

# NSTA Reports



## 2012 EDITORIAL PROFILE

Published nine times a year (Jan., Feb., Mar., Apr., May, Summer [July], Sept., Oct., Nov.), *NSTA Reports* is an award-winning publication of the National Science Teachers Association (NSTA), 1840 Wilson Boulevard, Arlington, VA 22201.

### Publisher's Editorial Statement

*NSTA Reports*, the Association's member newspaper, is a key source of news and information for science teachers, administrators, principals, and educators at all levels of science instruction. This valuable member benefit contains concise, easy-to-read articles that are timely, practical, personal, and thought-provoking. Printed in 4-color format, *NSTA Reports* continues to feature its most popular regular columns:

- **Ms. Mentor** advises educators on challenges in the science classroom;
- **Blick on Flicks** sorts good science from bad in movies and other visual media, helping turn "bad science" into teachable science;
- **In Your Pocket** provides grants and other financial opportunities;
- **Freebies for Science Teachers** provides information on free resources and materials for educators;
- **Summer Programs** informs about various opportunities for science teachers in their "off season;" and
- **Feature articles** focus on science teaching and teachers; and in-depth information about NSTA's activities and programs

### Circulation

Total circulation of 78,000 with a reading pass-along of 3 based on the most recent survey. Readership, includes a controlled circulation of 20,000 principals and all active NSTA members in the United States and Canada, and can be broken down as follows:

- **Elementary—26%;**
  - **Middle Level—47%;**
  - **Secondary—51%;**
  - **College/University—17%.**
- (Totals greater than 100% as some educators work in more than one level)*

### Closing Dates

#### 2012

#### ISSUES

January  
February  
March  
April  
May  
Summer  
September  
October  
November

#### SPACE RESERVATION

#### DEADLINE

November 1, 2011  
December 1, 2011  
January 3, 2012  
February 1, 2012  
March 1, 2012  
May 1, 2012  
July 2, 2012  
August 1, 2012  
August 31, 2012

#### AD MATERIAL

#### DEADLINE

November 10, 2011  
December 9, 2011  
January 10, 2012  
February 10, 2012  
March 9, 2012  
May 10, 2012  
July 10, 2012  
August 10, 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](mailto:odobczanska@nsta.org)  
Visit our website at: [www.nsta.org/exhibitsadv/advertising.aspx](http://www.nsta.org/exhibitsadv/advertising.aspx)

# 2012 RATES & GUIDELINES

## 2012 RATES (per insertion)

	1x	3x	6x	9x
Full Page, BW	\$2,225	\$1,825	\$1,700	\$1,350
3/4	1,730	1,450	1,275	1,000
1/2	1,250	1,125	955	755
1/3	1,075	950	825	655
1/4	900	675	625	525
1/6	700	500	475	385
1/8	475	375	350	280
One inch	n/a	n/a	155	120

## COLOR CHARGES (per insertion)

Black Plus One AAAA (Standard) Color	\$590
Four Color	1,020

Rates effective January 1, 2012–December 31, 2012

Note: One inch ad only available with a minimum of 6 insertions. For information regarding multiple page units, 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](http://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 Sizes in inches	Width	Depth
Publication trim size	11	12-1/2
Full page	9-5/8	11-1/2
3/4 page	7-3/16	9-1/2
1/2 page horiz	9-5/8	5-3/4
1/3 page horiz	7-3/16	4-3/4
1/3 page vert	4-11/16	7-5/16
1/4 page	4-11/16	4-3/4
1/6 page	4-11/16	3-1/3
1/8 page horiz	4-11/16	2-5/16
1/8 page vert	2-1/4	4-3/4
1 inch	2-1/4	1

All ads must conform precisely to space dimensions specified. Any additional preparation is subject to extra charges.

## PRINTING SPECIFICATIONS

- **Trim Size:** 11 × 12-1/2
- **Paper text:** Newsprint
- **Four columns to a page, saddle-stitched**
- **Colors available:** B&W, 2-color, 4-color
- Cold Web Offset Press

## NO BLEEDS ON ANY ADS

## 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)

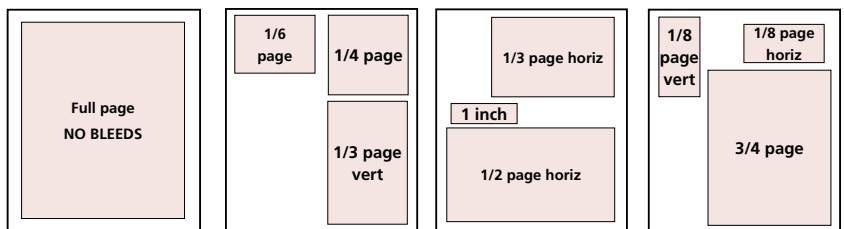
## PREFERRED AD FORMATS

- High resolution (300 dpi) PDF, EPS files, 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

## NSTA Reports

**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-12	_____	_____	_____	_____	November 1, 2011	November 10, 2011	_____
Feb-12	_____	_____	_____	_____	December 1, 2011	December 9, 2011	_____
Mar-12	_____	_____	_____	_____	January 3, 2012	January 10, 2012	_____
Apr-12	_____	_____	_____	_____	February 1, 2012	February 10, 2012	_____
May-12	_____	_____	_____	_____	March 1, 2012	March 9, 2012	_____
July-12	_____	_____	_____	_____	May 1, 2012	May 10, 2012	_____
Sept-12	_____	_____	_____	_____	July 2, 2012	July 10, 2012	_____
Oct-12	_____	_____	_____	_____	August 1, 2012	August 10, 2012	_____
Nov-12	_____	_____	_____	_____	August 31, 2012	September 10, 2012	_____

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

**Ad sizes:** FP = FP      1/2H = 1/2 page horz.      1/3H = 1/3 page horz.      1/6 = 1/6 page      1/8V = 1/8 page vert.  
 3/4 = 3/4 page      1/3V = 1/3 page vert.      1/4 = 1/4 page      1/8H = 1/8 page horz.      1" = 1 inch

**Color codes:** BW = black & white, 2C = 2-color, 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](mailto:odobczanska@nsta.org)  
 Visit our website at: [www.nsta.org/exhibitsadv/advertising.aspx](http://www.nsta.org/exhibitsadv/advertising.aspx)