

# SCIENCE SCOPE



## 2017 EDITORIAL PROFILE & ISSUE THEMES

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

### Publisher's Editorial Statement

*Science Scope* is the NSTA journal devoted specifically to middle and junior high school science education. The publication fills its pages with easy-to-read, activity-based articles that are developed and tested by teachers, teach to the Standards, and are appropriate for middle/junior high school science students.

#### Every issue also includes:

- Easy-to-read, activity-based articles developed and tested by teachers that are aligned with the *Next Generation Science Standards*
- Articles on teaching strategies and techniques
- Columns on astronomy, safety, classic activities, and teaching tools
- Instructional reviews
- News on advances in science

#### Circulation

Total circulation of 17,000 with a reading pass-along of 2.5 based on the most recent survey. Readership consists primarily of middle/junior high 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	Systems Thinking	November 1, 2016	November 10, 2016
February	Water	December 1, 2016	December 9, 2016
March	Our Sun and Beyond the Solar System	January 3, 2017	January 10, 2017
April/May	Math: The Language of Science	February 1, 2017	February 10, 2017
Summer	Innovative Teaching	May 1, 2017	May 10, 2017
September	STEM Integration	June 30, 2017	July 10, 2017
October	Climate Change	August 1, 2017	August 10, 2017
November	Informal Learning	September 1, 2017	September 11, 2017
December	Modeling	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/scope.aspx](http://www.nsta.org/exhibitsadv/scope.aspx)

# 2017 RATES & GUIDELINES

## 2017 RATES (per insertion)

	1x	4x	9x
Full Page, BW	\$2,115	\$1,720	\$1,595
2/3	1,645	1,465	1,330
1/2	1,420	1,155	1,025
1/3	1,125	795	710
1/4	870	735	635
1/6	635	505	420
One inch	n/a	255	225
Cover 2, Cover 3	2,480	2,085	1,850
Cover 4	2,685	2,240	2,010

## 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)

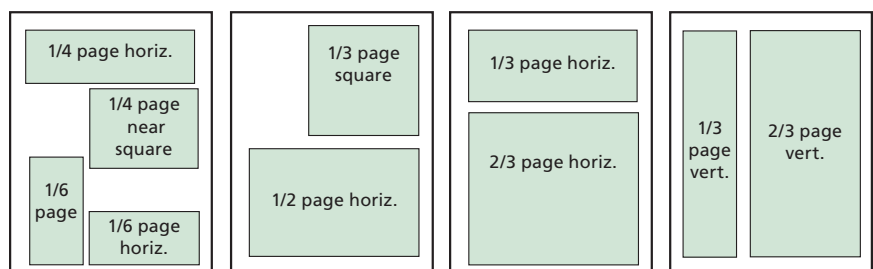
## PREFERRED AD FORMATS

- 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 SCOPE

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 (Systems Thinking)	_____	_____	_____	_____	November 1, 2016	November 10, 2016	_____
February (Water)	_____	_____	_____	_____	December 1, 2016	December 9, 2016	_____
March (Our Sun and Beyond the Solar System)	_____	_____	_____	_____	January 3, 2017	January 10, 2017	_____
April/May (Math: The Language of Science)	_____	_____	_____	_____	February 1, 2017	February 10, 2017	_____
Summer (Innovative Teaching)	_____	_____	_____	_____	May 1, 2017	May 10, 2017	_____
September (STEM Integration)	_____	_____	_____	_____	June 30, 2017	July 10, 2017	_____
October (Climate Change)	_____	_____	_____	_____	August 1, 2017	August 10, 2017	_____
November (Informal Learning)	_____	_____	_____	_____	September 1, 2017	September 11, 2017	_____
December (Modeling)	_____	_____	_____	_____	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: \_\_\_\_\_