

THE SCIENCE TEACHER



2017 EDITORIAL PROFILE & ISSUE THEMES

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

Publisher's Editorial Statement

The Science Teacher serves classroom teachers, curriculum specialists, and supervisory personnel in secondary science education (grades 9–12).

Topics covered include: biology, chemistry, physics, astronomy, physical and Earth sciences, and pedagogy.

Every issue also includes:

- Articles on biology, chemistry, physics, astronomy, physical and Earth sciences, and pedagogy—with classroom activities
- News on advances in science
- Reviews of books, videos, websites, and software
- Occasional posters and other inserts

Circulation

Total circulation of 22,800 with a reading pass-along of 2.7, based on the most recent survey. Readership consists primarily of secondary 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 | Literacy in Science | November 1, 2016 | November 10, 2016 |
| February | Evolution | December 1, 2016 | December 9, 2016 |
| March | Scientific Discourse and Argumentation | January 3, 2017 | January 10, 2017 |
| April/May | Science for All | February 1, 2017 | February 10, 2017 |
| Summer | Engineering: The 'E' in STEM | May 1, 2017 | May 10, 2017 |
| September | Using Evidence and Evidence-Based Reasoning | June 30, 2017 | July 10, 2017 |
| October | Teaching About Climate Change | August 1, 2017 | August 10, 2017 |
| November | Forensics | September 1, 2017 | September 11, 2017 |
| December | Social Media and Online Resources | 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
 Visit our website at: www.nsta.org/exhibitsadv/tst.aspx

2017 RATES & GUIDELINES

2017 RATES (per insertion)

| | 1x | 4x | 9x |
|------------------|---------|---------|---------|
| Full Page, BW | \$3,080 | \$2,465 | \$2,220 |
| 2/3 | 2,480 | 1,915 | 1,805 |
| 1/2 | 1,930 | 1,595 | 1,415 |
| 1/3 | 1,630 | 1,185 | 1,105 |
| 1/4 | 1,105 | 975 | 885 |
| 1/6 | 880 | 765 | 670 |
| One inch | n/a | 270 | 250 |
| Cover 2, Cover 3 | 3,495 | 2,825 | 2,550 |
| Cover 4 | 3,795 | 3,075 | 2,770 |

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.
- 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)

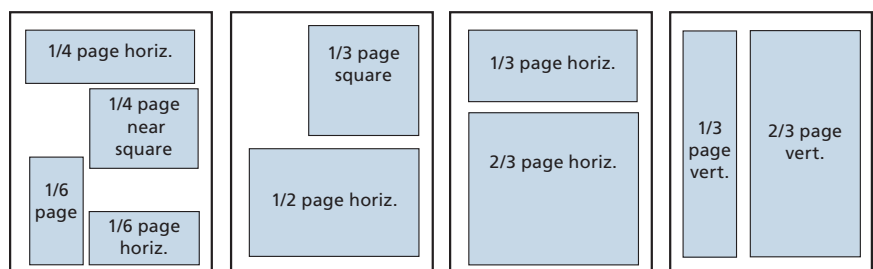
PREFERRED AD FORMATS

- 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

THE SCIENCE TEACHER

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 (Literacy in Science) | _____ | _____ | _____ | _____ | November 1, 2016 | November 10, 2016 | _____ |
| February (Evolution) | _____ | _____ | _____ | _____ | December 1, 2016 | December 9, 2016 | _____ |
| March (Scientific Discourse and Argumentation) | _____ | _____ | _____ | _____ | January 3, 2017 | January 10, 2017 | _____ |
| April/May (Science for All) | _____ | _____ | _____ | _____ | February 1, 2017 | February 10, 2017 | _____ |
| Summer (Engineering: The 'E' in STEM) | _____ | _____ | _____ | _____ | May 1, 2017 | May 10, 2017 | _____ |
| September (Using Evidence and Evidence-Based Reasoning) | _____ | _____ | _____ | _____ | June 30, 2017 | July 10, 2017 | _____ |
| October (Teaching About Climate Change) | _____ | _____ | _____ | _____ | August 1, 2017 | August 10, 2017 | _____ |
| November (Forensics) | _____ | _____ | _____ | _____ | September 1, 2017 | September 11, 2017 | _____ |
| December (Social Media and Online Resources) | _____ | _____ | _____ | _____ | 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: _____