

# SCIENCE & CHILDREN



## 2020 EDITORIAL PROFILE & ISSUE THEMES

Published six times a year (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sept/Oct, Nov/Dec). *Science & Children* is a publication of the National Science Teaching Association (NSTA), 1840 Wilson Boulevard, Arlington, VA 22201.

### Publisher's Editorial Statement

*Science & Children* is a professional journal for the teacher, principal, and supervisor concerned with the teaching of science at the elementary level. It covers topics and teaching techniques that K–5 teachers care about most.

#### Every issue includes:

- Content meeting the *Next Generation Science Standards*
- Early childhood and primary level (preK–2) science content
- Articles on teaching strategies and techniques
- Science lessons and background material
- Reviews of new books and software for elementary science education

### Circulation

Total circulation of 14,000. Readership consists primarily of elementary 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	Take-Home Science	November 1, 2019	November 11, 2019
February	Tinkering vs. Engineering	December 2, 2019	December 10, 2019
March	Mindful Modeling	January 2, 2020	January 10, 2020
April/May	Environmental Health Literacy	January 31, 2020	February 10, 2020
July/August	Engaging Families in Science Learning	May 1, 2020	May 11, 2020
September/October	Beyond the Field Trip	July 1, 2020	July 10, 2020
November/December	Earth and Space Science for Young Learners	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/SandC.aspx](http://www.nsta.org/exhibitsadv/SandC.aspx)

## 2020 RATES & GUIDELINES

### 2020 RATES (per insertion)

	1x	4x	9x
Full Page	\$4,290	\$3,710	\$3,595
2/3	3,650	3,185	3,035
1/2	3,125	2,830	2,715
1/3	2,665	2,425	2,285
1/4	2,395	2,215	2,170
Cover 2, Cover 3	4,745	4,085	3,945
Cover 4	5,045	4,315	4,160

### 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
- Colors available: B&W, 4-Color
- 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

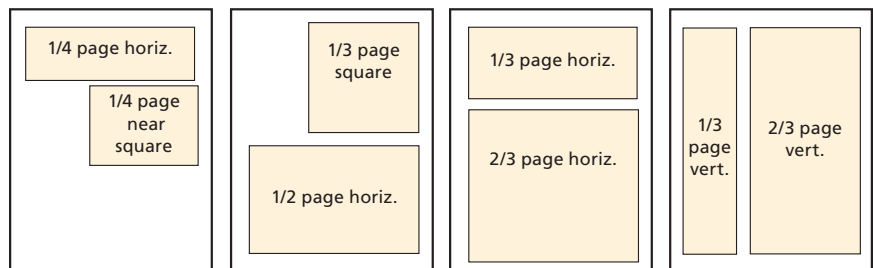
### PREFERRED AD FORMATS

- 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 & CHILDREN

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 (Take-Home Science)	_____	_____	_____	November 1, 2019	November 11, 2019	_____
February (Tinkering vs. Engineering)	_____	_____	_____	December 2, 2019	December 10, 2019	_____
March (Mindful Modeling)	_____	_____	_____	January 2, 2020	January 10, 2020	_____
April/May (Environmental Health Literacy)	_____	_____	_____	January 31, 2020	February 10, 2020	_____
July/August (Engaging Families in Science Learning)	_____	_____	_____	May 1, 2020	May 11, 2020	_____
September/October (Beyond the Field Trip)	_____	_____	_____	July 1, 2020	July 10, 2020	_____
November/December (Earth and Space Science for Young Learners)	_____	_____	_____	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: \_\_\_\_\_

**NSTA Advertising Department**

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