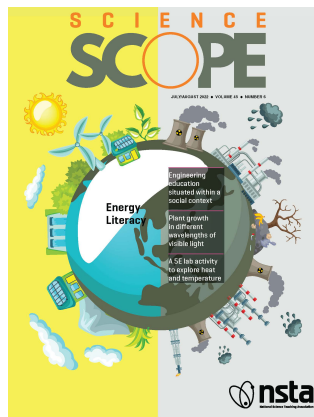


# NSTA Journals



## 2023 Editorial Profile and Rate Card

Published six times a year (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sept/Oct, Nov/Dec), NSTA journals are publication of the National Science Teaching Association (NSTA).

### 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. Audience: Classroom teachers, curriculum specialists, and supervisory personnel in secondary science education across the United States and in Canada. Circulation: 7,100

**Science Scope** When middle school teachers need fresh ideas on what to teach and how to teach it, they turn to *Science Scope*. It's the perfect environment for advertising science-related products and services. Audience: Middle/junior high school science educators across the United States and in Canada. Circulation: 6,800

**Science and Children** is a professional journal for the teacher, principal, and supervisor concerned with the teaching of science at the elementary level. It covers the topics and teaching techniques that K–5 teachers care about most. It also provides unmatched exposure, both in terms of circulation numbers and avid readership. Audience: Teachers, principals, and supervisors concerned with teaching science at the elementary level. Circulation: 6,300

### Closing Dates

2023 ISSUES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January/February	November 1, 2022	November 8, 2022
March/April	January 3, 2023	January 10, 2023
May/June	March 1, 2023	March 8, 2023
July/August	May 2, 2023	May 9, 2023
September/October	July 5, 2023	July 12, 2023
November/December	September 1, 2023	September 8, 2023

*Where change of copy or insertion order is not received by closing date, advertisement will be inserted as previously rendered.*

### NSTA Corporate Alliances

For information or space reservations, contact: Bob Jonas  
1840 Wilson Boulevard, Arlington, VA 22201-3092 • Tel: 703-609-3974 • E-mail: rjonas@nstaalliances.org

Visit our website at: <https://www.nsta.org/advertisers>

# 2023 RATES & GUIDELINES

## 2023 Rates per Insertion

	1x	3x	6x	9x	18x
Full Page	\$3,525	\$3,350	\$3,175	\$2,800	\$1,900
1/2-Page	\$2,700	\$2,300	\$2,000	\$1,750	\$1,200
Cover 2 or 3	\$3,900	\$3,705	\$3,300	\$3,000	\$2,500
Cover 4	\$4,100	\$3,907	\$3,702	\$3,400	\$2,900

Rates effective January 1, 2023–December 31, 2023

**Note:** For information regarding multiple page units or supplemental inserts, please contact NSTA Corporate Alliances.

## Frequency Rates

Rate is determined by the number of insertions committed to within 12 months of the 2023 calendar year. If the number of insertions within 2023 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 2023 issue cannot be cancelled after October 1, 2023.
- All cancellations must be made in writing. Failure to notify publisher will result in full charge at the prevailing rate.

# 2023 MECHANICAL SPECIFICATIONS

## MECHANICAL REQUIREMENTS

Ad Sizes in inches

Ad Size	Width	Depth
Full page, bleed	8-1/2	11-1/8
Full page, non-bleed	7-3/16	9-1/2
1/2 page, horizontal	6-15/16	4-15/16

All ads must conform precisely to space dimensions specified.

Any additional preparation is subject to extra charges.

## 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

# 2023 ADVERTISING INSERTION ORDER

## NSTA Journals

COMPANY: \_\_\_\_\_ KEY CONTACT: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Mix and Match!** Choose just one publication to advertise in, and save when ordering multiple months. Or, reserve space in different publications. For example, when reserving a 6x-advertising placement, space could be reserved in every issue of Science & Children, or space could be reserved in any 2 issues of S&C, SS, or TST, or any combo you like.

	Science & Children (S&C)	Science Scope (SS)	The Science Teacher (TST)	Size	Position Preference (e.g., RHP = right hand page; see below)	Rate per Issue (See rate chart)
Jan/Feb						
Mar/Apr						
May/Jun						
Jul/Aug						
Sept/Oct						
Nov/Dec						

Total Ads x Price Per Ad (see rate sheet) = Amount Due \_\_\_\_\_

	1x	3x	6x	9x	18x
Full Page	\$3,525	\$3,350	\$3,175	\$2,800	\$1,900
1/2-Page	\$2,700	\$2,300	\$2,000	\$1,750	\$1,200
Cover 2 or 3	\$3,900	\$3,705	\$3,300	\$3,000	\$2,500
Cover 4	\$4,100	\$3,907	\$3,702	\$3,400	\$2,900

*Position request (e.g., FF=far forward, RHP=righthand page, away from, near, LHP=lefthand page, etc.) are governed by NSTA policy and will be honored whenever possible.*

*All cancellations must be submitted in writing prior to space reservation deadline.*

Information for Index of Advertisers: Phone # \_\_\_\_\_ Web Address \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Visit our website: [www.nsta.org/advertisers](http://www.nsta.org/advertisers)