

THE SCIENCE TEACHER



2020 EDITORIAL PROFILE & ISSUE THEMES

Published six times a year (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sept/Oct, Nov/Dec). *The Science Teacher* is a publication of the National Science Teaching 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 15,000. 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

2020 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Scientific Media Literacy	November 1, 2019	November 11, 2019
February	Alternative Assessment in Science Education	December 2, 2019	December 10, 2019
March	Social Justice in the Science Classroom	January 2, 2020	January 10, 2020
April/May	Nature and the Environment	January 31, 2020	February 10, 2020
July/August	Equity for All	May 1, 2020	May 11, 2020
September/October	Evaluating Scientific Claims	July 1, 2020	July 10, 2020
November/December	Interdisciplinary Science	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
 Visit our website at: www.nsta.org/advertising-science-teacher

2020 RATES & GUIDELINES

2020 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, 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 <https://static.nsta.org/pdfs/SafetyInTheMedia.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

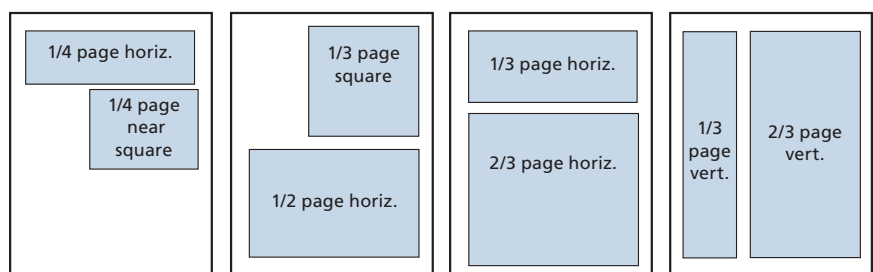
PREFERRED AD FORMATS

- 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

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: _____

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 (Scientific Media Literacy)	_____	_____	_____	November 1, 2019	November 11, 2019	_____
February (Alternative Assessment in Science Education)	_____	_____	_____	December 2, 2019	December 10, 2019	_____
March (Social Justice in the Science Classroom)	_____	_____	_____	January 2, 2020	January 10, 2020	_____
April/May (Nature and the Environment)	_____	_____	_____	January 31, 2020	February 10, 2020	_____
July/August (Equity for All)	_____	_____	_____	May 1, 2020	May 11, 2020	_____
September/October (Evaluating Scientific Claims)	_____	_____	_____	July 1, 2020	July 10, 2020	_____
November/December (Interdisciplinary Science)	_____	_____	_____	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: _____