

JOURNAL OF COLLEGE SCIENCE TEACHING



2012 EDITORIAL PROFILE

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

Publisher's Editorial Statement

The *Journal of College Science Teaching* reaches more than 6,000 innovative instructors in the sciences and educational policy makers with every issue. The journal's ranks of satisfied and dedicated readers will continue to swell as education and science become increasingly interdisciplinary endeavors. This readable, practical, peer-reviewed journal emphasizes the collaborative scholarship of teaching and learning in sciences at the college and university level. The journal provides a forum for engaged leaders to share ideas, experiences, and opinions on their profession.

Regular columns include:

- Point of View
- Case Study
- Research and Teaching
- Headline Science

Circulation

Total circulation of 6,000 with a reading pass-along of 2.5 based on the most recent survey. Readership consists primarily of college and university science education personnel across the United States, Canada, and former British Commonwealth nations including Australia, New Zealand, and India. Circulation also includes institutes of science, school libraries, and science departments.

Closing Dates

2012 ISSUES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
Jan/Feb	November 1, 2011	November 10, 2011
Mar/Apr	January 3, 2012	January 10, 2012
May/June	March 1, 2012	March 9, 2012
July/Aug	May 1, 2012	May 10, 2012
Sept/Oct	July 2, 2012	July 10, 2012
Nov/Dec	August 31, 2012	September 10, 2012

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:
Olenka Dobczanska
1840 Wilson Boulevard, Arlington, VA 22201-3000
Tel: 703-312-9262, Fax: 703-841-5114
E-mail: odobczanska@nsta.org

Visit our website at: www.nsta.org/exhibitsadv/advertising.aspx

2012 RATES & GUIDELINES

2012 RATES (per insertion)

	1x	4x	6x
Full Page, BW	\$1,870	\$1,660	\$1,500
2/3	1,515	1,275	1,140
1/2	1,295	1,035	930
1/3	1,020	830	780
1/4	765	620	515
1/6	545	460	365
One inch	n/a	195	160
Cover 2, Cover 3	2,145	1,910	1,730
Cover 4	2,335	2,075	1,875

COLOR CHARGES (per insertion)

Black Plus One Process Color	\$500
Black & One Match Color	600
Four Color	1,250

Rates effective January 1, 2012–December 31, 2012

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 2012 calendar year. If the number of insertions within 2012 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/main/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 2012 issue cannot be cancelled after October 1, 2011.
- **All cancellations must be made in writing.** Failure to notify publisher will result in full charge at the prevailing rate.

Commission

Agency commissionable

2012 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
1/6 page, vertical	2-1/8	4-1/2
1/6 page, horizontal	4-1/2	2-1/8
1 inch	2-1/8	1

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 x 10-7/8 inches**
- Paper text: offset enamel
- Three columns to a page, saddle stitched
- Colors available: B&W, 2-Color, 2-Color Match, 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 x 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)

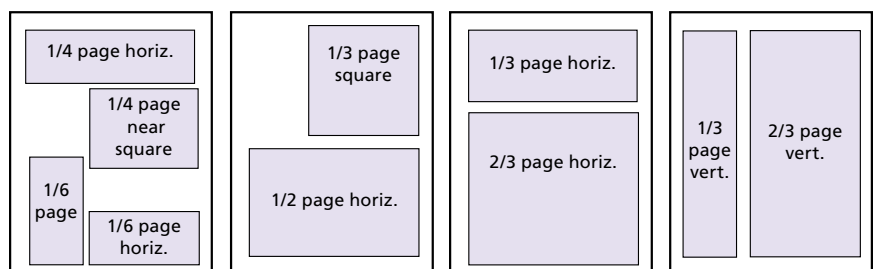
PREFERRED AD FORMATS

- High resolution (300 dpi) PDF, EPS, or Tiff files
- 4-color ads must be submitted as CMYK

FILE TRANSFER

- E-mail attachments or uploads to NSTA FTP site.
- CDs may also be submitted by mail.

AD SIZE ILLUSTRATIONS



2012 ADVERTISING INSERTION ORDER

JOURNAL OF COLLEGE SCIENCE TEACHING

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: _____

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
Jan/Feb 2012	_____	_____	_____	_____	November 1, 2011	November 10, 2011	_____
Mar/Apr 2012	_____	_____	_____	_____	January 3, 2012	January 10, 2012	_____
May/June 2012	_____	_____	_____	_____	March 1, 2012	March 9, 2012	_____
July/Aug 2012	_____	_____	_____	_____	May 1, 2012	May 10, 2012	_____
Sept/Oct 2012	_____	_____	_____	_____	July 2, 2012	July 10, 2012	_____
Nov/Dec 2012	_____	_____	_____	_____	August 31, 2012	September 10, 2012	_____

Information for Index of Advertisers: Toll-free #: _____ **Web Address:** _____

Ad size codes:

C4 = Cover 4 FP = Full page 1/2H = 1/2 page horz. 1/3SQ = 1/3 page sq. 1/6V = 1/6 page vert.
 C2 = Cover 2 2/3V = 2/3 page vert. 1/3V = 1/3 page vert. 1/4SQ = 1/4 page nr.sq. 1/6H = 1/6 page horz.
 C3 = Cover 3 2/3H = 2/3 page horz. 1/3H = 1/3 page horz. 1/4H = 1/4 page horz. 1" = 1 inch

Color codes: BW = black & white, 2C = 2-color, 2CM = 2-color match, 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:** _____

NSTA Advertising Department
 For information or space reservations, contact: Olenka Dobczanska
 1840 Wilson Boulevard, Arlington, VA 22201-3000 • Tel: 703-312-9262 • Fax: 703-841-5114 • E-mail: odobczanska@nsta.org
 Visit our website at: www.nsta.org/exhibitsadv/advertising.aspx