NSTA Reports



2019 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

Closing Dates			
2019 ISSUES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE	
January	November 1, 2018	November 9, 2018	
February	November 30, 2018	December 10, 2018	
March	January 2, 2019	January 10, 2019	
April	February 1, 2019	February 11, 2019	
May	March 1, 2019	March 11, 2019	
Summer	May 1, 2019	May 10, 2019	
September	July 1, 2019	July 10, 2019	
October	August 1, 2019	August 9, 2019	
November	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.

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*

Circulation

Total circulation of 50,000 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)

2019 RATES & GUIDELINES

2019 RATES (per insertion)

	1x	4x	9x
Full Page, BW	\$2,395	\$1,965	\$1,475
3/4	1,856	1,570	1,125
1/2	1,355	1,230	895
1/3	1,175	1,045	775
1/4	995	755	625
Cover 2, Cover 3	3,795	3,305	2,845
Cover 4	3,995	3,525	2,985

COLOR CHARGES (per insertion)

Four Color

Rates effective January 1, 2019–December 31, 2019 Note: For information regarding multiple page units, please contact the Advertising Department.

\$1,050

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 Sizes in inches	Width Dept	h
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

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, 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

AD SIZE ILLUSTRATIONS



2019 Advertising Insertion Order *NSTA Reports*

COMPANY:				KEY COI	NTACT:		
Address:							
Phone:		Fax: _		E·	mail:		
AGENCY (if applica	able).			<u> </u>			
				0			
Phone:		Fax: _		E·	mail:		
BILLING CONTAC	T (if different):				Purchase Or	der #:	
Address:							
Phone:		Fax: _		Ε·	mail:		
ADVERTISING DE	ESIGN CONTAG	CT (if different	:):	E-	mail:		
2019 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, 2018	November 9, 2018	
February					November 30, 2018	December 10, 2018	
March					January 2, 2019	January 10, 2019	
April					February 1, 2019	February 11, 2019	
Мау					March 1, 2019	March 11, 2019	
Summer					May 1, 2019	May 10, 2019	
September					July 1, 2019	July 10, 2019	
October					August 1, 2019	August 9, 2019	
November					September 2, 2019	September 10, 2019	
Information for	Index of Adve	rtisers: Toll	-free #:		Web Address:		
Ad sizes:	FP = FP 1/2H = 1/2 page horz. 3/4 = 3/4 page 1/3V = 1/3 page vert.			 1/3H = 1/3 page horz. 1/4 = 1/4 page 			
Color codes: BW = k	black & white, 40	C = 4-color					
Position requests (f	f, rhp, away froi	m, near, lhp, e	etc.) are goverr	ned by NSTA policy	and will be honored w	henever possible.	
	All c	ancellations	must be subm	itted in writing p	rior to space reservation	on deadline.	
Authorized Signate	ure:					Date:	

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*