

# SCIENCE & CHILDREN



## 2019 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

2019 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Problem-Based Learning	November 1, 2018	November 9, 2018
February	STE and M ... Science, Technology, Engineering, AND Mathematics	November 30, 2018	December 10, 2018
March	Motion and Stability: Forces and Interactions (PS2)	January 2, 2019	January 10, 2019
April/May	Shifting From a Kit to NGSS Strategies	February 1, 2019	February 11, 2019
July	Using Formative Assessment in Designing Lessons	May 1, 2019	May 10, 2019
August	Cross-Curricular Integration	May 31, 2019	June 10, 2019
September	Differentiation Strategies [Modifications to Meet Student Learning Needs]	July 1, 2019	July 10, 2019
October	Early Childhood Engineering Experiences	August 1, 2019	August 9, 2019
November/December	Cultivating Classroom Conversations	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](mailto:bshoemaker@nsta.org)  
 Visit our website at: [www.nsta.org/exhibitsadv/SandC.aspx](http://www.nsta.org/exhibitsadv/SandC.aspx)

## 2019 RATES & GUIDELINES

### 2019 RATES (per insertion)

	1x	4x	9x
Full Page	\$4,290	\$3,710	\$3,595
2/3	3,650	3,185	3,035
1/2	3,125	2,830	2,715
1/3	2,665	2,425	2,285
1/4	2,395	2,215	2,170
Cover 2, Cover 3	4,745	4,085	3,945
Cover 4	5,045	4,315	4,160

### ALL ADS FOUR COLOR

Rates effective January 1, 2019–December 31, 2019

*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 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](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 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 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 only)

### 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

- All fonts must be embedded

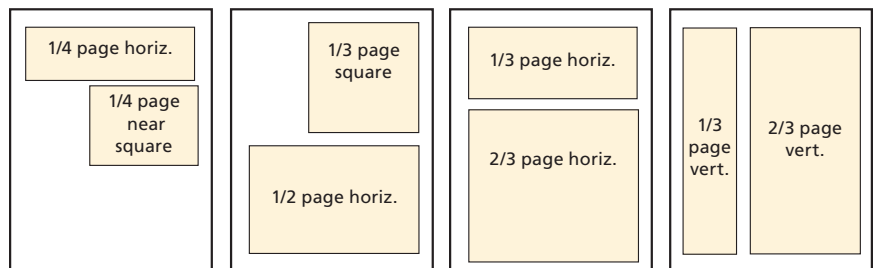
### PREFERRED AD FORMATS

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

### FILE TRANSFER

- E-mail attachments

### AD SIZE ILLUSTRATIONS



# 2019 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: \_\_\_\_\_

2019 ISSUE	AD SIZE (see codes below)	PICK-UP or NEW AD	POSITION REQUEST (see below)	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE	COST/AD
January (Problem-Based Learning)	_____	_____	_____	November 1, 2018	November 9, 2018	_____
February (STE and M ... Science, Technology, Engineering, AND Mathematics)	_____	_____	_____	November 30, 2018	December 10, 2018	_____
March (Motion and Stability: Forces and Interactions [PS2])	_____	_____	_____	January 2, 2019	January 10, 2019	_____
April/May (Shifting From a Kit to NGSS Strategies)	_____	_____	_____	February 1, 2019	February 11, 2019	_____
July (Using Formative Assessment in Designing Lessons)	_____	_____	_____	May 1, 2019	May 10, 2019	_____
August (Cross-Curricular Integration)	_____	_____	_____	May 31, 2019	June 10, 2019	_____
September (Differentiation Strategies [Modifications to Meet Student Learning Needs])	_____	_____	_____	July 1, 2019	July 10, 2019	_____
October (Early Childhood Engineering Experiences)	_____	_____	_____	August 1, 2019	August 9, 2019	_____
November/December (Cultivating Classroom Conversations)	_____	_____	_____	September 2, 2019	September 10, 2019	_____

**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.

*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**

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