

# 42nd Buyers Guide

## Advertising Space Reservation Form

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

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

**Reserve for the 2011 Buyers Guide:**

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

<b>PRINT ADS</b>	<input type="checkbox"/> 2 page spread (16 $\frac{3}{4}$ " x 11 $\frac{1}{8}$ ") . . . . . \$7555	<b>Additional Color Charges</b>	
	<input type="checkbox"/> 1 page w/bleed (8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ ") . . . . . \$3975		<input type="checkbox"/> 4-Color . . . . . \$1000
	<input type="checkbox"/> 1 page (7" x 10") . . . . . \$3975		<input type="checkbox"/> per two-page spread . . . . . \$1800
	<input type="checkbox"/> 2/3 page (4 $\frac{1}{6}$ " x 10") . . . . . \$3145		<input type="checkbox"/> 2-Color*
	<input type="checkbox"/> 1/2 island (4 $\frac{1}{6}$ " x 7 $\frac{3}{8}$ ") . . . . . \$2815		<input type="checkbox"/> Standard Color . . . . . \$500
	<input type="checkbox"/> 1/2 horizontal (7" x 4 $\frac{7}{8}$ ") . . . . . \$2495		<input type="checkbox"/> Matched Color . . . . . \$700
	<input type="checkbox"/> 1/3 page . . . . . \$1705		<input type="checkbox"/> Metallic Color . . . . . \$700
	<input type="checkbox"/> square (4 $\frac{1}{6}$ " x 4 $\frac{7}{8}$ ")		*Please indicate matched color name or number as used in the file:
	<input type="checkbox"/> vertical (2 $\frac{3}{16}$ " x 10")		
	<input type="checkbox"/> 1/4 vertical (3 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ ") . . . . . \$1305		<input type="checkbox"/> Black and White . . . . . (included)
<input type="checkbox"/> 1/6 vertical (2 $\frac{3}{16}$ " x 4 $\frac{7}{8}$ ") . . . . . \$1025			

Advertisement will be a repeat of the \_\_\_\_\_ issue.

Production Material will follow to meet the **March 18** deadline:

- Materials will be **UPLOADED** via the web site at [www.ans.org/advertising/upload](http://www.ans.org/advertising/upload)
- Materials will be submitted by E-MAIL to [advertising@ans.org](mailto: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: \_\_\_\_\_

**Place our ad in the following category:**  
 Must indicate category name or number  
 (Refer to online Index to Categories)

\_\_\_\_\_

\_\_\_\_\_

## Closing Date is **March 11, 2011**

Signature \_\_\_\_\_

Date \_\_\_\_\_

E-mail \_\_\_\_\_

Find the Index to Categories and information about updating your listing:

# www.ans.org/advertising