

# SCIENCE & CHILDREN



## 2017 EDITORIAL PROFILE & ISSUE THEMES

Published nine times a year (Jan., Feb., Mar., Apr./May, Summer (Jul.), Sept., Oct., Nov., and Dec.). *Science & Children* is a publication of the National Science Teachers Association (NSTA), 1840 Wilson Boulevard, Arlington, VA 22201.

### Publisher's Editorial Statement

*Science & Children* is a professional journal for the teacher, principal, and supervisor concerned with the teaching of science at the elementary level. It covers topics and teaching techniques that K–5 teachers care about most.

#### Every issue includes:

- Content meeting the *Next Generation Science Standards*
- Early childhood and primary level (preK–2) science content
- Articles on teaching strategies and techniques
- Science lessons and background material
- Reviews of new books and software for elementary science education

### Circulation

Total circulation of 17,500 with a reading pass-along of 2.5 based on the most recent survey. Readership consists primarily of elementary school science educators, administrators, and curriculum planners across the United States and Canada. Circulation also includes science departments and school libraries.

### Closing Dates and Planned Themes

2017 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Instructional Technology: Using iPods, cell phones, tablets, smart boards, simulations, apps, etc.	November 1, 2016	November 10, 2016
February	Early Childhood: Earth Science	December 1, 2016	December 9, 2016
March	Getting Students Outdoors: Designing and Using Outdoor Spaces	January 3, 2017	January 10, 2017
April/May	Matter and its Interactions	February 1, 2017	February 10, 2017
Summer	The Science and Math Connection	May 1, 2017	May 10, 2017
September	Preservice and Inservice Experiences: Enhancing a Science Teacher's Repertoire	June 30, 2017	July 10, 2017
October	Early Childhood: Life Science	August 1, 2017	August 10, 2017
November	Literacy: Developing and Using Vocabulary in Context	September 1, 2017	September 11, 2017
December	Motion & Stability: Forces and Interactions	October 2, 2017	October 10, 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](mailto:bshoemaker@nsta.org)  
 Visit our website at: [www.nsta.org/exhibitsadv/SandC.aspx](http://www.nsta.org/exhibitsadv/SandC.aspx)

## 2017 RATES & GUIDELINES

### 2017 RATES (per insertion)

	1x	4x	9x
Full Page, BW	\$2,930	\$2,365	\$2,295
2/3	2,300	1,850	1,735
1/2	1,795	1,500	1,415
1/3	1,340	1,095	985
1/4	1,080	895	870
1/6	795	650	570
One inch	n/a	255	230
Cover 2, Cover 3	3,380	2,730	2,645
Cover 4	3,670	2,955	2,860

### 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 × 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 × 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)

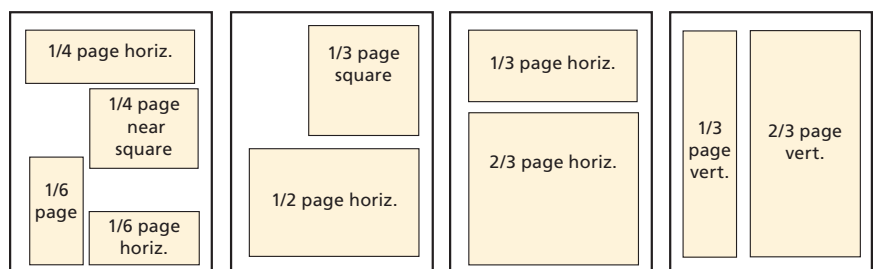
### PREFERRED AD FORMATS

- 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

## SCIENCE & CHILDREN

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 (Instructional Technology: Using iPods, cell phones, tablets, smart boards, simulations, apps, etc.)	_____	_____	_____	_____	November 1, 2016	November 10, 2016	_____
February (Early Childhood: Earth Science)	_____	_____	_____	_____	December 1, 2016	December 9, 2016	_____
March (Getting Students Outdoors: Designing and Using Outdoor Spaces)	_____	_____	_____	_____	January 3, 2017	January 10, 2017	_____
April/May (Matter and its Interactions)	_____	_____	_____	_____	February 1, 2017	February 10, 2017	_____
Summer (The Science and Math Connection)	_____	_____	_____	_____	May 1, 2017	May 10, 2017	_____
September (Preservice and Inservice Experiences: Enhancing a Science Teacher's Repertoire)	_____	_____	_____	_____	June 30, 2017	July 10, 2017	_____
October (Early Childhood: Life Science)	_____	_____	_____	_____	August 1, 2017	August 10, 2017	_____
November (Literacy: Developing and Using Vocabulary in Context)	_____	_____	_____	_____	September 1, 2017	September 11, 2017	_____
December (Motion & Stability: Forces and Interactions)	_____	_____	_____	_____	October 2, 2017	October 10, 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: \_\_\_\_\_

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