* is an award-winning publication of the National Science Teachers Association (NSTA), 1840 Wilson Boulevard, Arlington, VA 22201.

Publisher's Editorial Statement

NSTA Reports, the Association's member newspaper, is a key source of news and information for science teachers, administrators, principals, and educators at all levels of science instruction. This valuable member benefit contains concise, easy-to-read articles that are timely, practical, personal, and thought-provoking. Printed in 4-color format, NSTA Reports features popular regular columns and more:

- Ms. Mentor advises educators on challenges in the science classroom;
- Blick on Flicks sorts good science from bad in movies and other media, helping turn entertainment into engaging teachable science;
- In Your Pocket informs about grants and other financial opportunities;
- Freebies for Science Teachers provides information on free resources and materials for educators;
- Summer Programs offers details about professional opportunities for science teachers in their "off season;" and
- Feature articles focus on science teaching and teachers; and in-depth information about NSTA's activities and programs

Circulation

Total circulation of 55,000 with a reading pass-along of three based on the most recent survey. Readership, includes all active NSTA members in the United States and Canada, and can be broken down as follows:

- Elementary—27%;
- Middle Level-45%;
- High School—48%;
- College/University—17%.

(Totals greater than 100% as some educators work in more than one level)

Closing Dates

ISSUES	DEADLINE	DEADLINE	
January	November 1, 2016	November 10, 2016	
February	December 1, 2016	December 9, 2016	
March	January 3, 2017	January 10, 2017	
April	February 1, 2017	February 10, 2017	
May	March 1, 2017	March 10, 2017	
Summer	May 1, 2017	May 10, 2017	
September	June 30, 2017	July 10, 2017	
October	August 1, 2017	August 10, 2017	
November	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.

2017 RATES & GUIDELINES

2017 RATES (per insertion)

	1x	4x	9x
Full Page, BW	\$2,345	\$1,925	\$1,435
3/4	1,825	1,540	1,075
1/2	1,325	1,205	825
1/3	1,145	1,020	715
1/4	975	740	575
1/6	755	550	425
1/8	525	425	325
One inch	n/a	n/a	225
Cover 2, Cover 3	2,695	2,210	1,645
Cover 4	2,895	2,425	1,855

COLOR CHARGES (per insertion)

Black Plus One AAAA (Standard) Color	\$625
Four Color	1,050

Rates effective January 1, 2017–December 31, 2017 Note: One inch ad only available with a minimum of 6 insertions. For information regarding multiple page units, 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.
- 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 Sizes in inches	Width Depth	
Publication trim size	10-1/2	12-1/2
Full page	9-5/8	11-1/2
3/4 page	7-3/16	9-1/2
1/2 page horiz	9-5/8	5-3/4
1/3 page horiz	7-3/16	4-3/4
1/3 page vert	4-11/16	7-5/16
1/4 page	4-11/16	4-3/4
1/6 page	4-11/16	3-1/3
1/8 page horiz	4-11/16	2-5/16
1/8 page vert	2-1/4	4-3/4
1 inch	2-1/4	1

All ads must conform precisely to space dimensions specified. Any additional preparation is subject to extra charges.

PRINTING SPECIFICATIONS

- Trim Size: 10-1/2 × 12-1/2
- Paper text: Newsprint
- · Four columns to a page, saddle-stitched
- Colors available: B&W, 2-color, 4-color
- Cold Web Offset Press

NO BLEEDS ON ANY ADS

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

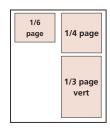
- High resolution (300 dpi) PDF, EPS files, or Tiff files
- · 4-color ads must be submitted as CMYK
- Maximum ink density 240%

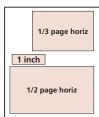
FILE TRANSFER

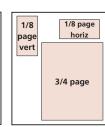
- E-mail attachments or uploads to NSTA FTP site.
- CDs may also be submitted by mail.

AD SIZE ILLUSTRATIONS









2017 Advertising Insertion Order *NSTA Reports*

COMPANY:		KEY CONTACT:						
Address:								
Phone:		Fax:E			E-mail:	-mail:		
AGENCY (if a	applicable):				ONTACT:			
Address:								
Phone:		Fax:E-mail:						
BILLING COI	NTACT (if different):				Purchase Or	der #:		
Address:								
ADVERTISIN	IG DESIGN CONTA	CT (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	
January					November 1, 2016	November 10, 2016		
February					December 1, 2016	December 9, 2016		
March					January 3, 2017	January 10, 2017		
April					February 1, 2017	February 10, 2017		
May					March 1, 2017	March 10, 2017		
Summer					May 1, 2017	May 10, 2017		
September					June 30, 2017	July 10, 2017		
October					August 1, 2017	August 10, 2017		
November					September 1, 2017	September 11, 2017		
Information	for Index of Adve	ertisers: Toll	-free #:		Web Address: _			
Ad sizes:	3/4 = 3/4 page	1/2H = 1/2 pag 1/3V = 1/3 pag	e vert. 1/	3 H = 1/3 page ho 4 = 1/4 page	orz. 1/6 = 1/6 page 1/8H = 1/8 page	1/8V = 1/8 pa e horz. 1" = 1 inch	ge vert.	
	BW = black & white, 20 ests (ff_rhp_away from			ned hv NSTA noli	cy and will be honored w	henever nossible		
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Authorized S	ignature:					Date:		