

THE SCIENCE TEACHER



2018 EDITORIAL PROFILE & ISSUE THEMES

Published nine times a year (Jan., Feb., Mar., Apr./May, Jul., Aug., Sept., Oct., Nov./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 19,000 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

2018 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Innovation	November 1, 2017	November 10, 2017
February	The Maker Movement	December 1, 2017	December 11, 2017
March	Project, Problem, and Phenomenon Based Learning	January 2, 2018	January 10, 2018
April/May	Science for All	February 1, 2018	February 9, 2018
July	Investigating Science Careers—Science in the Workplace and Career Readiness	May 1, 2018	May 10, 2018
August	Critical Thinking	June 1, 2018	June 11, 2018
September	Creativity	July 2, 2018	July 10, 2018
October	STEM	August 1, 2018	August 10, 2018
November/December	NGSS and the 5E Learning Cycle	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/tst.aspx

2018 RATES & GUIDELINES

2018 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
Cover 2, Cover 3	3,495	2,825	2,550
Cover 4	3,795	3,075	2,770

COLOR CHARGES (per insertion)

Four Color	1,300
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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)

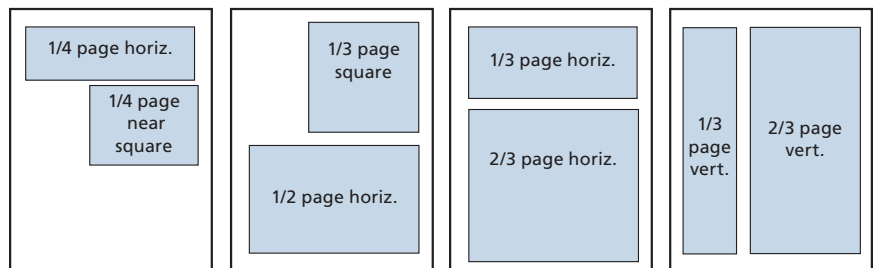
PREFERRED AD FORMATS

- 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

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: _____

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 (Innovation)	_____	_____	_____	_____	November 1, 2017	November 10, 2017	_____
February (The Maker Movement)	_____	_____	_____	_____	December 1, 2017	December 11, 2017	_____
March (Project, Problem, and Phenomenon Based Learning)	_____	_____	_____	_____	January 2, 2018	January 10, 2018	_____
April/May (Science for All)	_____	_____	_____	_____	February 1, 2018	February 9, 2018	_____
July (Investigating Science Careers—Science in the Workplace and Career Readiness)	_____	_____	_____	_____	May 1, 2018	May 10, 2018	_____
August (Critical Thinking)	_____	_____	_____	_____	June 1, 2018	June 10, 2018	_____
September (Creativity)	_____	_____	_____	_____	July 2, 2018	August 10, 2018	_____
October (STEM)	_____	_____	_____	_____	August 1, 2018	August 10, 2018	_____
November/December (NGSS and the 5E Learning Cycle)	_____	_____	_____	_____	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: _____