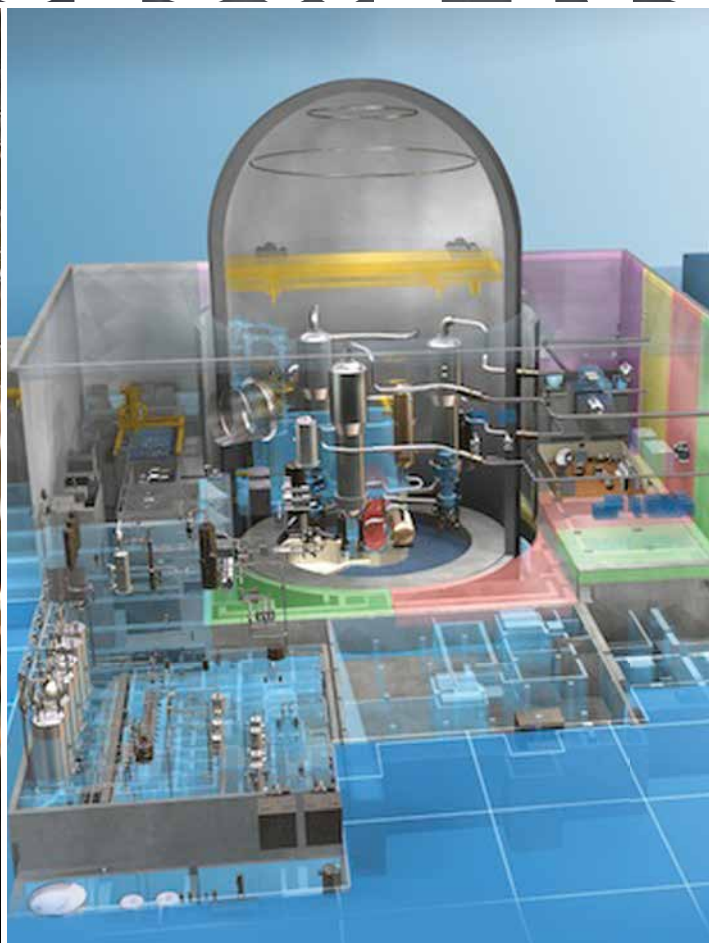


# Nuclear News



2014

Rate Card for Print & Online Media  
Advertising Planning Guide  
Editorial Calendar

Rate Card No. 44 • Effective with the January 2014 issue



**Nuclear News** is the monthly membership magazine of the American Nuclear Society. Published since 1959, **Nuclear News** is the flagship publication for the nuclear power industry. More than 36,000 ad pages later, **Nuclear News** remains an integral part of the annual business development (advertising) plans of hundreds of nuclear-related vendors and suppliers. And **Nuclear News** is regularly ranked as the number-one benefit of membership in ANS!

## 2014 Nuclear News Insertion Rates

Effective with the January 2014 issue

Monthly issues (black & white)*					
Ad Size	1x	3x	6x	9x	12x
2-page spread	\$ 6,490	\$ 6,290	\$ 6,110	\$ 5,960	\$ 5,800
Full page	\$ 3,410	\$ 3,310	\$ 3,220	\$ 3,130	\$ 3,060
2/3 page	\$ 2,710	\$ 2,610	\$ 2,550	\$ 2,500	\$ 2,450
1/2 page island	\$ 2,410	\$ 2,340	\$ 2,270	\$ 2,220	\$ 2,180
1/2 page horizontal	\$ 2,190	\$ 2,110	\$ 2,030	\$ 1,980	\$ 1,940
1/3 page	\$ 1,450	\$ 1,410	\$ 1,370	\$ 1,340	\$ 1,320
1/4 page	\$ 1,120	\$ 1,090	\$ 1,060	\$ 1,020	\$ 1,000
1/6 page	\$ 880	\$ 860	\$ 830	\$ 810	\$ 800

Annual Mid-April BUYERS GUIDE (black & white)*					
Ad Size	1x	3x	6x	9x	12x
2-page spread	\$ 8,030	\$ 7,830	\$ 7,560	\$ 7,380	\$ 7,290
Full page	\$ 4,230	\$ 4,130	\$ 3,980	\$ 3,890	\$ 3,840
2/3 page	\$ 3,340	\$ 3,280	\$ 3,150	\$ 3,070	\$ 3,020
1/2 page island	\$ 2,990	\$ 2,900	\$ 2,820	\$ 2,740	\$ 2,680
1/2 page horizontal	\$ 2,650	\$ 2,600	\$ 2,530	\$ 2,450	\$ 2,400
1/3 page	\$ 1,820	\$ 1,780	\$ 1,700	\$ 1,650	\$ 1,630
1/4 page	\$ 1,400	\$ 1,350	\$ 1,300	\$ 1,280	\$ 1,260
1/6 page	\$ 1,110	\$ 1,080	\$ 1,040	\$ 1,020	\$ 1,000
Ad space reservations accepted until February 24, 2014					

\*All ad and color rates are gross, in U.S. Dollars.

### Color Rates\*

Second color - standard red, blue, orange, green, yellow	\$ 500
Matched color - per color, per page or fraction	\$ 700
Four color process - per page or fraction	\$ 1,000
Four color process - per two page or fractional spread	\$ 1,800

### Premium Position Rates\*\*

Page 1 or 5	space +10%	Inside Front Cover	space +20%
Late News	space +10%	Inside Back Cover	space +20%
Center Spread	space +10%	Outside Back Cover	space +25%

\*\*Contact the Advertising Department for availability.

### Specialty Print Options

**Nuclear News** offers several specialized marketing opportunities to enhance your print ad campaign. Options include inserts, outserts, belly bands, gatefolds, etc. Please contact the Advertising Department at 708-579-8225 for rates and availability.

### Ad Design Services

Our professional designer can build a dynamic ad that will demand attention. You provide copy and images, or we can source stock images, to create a distinctive ad that readers will really notice! Services include creating print ads, updating existing ads, and developing web banners. For pricing or more information, contact the Advertising Department at 708-579-8289 or e-mail [addesign@ans.org](mailto:addesign@ans.org).

**Total Average Monthly Circulation is 13,054—of which 10,480 readers are Qualified PAID subscribers.†**



† Per year-end 2012 AAM Publisher's Statement.





**The American Nuclear Society** is the recognized credible advocate for advancing and promoting nuclear science and technology worldwide. ANS provides its 11,000 members throughout 46 countries with opportunities for professional development and serves the nuclear community by creating a forum for sharing information and advancements in technology, and by engaging the public and policymakers through communication outreach.

#### Website Banner Ad ([www.ans.org](http://www.ans.org))

Reach more than 1.8 million unique visitors who generate 13.7 million annual impressions. All banner ads are simultaneously displayed and rotated throughout nearly 15,000 public/private web pages, including the ANS home page.

1 Month	\$ 1,270
3 Months	\$ 2,220
6 Months	\$ 3,360
12 Months	\$ 4,920

**File Size:** 468 x 60 pixels at 72 dpi (max 20 kb)

Acceptable File Formats: GIF, JPG, PNG, BMP, TIFF, PSD

Note: Must be RGB colors; non-Flash images; no tags allowed.



#### Blog Ad ([ansnuclearcafe.org](http://ansnuclearcafe.org))

This daily blog site is the visible symbol of ANS's leadership role in the nuclear social media sphere. Blogs ads are also embedded within a daily e-mail summary of headlines sent to blog subscribers. Since its launch in September 2010, the blog site has been visited more than 968,000 times with an average banner CTR of 0.63 percent!

1st - 15th of the month	\$ 860
16th - end of month	\$ 860

Discounted rate of \$731 applies if you reserve at least four biweekly slots within the calendar year.

**File Size:** 200 x 200 pixels at 72 dpi (max 40 kb)

Acceptable File Formats: GIF, JPG, PNG, BMP, TIFF, PSD

Note: Must be RGB colors; non-Flash images; no tags allowed.



In addition to **Nuclear News** magazine, companies can further promote their nuclear-related capabilities, products and services, conferences and events, or employment opportunities through the following electronic media offered by ANS.

#### Notes & Deadlines Banner Ad (e-mail)

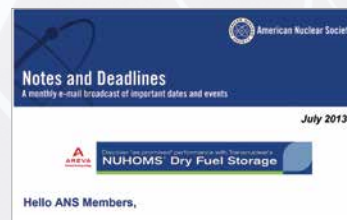
Broadcast to the entire membership on the 10th of each month, this monthly E-newsletter highlights important ANS deadlines and events. For the last six months (through September 2013), the monthly averages are as follows: 11,433 sent, open rate 29.3 percent, and clicks of 12.7 percent.

Top/Bottom	\$ 2,500
Embedded	\$ 2,000

**File Size:** 468 x 60 pixels at 72 dpi (max 40 kb)

Acceptable File Formats: JPG or PNG only (no animation)

Note: Must be RGB colors; non-Flash images; no tags allowed.



#### Electronic Job Board/Resume Database

The ANS Career Center is the online forum for members to post individual resumes or browse job opportunities posted by employers. As a value-added benefit, we automatically post the text from all **Nuclear News** employment ads for two months (included in the cost of the print ad). Alternatively, you can create and manage your own online account, which enables you to purchase a credit (each credit is good for a 31-day listing) and post your position immediately. Credits never expire—buy in bulk and save!

1 Credit	\$ 599
3 Credits	\$ 999
6 Credits	\$ 1,499
Resume Access*	\$ 799

\* Access to search the ANS member resume database requires pre-approval (call 708-579-8225).



# 2014 Editorial Calendar & Advertising Planning Guide

Advertiser Special

Special Section

Editorial Feature

Monthly News Updates

Issue	Editorial Focus	Editorial Ad Placement
<b>45th Annual Buyers Guide</b>	The premier commercial reference publication the nuclear industry has come to rely on year-round. This annual directory lists more than 900 suppliers throughout nearly 500 categories of products and services related to work within the nuclear science and technology industry. A copy is provided to every utility in the U.S. <b>Advertiser Feature:</b> Companies can place their advertisement within the category of their choice that is most representative of their business.	✓
Ad space close: Feb 24, 2014 Material due: Feb 28, 2014	<i>Bonus Distribution</i> This issue has year-round circulation at the most important nuclear conferences, meetings, exhibits, and events!	
<b>January</b>	<b>Latest News and Industry Updates</b>	
Ad space close: Dec 10, 2013 Material due: Dec 13, 2013	<i>Bonus Distribution</i> INMM 29th Spent Fuel Seminar   Arlington, VA   Jan 13–15 2014 ISOE North American Symposium (ALARA)   Fort Lauderdale, FL   Jan 13–15 Platt's 10th Annual Nuclear Energy   Washington, D.C.   Feb 5–6	
<b>February</b>	<b>Latest News and Industry Updates</b>	
Ad space close: Jan 10, 2014 Material due: Jan 15, 2014	<i>Bonus Distribution</i> Waste Management Conference (WM2014)   Phoenix, AZ   Mar 2–6	
<b>March</b>	<b>16th Annual Reference Issue</b>	
Ad space close: Feb 11, 2014 Material due: Feb 14, 2014	<i>Bonus Distribution</i> Electric Power Conference & Exhibition   New Orleans, LA   Apr 1–3 International Congress on Advances in Nuclear Power Plants (ICAPP '14)   Charlotte, NC   Apr 6–9 World Nuclear Fuel Cycle 2014   San Francisco, CA   Apr 8–10	
<b>April</b>	<b>Outage Management</b>	✓
Ad space close: Mar 11, 2014 Material due: Mar 14, 2014	<i>Bonus Distribution</i> ENC 2014   Marseille, France   May 11–15	
<b>May</b>	<b>U.S. Power Reactor Capacity Factors</b>	
Ad space close: Apr 11, 2014 Material due: Apr 15, 2014	<i>Bonus Distribution</i> 10th International Conference on CANDU Maintenance   Toronto, Canada   May 25–27 2014 USA Nuclear Generator and Supplier Executive Summit   Carlsbad, CA   Jun 3–6	

Issue	Editorial Focus	Editorial Ad Placement
June	<b>Construction and Supply Chain</b>	✓
Ad space close: May 9, 2014 Material due: May 14, 2014	<i>Bonus Distribution</i> ANS Annual Meeting   Reno, NV   Jun 15–19	
July	<b>Latest News and Industry Updates</b>	
Ad space close: Jun 10, 2014 Material due: Jun 13, 2014	<i>Bonus Distribution</i> INMM 55th Annual Meeting   Atlanta, GA   Jul 20–24 Utility Working Conference/Vendor Technology Expo   Amelia Island, FL   Aug 10–13	
August	<b>20th Annual Vendor/Contractor Profile Issue</b> <b>Advertiser Feature:</b> Purchase a full-page or half-page advertisement and receive the equivalent amount of adjoining ad space free of charge for your advertorial. Note: Extra charge for color on the second page.	
Ad space close: Jul 11, 2014 Material due: Jul 15, 2014	<i>Bonus Distribution</i> Pacific Basin Nuclear Conference (PBNC 2014)   Vancouver, BC   Aug 24–28	
September	<b>Latest News and Industry Updates</b>	
Ad space close: Aug 11, 2014 Material due: Aug 15, 2014	<i>Bonus Distribution</i> IAEA General Conference   Vienna, Austria   Sep 15–17 International Topical Meeting on Advances in Reactor Physics (PHYSOR 2014)   Kyoto, Japan   Sep 28–Oct 3	
October	<b>Nuclear Power Plant Maintenance</b>	✓
Ad space close: Sep 11, 2014 Material due: Sep 15, 2014	<i>Bonus Distribution</i> NuMat 2014   Clearwater, FL   Oct 27–30	
November	<b>Latest News and Industry Updates</b>	
Ad space close: Oct 10, 2014 Material due: Oct 15, 2014	<i>Bonus Distribution</i> ANS Winter Meeting and Nuclear Technology Expo   Anaheim, CA   Nov 9–13	
December	<b>Advanced Reactors</b>	✓
Ad space close: Nov 11, 2014 Material due: Nov 14, 2014	<i>Bonus Distribution</i> Nuclear Power International (Power-Gen International)   Orlando, FL   Dec 9–11	

## Products and Services Advertising

All nonemployment ad space originating in the U.S. or Canada is sold through our regional sales representatives (see back cover). All other locations should contact the main advertising office.

## Employment/Recruitment Advertising

All print ads of this type should be placed directly through the main Advertising Department at 1-800-682-6397 or by e-mailing [advertising@ans.org](mailto:advertising@ans.org). In addition, the text from these ads will automatically be posted online to the ANS Career Center job board for two months free of charge.

## Copy & Contract Requirements

Advertiser and/or agency assume liability for all content (including text, representation, and illustrations) of advertisement and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that is not in keeping with the publication's specifications.

## Issuance & Closing Dates

Published monthly, usually mailed by the 9th of the month. Advertising space reservation deadline is typically the 12th of the month preceding publication with the material to arrive by the 15th, except when those dates fall on holidays or weekends (please refer to the planning guide in the center of this rate card to verify each issue's deadlines). Cancellations are NOT honored after the published ad space reservation deadline prior to the month of publication.

The 45th annual mid-April Buyers Guide advertising space deadline is February 24, 2014; publication is mailed by April 18.

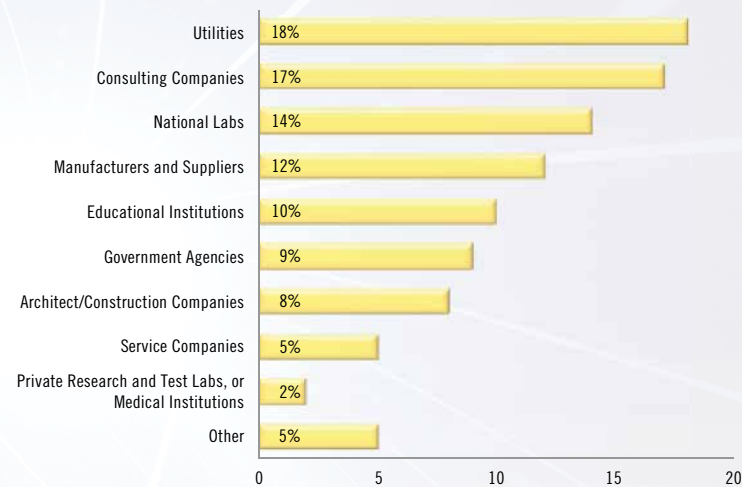
## U.S. Agency Commission

Provided account is paid within 30 days from the month in which the advertisement appeared, 15% of gross billing on space, color, and position will be discounted to recognized ad agencies in the United States. Specialty print opportunities are noncommissionable, but can be grossed up by request. **Invoices that remain unpaid beyond 60 days will be held responsible for the entire gross amount.**

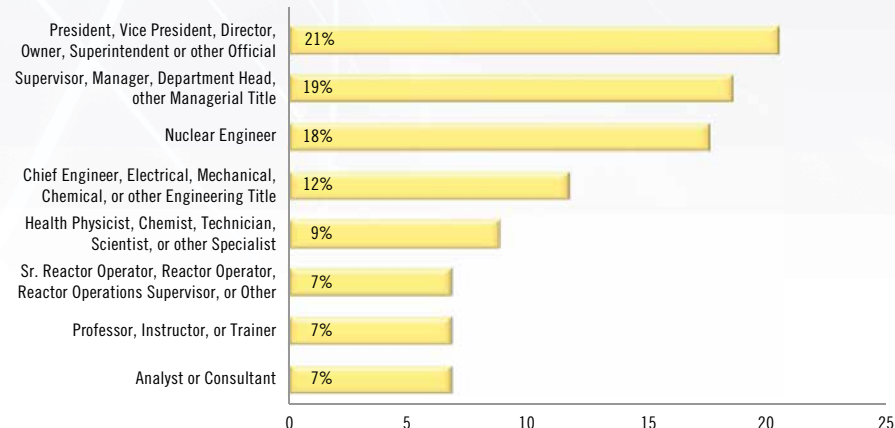
## General Rate Policy

Advertisers will be short-rated if, within the calendar year of the first insertion, they do not use the amount of space upon which their billings have been established. Advertisers will be rebated if, within the calendar year of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been previously billed.

Readership by Business & Industry\*

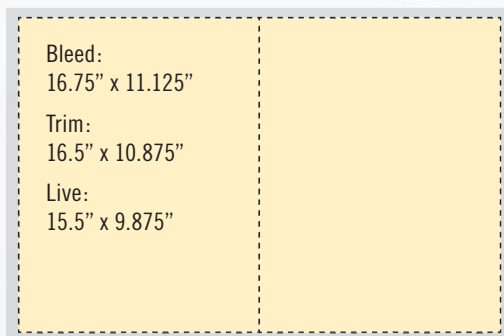


Readership by Title & Position\*

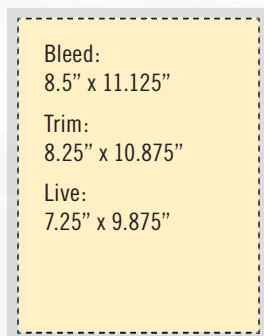


\*Based on September 2013 issue—percentages reflect ANS members that are active within the industry workforce.

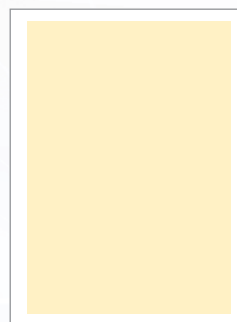




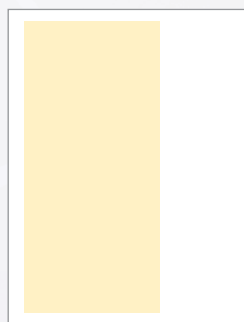
2-page spread w/bleed\*



Full page w/bleed



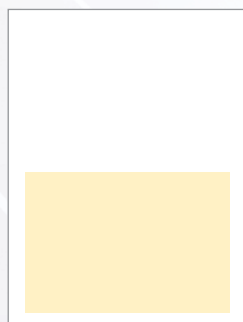
Full page no bleed  
7.0" x 10.0"



2/3 page  
4.667" x 10.0"



1/2 page island  
4.667" x 7.375"



1/2 page horizontal  
7.0" x 4.875"



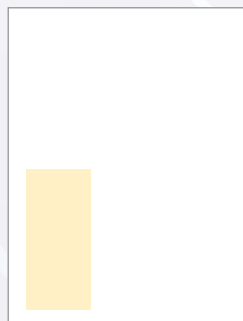
1/3 page vertical  
2.25" x 10.0"



1/3 page square  
4.667" x 4.875"



1/4 page vertical  
3.375" x 4.875"



1/6 page vertical  
2.25" x 4.875"

Column widths: 2.25" and  
3.375"

Column length: 10.0"

Screen: 133 screen

Printing: Offset

Binding: saddle-stitched  
or perfect bound (*varies  
by issue*)

## Electronic Submission Specifications

### Preferred file formats

- Quark Xpress 9
- Adobe Creative Suite 5 (CS5)
- Print-ready PDF format
- EPS vector format
- TIFF Bitmap format

Acceptable file formats (these formats may result in alterations to the ad due to the conversion process):

- Word processing documents (Word, WordPerfect, etc.)
- Presentation documents (PowerPoint, etc.)

For all other file formats, results can be unpredictable. Please check with us before sending any other file formats.

### All ad material should be at least 300 dpi at the desired print size.

All supporting documents (Fonts, Pictures, Plug-ins, Xtentions) required for use with the files must be included. A laser copy of the ad should be included, with any spot colors clearly labeled. Alternatively, color separations or an Acrobat PDF proof may be sent. PDF proofs must be clearly marked as proofs only and not for production. Files sent electronically (via e-mail or Web) MUST be compressed to decrease file size and protect data.

To ensure accurate color reproduction, please check that 4-color ad files are built using only CMYK colors; 4-color ads that include spot colors or RGB images will be converted to CMYK before printing, which could affect the appearance of the ad in the final printed magazine.

### Where to send electronic files

Web: [www.ans.org/advertising/upload](http://www.ans.org/advertising/upload)

E-mail: [advertising@ans.org](mailto:advertising@ans.org)

\*Due to the variations in the binding process, please contact the Advertising Department (800-682-6397) for dimensions if you are interested in running a 2-page spread ad.

Territory	Sales Rep	E-mail	Telephone	Fax
<b>Sales Manager</b>	<b>Jeff Mosses</b>	jmosses@ans.org	708-579-8225	708-352-6464
Any territory not listed below				
<b>Mid-Atlantic/Midwest</b>	<b>Barry Kingwill Jim Kingwill</b>	barry@kingwillco.com jim@kingwillco.com	847-537-9196	847-537-6519
DC, DE, IA, IL, IN, KS, KY, MD, MI, MN, MO, NC, ND, NE, NJ, OH, OK, PA, SC, SD, TN, VA, WI & WV				
<b>Northeast</b>	<b>Lee Fernandez</b>	advertising@ans.org	617-722-8333	617-722-8334
CT, MA, ME, NH, NY, RI, VT & Canada				
<b>Southeast</b>	<b>Bill Powell</b>	citadel62@aol.com	281-376-2368	281-251-8555
AL, AR, FL, GA, LA, MS & TX				
<b>West</b>	<b>Warren DeGraff</b>	wdegraff@jjhs.net	415-721-0644	415-721-0665
AZ, CA, CO, ID, MT, NM, NV, OR, UT, WA & WY				



SRDS ID: 004299-000  
Location ID: 7 BLST 117

## Advertising Department

555 N. Kensington Ave.  
La Grange Park, IL 60526-5535  
Tel: 708-579-8226  
800-NUC-NEWS (682-6397)  
Fax: 708-352-6464  
advertising@ans.org  
www.ans.org/advertising

**Advertising/Production**  
Erica McGowan  
Assistant Manager  
Tel: 708-579-8226  
emcgowan@ans.org

**Design Services**  
Lisa Dagley  
Advertising Designer  
Tel: 708-579-8289  
ldagley@ans.org

