

SCIENCE & CHILDREN



2012 EDITORIAL PROFILE & ISSUE THEMES

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

Publisher's Editorial Statement

Science & Children is a peer-reviewed 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 most about.

Every issue includes:

- Several articles centered on a single organizing theme (see chart below)
- Lessons and background material in such fields as astronomy, biology, Earth science, and physics
- Techniques for integrating science with other subjects including: reading, writing, and mathematics
- Reports of current trends in science education
- Reviews of new books and software for elementary science education

Circulation

Total circulation of 19,000 with a reading pass-along of 2.5 based on the most recent survey. 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

2012 ISSUES	PLANNED THEMES	SPACE RESERVATION DEADLINE	AD MATERIAL DEADLINE
January	Earth, Moon, Sun	November 1, 2011	November 10, 2011
February	Getting Families Involved	December 1, 2011	December 9, 2011
March	Earth Day	January 3, 2012	January 10, 2012
April/May	Learning Doesn't Take a Vacation	February 1, 2012	February 10, 2012
Summer	The First Two Weeks of School	May 1, 2012	May 10, 2012
September	Your Body and Health	July 2, 2012	July 10, 2012
October	Hard to Teach Science Concepts	August 1, 2012	August 10, 2012
November	Visual Literacy	August 31, 2012	September 10, 2012
December	Build it!	October 1, 2012	October 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	9x
Full Page, BW	\$2,800	\$2,245	\$2,175
2/3	2,190	1,755	1,645
1/2	1,695	1,405	1,330
1/3	1,255	1,020	915
1/4	1,015	825	775
1/6	735	595	515
One inch	n/a	230	205
Cover 2, Cover 3	3,220	2,585	2,505
Cover 4	3,500	2,805	2,725

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 × 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 × 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)

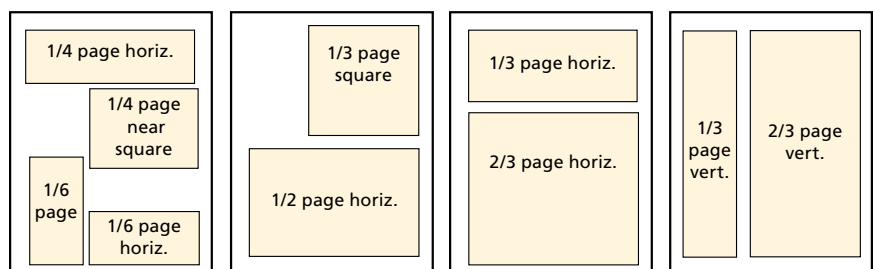
PREFERRED AD FORMATS

- 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

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: _____

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 (Earth, Moon, Sun)	_____	_____	_____	_____	November 1, 2011	November 10, 2011	_____
Feb-12 (Getting Families Involved)	_____	_____	_____	_____	December 1, 2011	December 9, 2011	_____
Mar-12 (Earth Day)	_____	_____	_____	_____	January 3, 2012	January 10, 2012	_____
Apr/May-12 (Learning Doesn't Take a Vacation)	_____	_____	_____	_____	February 1, 2012	February 10, 2012	_____
Summer-12 (The First Two Weeks of School)	_____	_____	_____	_____	May 1, 2012	May 10, 2012	_____
Sept-12 (Your Body and Health)	_____	_____	_____	_____	July 2, 2012	July 10, 2012	_____
Oct-12 (Hard to Teach Science Concepts)	_____	_____	_____	_____	August 1, 2012	August 10, 2012	_____
Nov-12 (Visual Literacy)	_____	_____	_____	_____	August 31, 2012	September 10, 2012	_____
Dec-12 (Build it!)	_____	_____	_____	_____	October 1, 2012	October 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:** _____

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