

2010 AD RATES for *Nuclear News Magazine*

Effective with the January 2010 issue (all rates below are gross/black & white in USD).

Regular Monthly Issues

| | <u>Spread</u> | <u>Page</u> | <u>2/3 pg</u> | <u>1/2 isl</u> | <u>1/2 pg</u> | <u>1/3 pg</u> | <u>1/4 pg</u> | <u>1/6 pg</u> |
|-----|---------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|
| 1x | 6210 | 3120 | 2480 | 2200 | 1990 | 1320 | 1020 | 790 |
| 3x | 6000 | 3030 | 2390 | 2130 | 1920 | 1280 | 990 | 770 |
| 6x | 5850 | 2940 | 2330 | 2070 | 1850 | 1250 | 960 | 750 |
| 9x | 5700 | 2860 | 2280 | 2030 | 1810 | 1220 | 930 | 730 |
| 12x | 5590 | 2800 | 2230 | 1990 | 1770 | 1200 | 910 | 720 |

41st Annual mid-April BUYERS GUIDE

Ad Space due by February 26, 2010.

| | <u>Spread</u> | <u>Page</u> | <u>2/3 pg</u> | <u>1/2 isl</u> | <u>1/2 pg</u> | <u>1/3 pg</u> | <u>1/4 pg</u> | <u>1/6 pg</u> |
|-----|---------------|-------------|---------------|----------------|---------------|---------------|---------------|---------------|
| 1x | 7660 | 3860 | 3050 | 2730 | 2420 | 1650 | 1260 | 990 |
| 3x | 7450 | 3760 | 2990 | 2640 | 2370 | 1620 | 1220 | 950 |
| 6x | 7250 | 3630 | 2870 | 2570 | 2300 | 1550 | 1190 | 920 |
| 9x | 7040 | 3550 | 2810 | 2500 | 2230 | 1510 | 1170 | 900 |
| 12x | 6880 | 3500 | 2760 | 2450 | 2190 | 1490 | 1150 | 880 |

Additional Cost for COLOR:

- 500 Second color – red, blue, orange, green, yellow; per color, page or fraction
- 650 Matched color – per color, per page or fraction
- 650 Metallic color – per color, per page or fraction
- 1000 Four color process – per page or fraction
- 1750 Four color process – per two page spread