

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

2017 ISSUES

January
February
March
April
May
Summer
September
October
November

SPACE RESERVATION DEADLINE

November 1, 2016
December 1, 2016
January 3, 2017
February 1, 2017
March 1, 2017
May 1, 2017
June 30, 2017
August 1, 2017
September 1, 2017

AD MATERIAL DEADLINE

November 10, 2016
December 9, 2016
January 10, 2017
February 10, 2017
March 10, 2017
May 10, 2017
July 10, 2017
August 10, 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 22201-3092 • Tel: 703-312-9228 • Fax: 703-841-5114 • E-mail: bshoemaker@nsta.org
Visit our website at: www.nsta.org/exhibitsadv/NSTAReports.aspx

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)

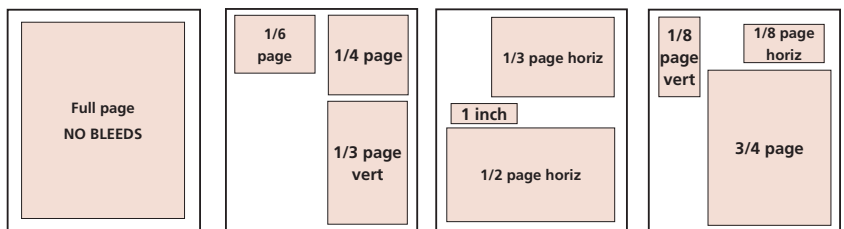
PREFERRED AD FORMATS

- 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-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
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 Advertisers: Toll-free #: _____ Web Address: _____

Ad sizes: FP = FP 1/2H = 1/2 page horz. 1/3H = 1/3 page horz. 1/6 = 1/6 page 1/8V = 1/8 page vert.
 3/4 = 3/4 page 1/3V = 1/3 page vert. 1/4 = 1/4 page 1/8H = 1/8 page horz. 1" = 1 inch

Color codes: BW = black & white, 2C = 2-color, 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: _____