

SCIENCE & CHILDREN



2018 EDITORIAL PROFILE & ISSUE THEMES

Published nine times a year (Jan., Feb., Mar., Apr./May, Jul., Aug., Sept., Oct., Nov./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 17,000 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

2018 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Meeting the Needs of ALL Students with Physical Disabilities	November 1, 2017	November 10, 2017
February	Heredity: Inheritance and Variation of Traits	December 1, 2017	December 11, 2017
March	The Maker Movement	January 2, 2018	January 10, 2018
April/May	Citizen Science	February 1, 2018	February 9, 2018
July	Using Science Learning Centers in the Classroom	May 1, 2018	May 10, 2018
August	Formative Assessment in Designing Lessons	June 1, 2018	June 11, 2018
September	Early Childhood: The Reggio Emilia Approach to Science	July 2, 2018	July 10, 2018
October	Visual Literacy	August 1, 2018	August 10, 2018
November/December	Biological Evolution: Unity and Diversity	August 31, 2018	September 10, 2018

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/SandC.aspx

2018 RATES & GUIDELINES

2018 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
Cover 2, Cover 3	3,380	2,730	2,645
Cover 4	3,670	2,955	2,860

COLOR CHARGES (per insertion)

Four Color	1,300
------------	-------

Rates effective January 1, 2018–December 31, 2018

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 2018 calendar year. If the number of insertions within 2018 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 2018 issue cannot be cancelled after October 1, 2017.
- **All cancellations must be made in writing.** Failure to notify publisher will result in full charge at the prevailing rate.

Commission

Agency commissionable

2018 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)

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)

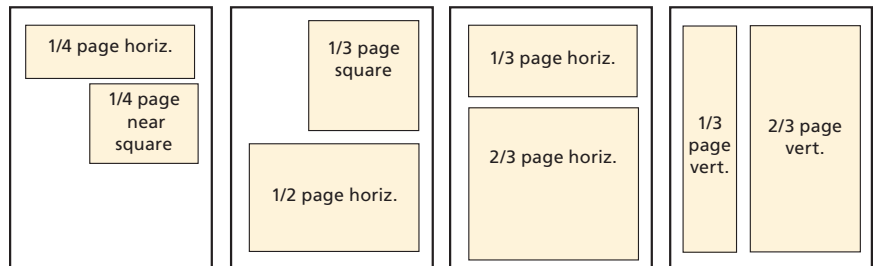
PREFERRED AD FORMATS

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

FILE TRANSFER

- E-mail attachments

AD SIZE ILLUSTRATIONS



2018 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: _____

2018 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 (Meeting the Needs of ALL Students with Physical Disabilities)	_____	_____	_____	_____	November 1, 2017	November 10, 2017	_____
February (Heredity: Inheritance and Variation of Traits)	_____	_____	_____	_____	December 1, 2017	December 11, 2017	_____
March (The Maker Movement)	_____	_____	_____	_____	January 2, 2018	January 10, 2018	_____
April/May (Citizen Science)	_____	_____	_____	_____	February 1, 2018	February 9, 2018	_____
July (Using Science Learning Centers in the Classroom)	_____	_____	_____	_____	May 1, 2018	May 10, 2018	_____
August (Formative Assessment in Designing Lessons)	_____	_____	_____	_____	June 1, 2018	June 11, 2018	_____
September (Early Childhood: The Reggio Emilia Approach to Science)	_____	_____	_____	_____	July 2, 2018	July 10, 2018	_____
October (Visual Literacy)	_____	_____	_____	_____	August 1, 2018	August 10, 2018	_____
November/December (Biological Evolution: Unity and Diversity)	_____	_____	_____	_____	August 31, 2018	September 10, 2018	_____

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.

Color codes: BW = black & white, 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: _____

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/SandC.aspx