

THE SCIENCE TEACHER



2019 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

2019 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Citizen Science	November 1, 2018	November 9, 2018
February	Scientific Reasoning and Argumentation	November 30, 2018	December 10, 2018
March	Simulations and Serious Educational Games	January 2, 2019	January 10, 2019
April/May	Science for All	February 1, 2019	February 11, 2019
July	The History, Practice, and Nature of Science	May 1, 2019	May 10, 2019
August	Earth and Human Activity	May 31, 2019	June 10, 2019
September	Science on a Shoestring	July 1, 2019	July 10, 2019
October	Analyzing and Interpreting Data	August 1, 2019	August 9, 2019
November/December	Learning on Personal Devices	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
 Visit our website at: www.nsta.org/exhibitsadv/tst.aspx

2019 RATES & GUIDELINES

2019 RATES (per insertion)

	1x	4x	9x
Full Page	\$4,450	\$3,820	\$3,520
2/3	3,830	3,255	3,105
1/2	3,270	2,930	2,715
1/3	2,970	2,510	2,405
1/4	2,430	2,295	2,185
Cover 2, Cover 3	4,865	4,190	3,850
Cover 4	5,170	4,440	4,070

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.
- 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
- 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

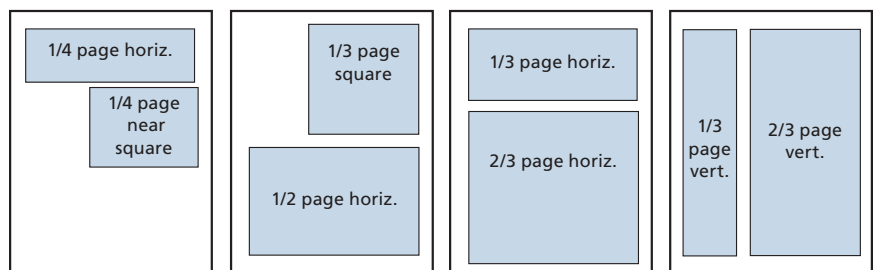
PREFERRED AD FORMATS

- 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

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: _____

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 (Citizen Science)	_____	_____	_____	November 1, 2018	November 9, 2018	_____
February (Scientific Reasoning and Argumentation)	_____	_____	_____	November 30, 2018	December 10, 2018	_____
March (Simulations and Serious Educational Games)	_____	_____	_____	January 2, 2019	January 10, 2019	_____
April/May (Science for All)	_____	_____	_____	February 1, 2019	February 11, 2019	_____
July (The History, Practice, and Nature of Science)	_____	_____	_____	May 1, 2019	May 10, 2019	_____
August (Earth and Human Activity)	_____	_____	_____	May 31, 2019	June 10, 2019	_____
September (Science on a Shoestring)	_____	_____	_____	July 1, 2019	July 10, 2019	_____
October (Analyzing and Interpreting Data)	_____	_____	_____	August 1, 2019	August 9, 2019	_____
November/December (Learning on Personal Devices)	_____	_____	_____	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: _____