

# SCIENCE SCOPE



## 2020 EDITORIAL PROFILE & ISSUE THEMES

Published nine times a year (Jan., Feb., Mar., Apr./May, Jul., Aug., Sept., Oct., Nov./Dec.). *Science Scope* is a publication of the National Science Teaching 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 12,300. 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

2020 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Obtaining, Evaluating, and Communicating Information	November 1, 2019	November 11, 2019
February	Budget Conscious Labs	December 2, 2019	December 10, 2019
March	Turning STEM into STEAM	January 2, 2020	January 10, 2020
April/May	Fieldwork/Outdoor Lessons	January 31, 2020	February 10, 2020
July	MS-PS4 Waves and Their Applications in Technologies for Information Transfer	May 1, 2020	May 11, 2020
August	Straight From the Headlines	June 1, 2020	June 10, 2020
September	Using Literature in the Science Classroom	July 1, 2020	July 10, 2020
October	Effective Classroom Strategies for Science for All	July 31, 2020	August 10, 2020
November/December	Science Beyond the Classroom	September 1, 2020	September 10, 2020

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 • 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)

# 2020 RATES & GUIDELINES

## 2020 RATES (per insertion)

	1x	4x	9x
Full Page	\$3,455	\$3,055	\$2,895
2/3	2,980	2,795	2,630
1/2	2,750	2,480	2,325
1/3	2,450	2,115	2,010
1/4	2,190	2,050	1,935
Cover 2, Cover 3	3,830	3,425	3,150
Cover 4	4,035	3,585	3,310

## ALL ADS FOUR COLOR

Rates effective January 1, 2020–December 31, 2020

*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 2020 calendar year. If the number of insertions within 2020 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 2020 issue cannot be cancelled after October 1, 2019.
- **All cancellations must be made in writing.** Failure to notify publisher will result in full charge at the prevailing rate.

## Commission

Agency commissionable

# 2020 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
- 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

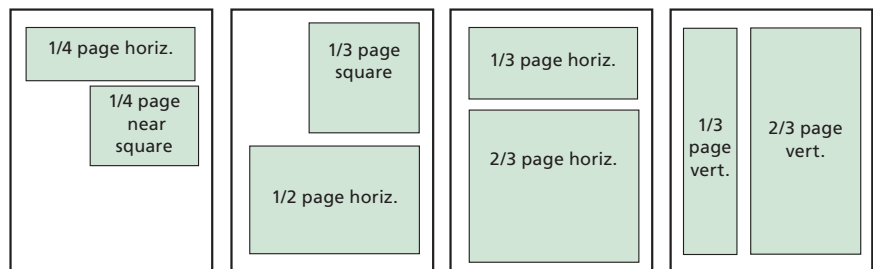
## PREFERRED AD FORMATS

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

## FILE TRANSFER

- E-mail attachments

## AD SIZE ILLUSTRATIONS



# 2020 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: \_\_\_\_\_

2020 ISSUE	AD SIZE (see codes below)	PICK-UP or NEW AD	POSITION REQUEST (see below)	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE	COST/AD
January (Obtaining, Evaluating, and Communicating Information)	_____	_____	_____	November 1, 2019	November 11, 2019	_____
February (Budget Conscious Labs)	_____	_____	_____	December 2, 2019	December 10, 2019	_____
March (Turning STEM into STEAM)	_____	_____	_____	January 2, 2020	January 10, 2020	_____
April/May (Fieldwork/Outdoor Lessons)	_____	_____	_____	January 31, 2020	February 10, 2020	_____
July (MS-PS4 Waves and Their Applications in Technologies for Information Transfer)	_____	_____	_____	May 1, 2020	May 11, 2020	_____
August (Straight From the Headlines)	_____	_____	_____	June 1, 2020	June 10, 2020	_____
September (Using Literature in the Science Classroom)	_____	_____	_____	July 1, 2020	July 10, 2020	_____
October (Effective Classroom Strategies for Science for All)	_____	_____	_____	July 31, 2020	August 10, 2020	_____
November/December (Science Beyond the Classroom)	_____	_____	_____	September 1, 2020	September 10, 2020	_____

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: \_\_\_\_\_