

2026 MEDIA KIT

ADVERTISING RATES
EDITORIAL CALENDARS
PRINT & DIGITAL OPPORTUNITIES

NuclearNews

Radwaste Solutions

NuclearNews

Nuclear News is the monthly membership magazine of ANS and flagship trade publication for the worldwide nuclear community. We proudly partner with suppliers, utilities, labs, and organizations to promote their products and services, conferences and programs, or employment opportunities to the current and future nuclear workforce.

MONTHLY ISSUES AD RATES

Ad Size	1x	4x	7x	13x
2-page spread	\$9280	9050	8870	8650
Full page	4940	4820	4730	4620
2/3 page	4140	4040	3960	3860
1/2 page island	3800	3710	3640	3570
1/2 page horiz.	3570	3480	3410	3310
1/3 page	2730	2660	2610	2570

All ad rates are in U.S. Dollars and include full color.

PREMIUM POSITIONS**

Page 1 or 5	rate +10%
Inside Front or Back Cover	rate +20%
Outside Back Cover	rate +25%

**Contact the Advertising Department for availability.

Sponsored Content

Bypass the *NN* editorial restrictions and peer review by placing Sponsored Content. This ad/article hybrid qualifies for special discounted rates! Your article will also have far greater reach beyond the pages of *NN*, as it appears:

- Article is posted to daily news feed on Nuclear Newswire
- Image with link to article positioned near the top of Nuclear Newswire web page during the month in which it is published (this page averages over 100,000 views per month).
- Included within a *Nuclear News* Daily email sent to 36,000 subscribers
- Permanently archived under Sources on the Newswire site (you'll receive a URL linking to your article)

NET RATES

Sponsored Content (approximately 400 words per page)

2-pages	\$4460	Add a full page advertisement in the issue in which your Sponsored Content article appears for only \$2440
3-pages	5860	
4-pages	7230	

57th Annual Buyers Guide

Activate your print and online database listing enhancements by placing ad(s) in the business categories of your choice. This products-services-suppliers directory is delivered to the Supply Chain professionals at every plant site in the U.S.

57TH ANNUAL BUYERS GUIDE (Print & Online*)

Ad Size	1x	4x	7x	13x
2-page spread	\$10920	10700	10490	10320
Full page	5830	5720	5610	5490
2/3 page	4830	4730	4640	4570
1/2 page island	4450	4360	4270	4180
1/2 page horiz.	4060	3980	3900	3850
1/3 page	3130	3070	3010	2960

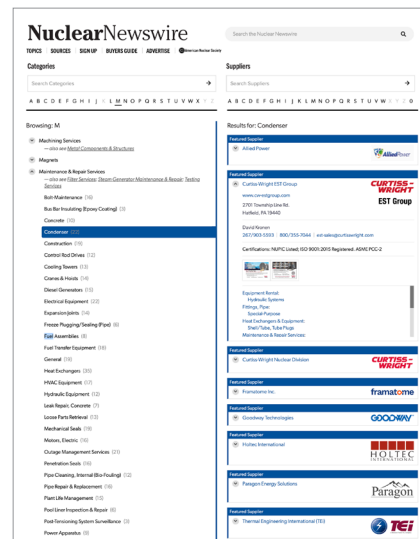
*Activates Featured Supplier designation and online database listing upgrades. Buyers Guide ad space reservations accepted until March 20, 2026.

Get Listed: Company listings are FREE!

It only takes a few minutes to create or update a basic listing for your company via the Buyers Guide webpage: ans.org/news/bg/listings/create

Become a Featured Supplier!

Stand out from the other 600 companies appearing in the corresponding ANS online database by becoming a Featured Supplier. Only print advertisers receive that designation, along with these additional online benefits: company logo, a listing boost to the top of category search results, and image of print ad displayed within listing.



JANUARY

The States of Nuclear

What's ahead for the U.S. nuclear industry and the U.S. states leading the nuclear resurgence, and highlights from 2025.

AD SPACE Dec. 3, 2025 **MATERIAL DUE** Dec. 5, 2025

FEBRUARY

Future Power

Coverage of the latest updates in new fusion and fission technology and deployments.

AD SPACE January 6 **MATERIAL DUE** January 8

MARCH

Annual Reference Issue

The 28th Annual Reference Issue, and features on nuclear trends around the world.

AD SPACE February 3 **MATERIAL DUE** February 5

APRIL

Off Grid: From Sea to Space

A wide-angle look at plans for unconventional nuclear power deployments.

AD SPACE March 4 **MATERIAL DUE** March 6

MID-APRIL

57th Annual Buyers Guide

Worldwide print and online products-services-suppliers directory—special 13th issue published every year!

AD SPACE March 20 **MATERIAL DUE** March 27

MAY

Capacity Factors

The latest capacity factors survey for U.S. reactors, and other features on U.S. nuclear fleet prospects.

AD SPACE April 1 **MATERIAL DUE** April 3

JUNE

Construction

From advanced reactors to microreactors and fuel cycle facilities, updates from those building now.

AD SPACE May 5 **MATERIAL DUE** May 7

JULY

I&C | ANS President's Profile

New and veteran reactors of all sizes and types need I&C. Also, introducing 2026–2027 ANS President Mark Peters.

AD SPACE June 3 **MATERIAL DUE** June 5

AUGUST*

32nd Annual Supplier Showcase

The annual Supplier Showcase issue will be aligned with key topics at the Nuclear Energy Conference & Expo (NECX) Featuring BOGO ad space/company profiles!

AD SPACE June 30 **MATERIAL DUE** July 2

SEPTEMBER

New Technology

Coverage of what's new, from reactors of all sizes to fuels, models, and tools.

AD SPACE August 4 **MATERIAL DUE** August 6

OCTOBER

Plant Maintenance

Featuring the teams that keep the nuclear fleet in good running order.

AD SPACE September 2 **MATERIAL DUE** September 4

NOVEMBER

40 Under 40

The 3rd annual *Nuclear News* 40 Under 40, and more on the growing nuclear workforce.

AD SPACE October 6 **MATERIAL DUE** October 8

DECEMBER

Waste Management

Key updates in waste management, including repurposing spent fuel and sites.

AD SPACE November 3 **MATERIAL DUE** November 5

Bonus Distribution

Check website for additional circulation at key conferences throughout the year.

Employment/Recruitment Ad Bonus

All *Nuclear News* employment ads include a free basic listing on the ANS online job board [ans.org/careers/finder]—automatically and at no extra cost.

* **August BOGO Advertiser Special:** Purchase a full-page or half-page advertisement and receive the equivalent amount of adjoining ad space free of charge for a company advertorial profile (extra \$800 charge added if color is used on free full-page profile).

DAILY EMAIL

Nuclear News Daily Email

ans.org/advertising/nndaily



ANS curated industry news from around the world.



Delivered daily to more than 36,000 subscribers averaging 23,230 daily views with a CTR of 3.32%.



Single or multi-week ad schedules available.

RATES

1-3 weeks	\$ 1750
4-11 weeks	1500
12-17 weeks	1250
18 or more	1000

Single send rates

Premier leaderboard (top)	\$ 750
Large block	850
Small block	690
Billboard	640
Secondary leaderboard	580

AD SPECIFICATIONS

Leaderboards premier and secondary positions

Size: 1000 x 124 px at 72 ppi

File type/size: PNG, JPG, less than 1MB

Billboard

Size: 2400 x 600 px at 72 ppi

File type/size: PNG, less than 2.5MB

Large ad block: Image, logo, text

(ANS places advertiser content in template)

- Image file type/size: PNG, JPG, 1980 x 730 px at 150 ppi min.
- Logo file type/size: EPS, PNG (transparent background), 40 px height max, 265 px max length
- Text limits: headline 54 characters/spaces
body copy 240 characters/spaces

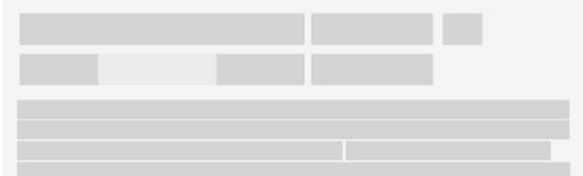
Small ad block Image and text

(ANS places advertiser content in template)

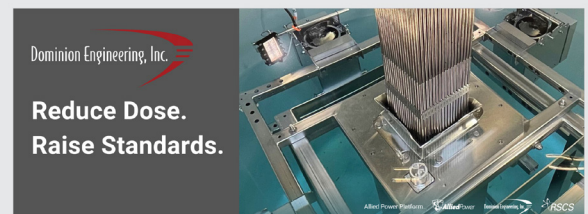
- Image file type/size: EPS, PNG, JPG, 658 x 553 px at 150 ppi min.
- Text limits: headline 34 characters/spaces
body copy 310 characters/spaces



Leaderboards



Large Ad Block



Lower Your Plant's Collective Radiological Exposure

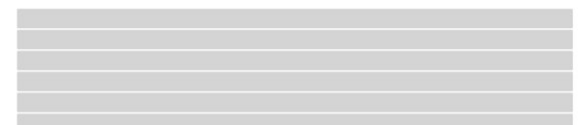
Reducing exposure means protecting people, improving outages, and sustaining performance. Dominion Engineering's technologies lower dose, support fuel reliability, streamline operations, align with ALARA, and reduce total cost of ownership.



Advertisement



Billboard



Small Ad Block



Harvard's Filter Testing Workshop

Meet the daily challenges of working with nuclear technology at Harvard T.H. Chan School of Public Health. Join the *In-Place Filter Testing Workshop* from July 21-25, 2025 to gain skills in testing and certifying systems containing HEPA filtration through interactive laboratory sessions and expert lectures.

Advertisement

Secondary leaderboard appears below (not shown)



Radwaste Solutions

Created by ANS in 1994, this specialty publication provides expanded - dedicated - semiannual coverage of the fastest growing segments of the nuclear field—worldwide D&D, environmental remediation, and waste management activities. Content is for companies and professionals involved with the generation, handling, treatment, cleanup, transportation, storage, or disposal of radioactive waste.

SEMIANNUAL ISSUES AD RATES

Ad Size	1x	2x
2-page spread	\$ 6160	5920
Full page	3300	3160
2/3 page	3070	2920
½ page island	2830	2710
½ page horiz.	2560	2480
1/3 page	2310	2250

All ad rates are in U.S. Dollars and include full color.

PREMIUM POSITIONS*

Page 1 or 5	rate +10%
Inside Front or Back Cover	rate +20%
Outside Back Cover	rate +25%

*Contact the Advertising Department for availability.

Sponsored Content

Bypass the *RS* editorial restrictions and peer review by placing Sponsored Content. This ad/article hybrid qualifies for special discounted rates! Your article will also have far greater reach beyond the pages of *RS* (see page 1 for additional benefits).

NET RATES

Sponsored Content (approximately 400 words per page)

2-pages	\$ 3350	Add a full page advertisement in the issue in which your Sponsored Content article appears for only \$1800
3-pages	4360	
4-pages	5330	

EDITORIAL CALENDAR & AD PLANNING GUIDE

SPRING

Waste Management and Transportation

Examining the safe management, storage, and treatment of all levels of radioactive waste, along with issues related to shipping nuclear materials.

AD SPACE January 27

MATERIAL DUE February 3

FALL

D&D and Environmental Remediation | 22nd Annual Buyers Guide

The latest in the decontamination and decommissioning of nuclear facilities and the environmental cleanup of legacy waste and contaminated sites, plus worldwide radwaste products, services, and suppliers directory.

AD SPACE August 7

MATERIAL DUE August 12

Ad Design Services

Our professional designer can build a dynamic print or digital 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!

Please allow one week to complete the design and layout of advertisements.

For more information and design rates, contact the Advertising Department.



ANS Webinar Hosting and Sponsorship

ans.org/advertising/webinars

Hosted Supplier Showcase Webinar

ANS will promote and host your webinar (up to one hour duration) on our platform. Preapproval of content and speakers is required.

Benefits

- Three pre-webinar marketing emails sent on your behalf to the ANS network of more than 30,000 contacts
- Webinar registration promoted on main ANS home page slider and within ads in Nuclear News Daily emails, and on ANS social media outlets (LinkedIn, Facebook, Instagram)
- Your webinar will be permanently archived within the overall ANS Webinars series web pages
- Dedicated web page provided for expanded company description, videos, power point presentations, speaker profiles, and more
- ANS sends post-webinar email to all who registered with your content and contact information

Hosted Event Rate: \$5400

ANS Webinar Series Sponsor

ANS hosts a series of webinars throughout the year (approximately 12-18 annually) featuring subject matter experts discussing a variety of topics of particular interest to the worldwide nuclear community. More than 13,000 professionals have attended our online events over the last 12 months. Sponsor a single topic, or commit to multiple placements throughout the year for a discounted series rate.

Benefits

- Logo with a link to an expanded company profile is archived on the webinars page for each event/topic you sponsor
- Ability to add a company description, video, and power point presentation
- Sponsors' logos are included in three pre-webinar emails to ANS network of 30,000 contacts and one post-webinar email to all webinar registrants
- Company logo recognition, as a sponsor, on main ANS home page slide promoting the upcoming webinar
- Recognition of your company as a sponsor by the moderator during the webinar
- Opportunity to have a representative from your company participate as a subject matter expert during the webinar (preapproval required)

SPONSORSHIP RATES

1 webinar	\$ 2,600
4 consecutive months	8,800
8 consecutive months	12,600
12 consecutive months	16,500

Note: Some government-related webinars may be excluded from sponsorship.

DECEMBER 9, 2024
SUPPLIER SHOWCASE
5 Critical Approaches to Accelerate Advanced Nuclear Enterprise Success with Digital Transformation
10:00-11:00AM (ET/EST) (12:00PM-1:00PM EST)
Available to All Users
Join us for an ANS Supplier Showcase webinar to discover how Dassault Systemes' 3DEXPERIENCE platform, powered by virtual twin technology, is redefining nuclear project execution, efficiency, and lifecycle management. [Read more...](#)
Sponsored By
DASSAULT SYSTEMES
Logo links to company profile.
NOVEMBER 13, 2024
SUPPLIER SHOWCASE
Dose-Free Radiation Visualization and Mitigation
1:00-2:00PM (ET/EST) (12:00-1:00PM EST)
Available to All Users
ans.org/webinars
ans.org/webinars/sponsor



DIGITAL ADVERTISING

ANS Notes & Deadlines

ans.org/advertising/nd ans.org/advertising/dsemails

Highlighting important ANS news and upcoming events, this HTML email is broadcast to the entire membership on the 10th of each month. Limited to one premium ad sponsorship per email. For 2025, the monthly averages were as follows: 9,560 delivered, open rate 46.2%, and click-through rate of 7.2%.

Exclusive Sponsorship

Includes top and bottom leaderboard banner positions as well as embedded banner with text.

NET RATE

\$2600

AD SPECIFICATIONS

JPG, PNG, or GIF files accepted; RGB color, 72 ppi/dpi minimum resolution; 1MB max file size.

Banner Size: 936 x 120 pixels

Text to accompany bottom banner: 180 characters total including spaces

Clickable Link: Please provide URL for click throughs; email open rates and click through rates available upon request



New

Dedicated Send Emails

ans.org/advertising/dsemails

Your Message Delivered Directly to Our Audience

Send a dedicated promotional email to ANS's subscriber list of over 30,000 nuclear industry professionals. Provide your HTML content, and ANS will send it on your behalf—giving you exclusive visibility to promote your initiatives, drive sales, and reach new customers.

Finalized HTML email code should be submitted at least 7 business days prior to the send date. Your HTML code will be imported and tested prior to sending. Please include a subject line for the email and optional pre-header.

Rate: \$6500

AD SPECIFICATIONS

Content provided by sponsors should meet the following criteria:

- Aligns with ANS's mission, values, and audience interests
- Not in direct competition with other ANS programs, including membership, conferences, professional development programs, and/or publications
- No misleading, controversial, sensitive claims, or political endorsements

ANS has final editorial control and reserves the right to decline any advertiser that does not meet content quality standards.



Advertising Impact Factors

How does your company market itself to their current and future customers?



Website

3.6 million+
Page views per year

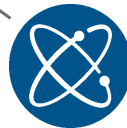
1.2 million
Active users



Emails

8.6 million+
Annual email views

36,000+
Daily email subscribers



Nuclear News and Radwaste Solutions

118,325
Printed copies in circulation

Nuclear News and Radwaste Solutions Readership

21%
Operations & Power



21%
Decommissioning,
Environmental Remediation,
& Waste Management



15%
National Labs &
Government agencies



31%
Young Professionals



42%
are decision-makers
holding managerial level
positions or higher



“Many a small thing has been made large by the right kind of advertising.”

– Mark Twain

AD MATERIAL SUBMISSION

Preferred file formats

- Print-ready PDF format
- Adobe Creative Suite 5 or later
- EPS vector format (all fonts and photos must be embedded)
- TIFF Bitmap format (300 dpi at full size)
- JPEG Bitmap format (300 dpi at full size, high-quality compression)

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.

Do not include crop marks, registration marks, color bars, or other “non-live” material in your ad. Including these can interfere with the proper printing of your materials.

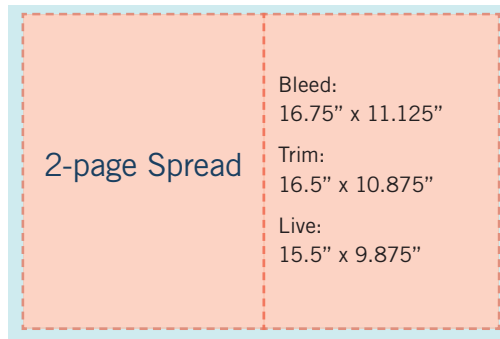
All supporting documents (Fonts, Pictures, Plug-ins, Xtentions) required for use with the files must be included. A laser copy of the ad should be included, with any spot colors clearly labeled. Alternatively, color separations or an Acrobat PDF proof may be sent. PDF proofs must be clearly marked as proofs only and not for production. Files sent electronically (via email 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 printed magazine.

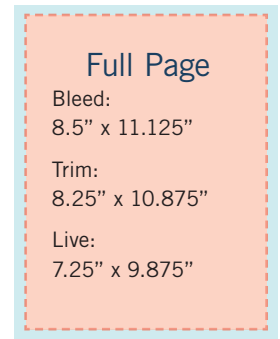
Where to send ad materials

WEB ans.org/advertising/upload

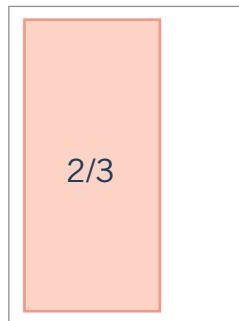
EMAIL advertising@ans.org



2-page spread w/bleed*



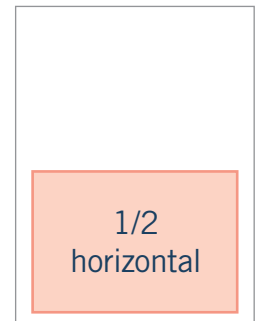
Full page w/bleed



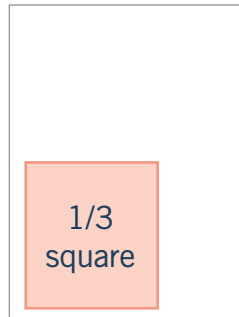
2/3 page
4.667" x 10.0"



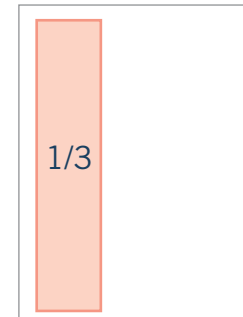
1/2 page island
4.667" x 7.375"



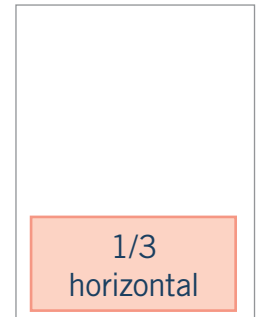
1/2 page horizontal
7.0" x 4.875"



1/3 page square
4.667" x 4.875"



1/3 page vertical
2.25" x 10.0"



1/3 page horizontal
7.0" x 3.375"

Column widths: 2.25" and 3.45"

Column length: 10.0"

Screen: 133 screen

Printing: Offset

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

*Due to variations in the binding process, please contact the Advertising Department (advertising@ans.org) for dimensions if you are interested in running a 2-page spread ad.



Specialty Print Options

Both magazines offer several specialized marketing opportunities to enhance your print ad campaign. Options include inserts, outserts, belly bands/cover wrap, gatefolds, etc. Please contact the Advertising Department at for rates and availability.

Products and Services Advertising

All nonemployment ad space originating in the United States is sold through our regional sales representatives. 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. In addition, the text from these ads will automatically be posted online to the ANS Career Finder job board for two months free of charge.

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.

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. Cancellations are NOT honored after the published ad space reservation deadline prior to the month of publication.

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 of print advertisements will be discounted to recognized ad agencies in the United States. Online and specialty print opportunities are noncommissionable. Invoices that remain unpaid beyond 60 days will be held responsible for the entire gross amount.

Ad Sales Reps & Support

MID-ATLANTIC | MIDWEST | NORTHEAST

CT, DC, DE, IA, IL, IN, KS, KY, MA, ME, MD, MI, MN, MO, NC, ND, NE, NH, NJ, NY, OH, OK, PA, RI, SC, SD, TN, VA, VT, WI & WV

Barry Kingwill

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barry@kingwillco.com

Jim Kingwill

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C: 847-971-3294

jim@kingwillco.com

ANS ADVERTISING OFFICE

Jeff Mosses

Director of Advertising and Sponsorships

T: 708-579-8225

C: 708-220-8699

jmosses@ans.org

Erica McGowan

Advertising Production Specialist

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emcgowan@ans.org

SOUTHEAST | WEST | INTERNATIONAL

AL, AR, AZ, CA, CO, FL, GA, ID, LA, MS, MT, NM, NV, OR, TX, UT, WA & WY. Asia, Canada, Europe, Latin America, United Kingdom and any other territory outside the continental United States.

Ad Design Services

Our professional designer can build a dynamic print or digital 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!

Please allow one week to complete the design and layout of advertisements.

For more information and design rates, contact the Advertising Department.

The trusted media partner for the worldwide
nuclear community for more than 65 years.
Make advertising with ANS part of your
annual marketing budget today!



ans.org/advertising
advertising@ans.org
708-579-8226

NN SRDS ID: 004299-000
RS SRDS ID: 875960-000