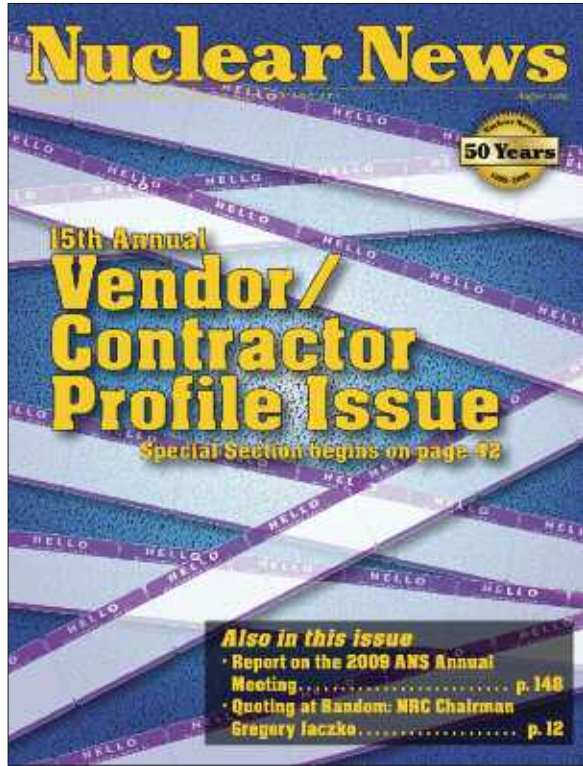


ADVERTISER SPECIAL

Nuclear News
THE WORLD'S PREMIER NUCLEAR MAGAZINE



August 2010

FREE SPACE
FREE SPACE
FREE SPACE
FREE SPACE
FREE SPACE

www.ans.org/advertising • 1-800-682-6397

16th Annual Vendor/Contractor Profile Issue

PROFILE SECTION

Purchase a ½-page ad and receive a full page of space—purchase a full-page ad and receive a 2-page spread! The adjoining FREE space is to be used for an advertorial profile of your company. Please note: While the additional space is free, color on the second page is not. However, the discounted color spread rate does apply.

IMPORTANT DEADLINES

Ad Space Due:
Friday, July 9

Ad Production Due:
Wednesday, July 14



Audit Bureau of Circulations

A publication of the American Nuclear Society



TWO for ONE ad space – in the 16th Annual VENDOR/CONTRACTOR PROFILE ISSUE

***ad•ver•to•ri•al** \ad-vər-tōr-ē-əl
n [blend of *advertisement* and *editorial*] (1946):
an advertisement that imitates editorial format

**Merriam-Webster's Collegiate Dictionary, 11th edition*

■ By popular demand, *Nuclear News* will continue the incredibly successful August Vendor/Contractor Profile Issue. Now in its 16th year, this special issue has generated positive feedback from both *Nuclear News* readers and advertisers alike. Don't be left out of the largest monthly issue of the year!

■ This twofold marketing opportunity is a great way to get your message to the nuclear profession. When you place a 1-page or ½-page advertisement in the section, you will get the adjoining 1-page or ½-page space FREE for your advertorial profile. Advertorial space is provided only in the August issue.

ADVERTORIAL PROFILE

■ FREE ADVERTORIAL SPACE may only be used to highlight your company's capabilities, products and services, past accomplishments, or future plans. Providing this advertorial material communicates a profile of your company to potential customers at a level of detail much greater than an advertisement alone (another ad cannot be used as advertorial). However, photos, logos and graphics are allowed. Advertorial material must be provided by the advertiser. Refer to the "Advertorial Specifications and Shapes and Sizes" –within this flyer for essential information about layout, column width, headlines, typography, production material, etc.

■ The advertiser is to provide us with the typeset advertorial material; we cannot typeset advertorial. The enclosed information describes design and type specifications and mechanical requirements for advertorial material.

Advertisers: Make sure that your ad agency gets a copy of the advertorial specifications and layout examples on the following pages.

The Vendor/Contractor Profile Section will be posted on the ANS Web site for an entire year!

1/2 ISLAND

ADVERTISEMENT

Zothecas verecunde corrumperet catelli

Umbracoli praemunit Pompeii, ut sabure vociferat Octavius, et rursus suffragari adhaec...

um saret sabure, etiam fragilis agricola aege...

Umbraeque praemunit Pompeii, ut sabure vociferat Octavius, et rursus suffragari adhaec...

ADVERTORIAL

COLUMN WIDTH:

13-1/2 picas

(2-1/4 inches)

GUTTER:

1 pica

(1/6 inch)

DEPTH:

COLUMNS 1&2:

14 picas

(2-5/16 inches)

COLUMN 3:

60 picas

(10 inches)

1/2 island advertisement 28 picas x 44-1/4 picas (4-9/16 inches x 7-3/8 inches)

1/2 ISLAND

ADVERTISEMENT

Zothecas verecunde corrumperet catelli

Umbracoli praemunit Pompeii, ut sabure vociferat Octavius, et rursus suffragari adhaec...

agricolae negligenter suffragari sabure, et utilis matronum sanescent concubine...

catheas amputat bellis orator, quod quadripes suffragari chirographi, utonque cathedras pessimas forter agrorum...

ADVERTORIAL

COLUMN WIDTH:

13-1/2 picas

(2-1/4 inches)

GUTTER:

1 pica

(1/6 inch)

DEPTH:

COLUMN 1:

60 picas

(10 inches)

COLUMNS 2&3:

14 picas

(2-5/16 inches)

1/2 island advertisement 28 picas x 44-1/4 picas (4-9/16 inches x 7-3/8 inches)

Advertisers/agencies MUST submit half-page islands and verticals in both left-hand and right-hand page formats

1/2 VERTICAL

ADVERTISEMENT

Zothecas verecunde corrumperet catelli

Umbracoli praemunit Pompeii, ut sabure vociferat Octavius, et rursus suffragari adhaec...

um saret sabure, etiam fragilis agricola aege...

Umbraeque praemunit Pompeii, ut sabure vociferat Octavius, et rursus suffragari adhaec...

ADVERTORIAL

COLUMN WIDTH:

20-1/2 picas

(3-3/8 inches)

DEPTH:

60 picas

(10 inches)

1/2 vertical advertisement 20-1/2 picas x 60 picas (3-3/8 inches x 10 inches)

1/2 VERTICAL

ADVERTISEMENT

Zothecas verecunde corrumperet catelli

Umbracoli praemunit Pompeii, ut sabure vociferat Octavius, et rursus suffragari adhaec...

agricolae negligenter suffragari sabure, et utilis matronum sanescent concubine...

catheas amputat bellis orator, quod quadripes suffragari chirographi, utonque cathedras pessimas forter agrorum...

ADVERTORIAL

COLUMN WIDTH:

20-1/2 picas

(3-3/8 inches)

DEPTH:

60 picas

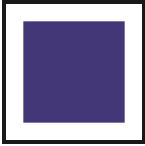
(10 inches)

1/2 vertical advertisement 20-1/2 picas x 60 picas (3-3/8 inches x 10 inches)

NOTE: The publisher reserves the right to switch an ad/advertorial page from one side to the other (e.g., switch a right-hand page format to a left-hand page format).

Advertorial Specifications

Advertisers: Make sure that your ad agency gets a copy of these specifications and the attached layout examples



PAGE DESIGN:

See attached layout examples. Advertorial page width is 7". The advertorial portion of the page does not have bleeds.



TYPE STYLE, FONT, AND SIZE OF BODY COPY:

The body copy must be SANS SERIF (no exceptions); however, the specific font and size chosen is optional. An acceptable example would be Helvetica type (A SANS SERIF FONT) in 8-point size with 2 points of vertical spacing, 9 on 11, or 10 on 12.

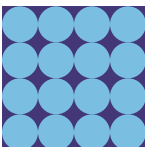
These words are Arial (a sans serif typeface).
These words are Times New Roman (a serif typeface).
Sans serif type is without serifs. Serifs are the short lines stemming from and at an angle to the upper and lower ends of the strokes of a letter such as at the bottom of an "l" or an "r."

We reserve the right to convert advertorial to non-serif if necessary-if it comes to us as serif.



HEADLINES:

The headline size must not exceed 24 points and subheads must not exceed 18 points.



DPI (Dots per Inch):

Photos and other graphics used in your advertorial should be at a resolution of 300 dpi at full size; if your graphics are below this resolution, your images will reproduce poorly in the final print.



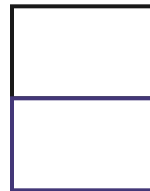
COLOR:

If the ad has 2, 3, or 4 colors for a 1/2-page ad, there is no extra charge if the colors used in the advertorial are the same as those used in the ad. For a 1-page ad, the same color(s) may be used on both the ad page and advertorial page however, there will be a charge for the color on the advertorial page: For a second color, \$500 for a process color and \$650 for a matched color; for 4-color, the color charge for the advertorial is covered as part of the 4-color spread charge of \$1,750 for both pages.



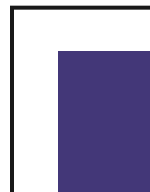
LOGOS:

If used in the advertorial, a logo must not exceed the width of one column. A logo may include the company's name, address, and telephone and fax numbers, which also should not be more than one column wide.



LOCATION:

A 1-page ad will be placed on a right-hand page and the advertorial on the left-hand page across from it. For a 1/2-page ad, the advertorial will be placed on the 1/2-page of remaining space on the same page.



1/2 ISLAND and 1/2 VERTICAL ADS:

1/2 island and 1/2 vertical ads and advertorial should be submitted in both left-hand page and right-hand page formats.



PRODUCTION MATERIAL IS DUE BY JULY 14:

We cannot typeset the advertorial for you.

For the advertorial, you must provide the production electronically by one of the following methods:

- (1) Uploaded via our web page: www.ans.org/advertising/upload
- (2) E-mailed to advertising@ans.org
- (3) On CD-ROM or Zip Disk

We prefer the following file formats:

- Quark Xpress (7.x or lower)
- **High Quality CMYK** Adobe PDF
- Adobe Illustrator (CS3 or lower) or EPS
- 300 DPI CMYK TIFF

Please contact us for more detailed info.

If acceptable production material for the advertorial is not provided by the July 15 materials deadline, the publisher will place the ad, without advertorial, outside the Vendor/Contractor Profile special section.

The publisher reserves the right to reject any advertorial that is not in keeping with the publications specifications. The word 'Advertisement' will be stripped in by us over the advertorial. Another ad cannot be used in lieu of advertorial material.

Nuclear News

Advertising Space Reservation Form

Mail this form to:
Nuclear News
 555 N. Kensington Avenue
 La Grange Park, IL 60526-5535

Fax this form to: Phone:
 1-708-352-6464 1-708-579-8226 or
 1-800-NUC-NEWS

Please reserve ad space in the **August 2010** issue for:

INVOICE INSTRUCTIONS	Company/Agency Name: _____
	Address: _____
	City: _____ State: _____ Zip: _____
	Telephone: _____ Fax: _____ E-mail: _____

Direct Answer Index to Advertisers Information

ADVERTISER CONTACT INFORMATION *	Company Name: _____
	Contact Name: _____
	Phone: _____ Fax: _____
	E-mail: _____ Web Site: _____

 *Please publish our contact information provided above in the magazine and on the ANS Web site.

PRINT ADS	<input type="checkbox"/> 2 page spread (16" x 11") . \$6,210	<input type="checkbox"/> 1/6 page \$790
	<input type="checkbox"/> 1 page w/bleed (8" x 11") . \$3,120	<input type="checkbox"/> vertical (2" x 4")
	<input type="checkbox"/> 1 page (7" x 10") \$3,120	<input type="checkbox"/> 4-Color \$1,000
	<input type="checkbox"/> 2/3 page (4" x 10") \$2,480	<input type="checkbox"/> per two-page spread \$1,750
	<input type="checkbox"/> 1/2 island (4" x 7") \$2,200	<input type="checkbox"/> 2-Color
	<input type="checkbox"/> 1/2 page \$1,990	<input type="checkbox"/> Standard Color \$500
	<input type="checkbox"/> vertical* (3" x 10")	<input type="checkbox"/> Matched Color \$650
	<input type="checkbox"/> horizontal (7" x 4")	<input type="checkbox"/> Metallic Color. \$650
	<input type="checkbox"/> 1/3 page \$1,320	<input type="checkbox"/> Black and White (<i>included</i>)
	<input type="checkbox"/> square (4" x 4")	
<input type="checkbox"/> vertical (2" x 10")		
<input type="checkbox"/> 1/4 page \$1,020		
<input type="checkbox"/> vertical (3" x 4")		

EMPLOYMENT ADVERTISERS	<input type="checkbox"/> Do Not automatically post our employment ad online to the ANS Career Center.
	To further assist you in your search, Nuclear News will automatically post all employment and recruitment print ads on the ANS Career Center for two months. Once we receive your ad material, it will be added to our web site job board shortly. This is a value-added service.

- Place our ad in the **Vendor/Contractor Profile special section.**
- This is an employment/recruitment ad.
*Note: We cannot accept 1/2 page vertical employment ads.
- Advertisement will be a repeat of the _____ issue.
- Production Material will follow to meet the **July 14** deadline:
 - Materials will be **UPLOADED** via the web site at www.ans.org/advertising/upload
 - Materials will be submitted by E-MAIL to advertising@ans.org
 - Production material will be **MAILED** (e.g. FedEx, UPS).
 Note: Ad materials submitted on disk will be kept on file, and will be returned only by request.
- All electronic submissions (e-mail, web upload, or on disk) must meet current *NN* specifications. Go to the web under Online Media Kit for detailed instructions.
- We strongly suggest that all e-mail or web upload submissions be accompanied by a fax proof or PDF of the ad, and that on-disk submissions be accompanied by a printed proof.
- Please contact my advertising agency:

Name _____

Phone: _____

Closing Date is **Friday, July 9**

Signature _____

Date _____

E-mail _____

www.ans.org/advertising