More than a year into the redesign and refocused content, the feedback about the “reimagined” *Nuclear News* has been incredibly positive! Companies can continue to rely on the industry’s leading trade publication to deliver their marketing message to the ANS global network of more than 40,000 members and subscribers.

Monthly cover stories address timely topics of particular interest to the worldwide nuclear community, while regular departments recap recent headlines and highlight the newest innovations and technologies provided by the vendors who help power all aspects of the nuclear field.

**Print Advertising • Color Insertion Rates**

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

### MONTHLY ISSUES

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<td>1940</td>
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### 53rd ANNUAL BUYERS GUIDE

<table>
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<td>2110</td>
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</tbody>
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Buyers Guide ad reservations accepted until March 10, 2022.

†Black and white ad option is available - deduct $1000 from rates listed above.

**SPONSORED CONTENT**

The perfect outlet to convey your newest technologies/innovations or recent project success to the widest audience. Also, you control the content, timing, and messaging (as Sponsored Content is not subject to peer review or the *NN* editorial process). By integrating your brand into ours, we’ll deliver your corporate messaging to the ANS membership and broader nuclear community (more than 40,000 subscribers), who rely on our magazine and website to help stay informed.

- Content and images for editorial are supplied by the advertiser and design is completed by *NN* Design Specialist
- Printed in one monthly issue (not available in Buyers Guide)
- Posted on Newswire for 30 days (with a link to your site) and included in one Friday broadcast email
- Promoted within that issue’s *NN* member notification email

**NET RATES**

**Editorial content only** (approx. 400 words per page), **no ad**:

- $3500 two pages
- 4815 three pages
- 5950 four pages

**Editorial content, plus print ad(s):**

- $5575 one page of editorial content & one ad page
- 6950 two pages of editorial content & one ad page
- 8965 three pages of editorial content & one ad page (or two pages of editorial content & two ad pages)

**PREMIUM POSITIONS**

<table>
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<tr>
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<th>Rate Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 1, 3, or 5</td>
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</tr>
<tr>
<td>Inside Front Cover</td>
<td>+20%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>+20%</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>+25%</td>
</tr>
</tbody>
</table>

*Contact the Advertising Department for availability.*
# NuclearNews

## Editorial Calendar • Advertising Planning Guide

### JANUARY
- **Review & Predictions**
  - **AD SPACE**: Nov. 30, 2021
  - **MATERIAL DUE**: Dec. 2, 2021

### FEBRUARY
- **Fuels**
  - **AD SPACE**: January 5
  - **MATERIAL DUE**: January 7

### MARCH
- **Reference Issue & International Nuclear Power**
  - **AD SPACE**: February 3
  - **MATERIAL DUE**: February 7
  - **WM Symposia**

### APRIL
- **University Programs**
  - **AD SPACE**: March 3
  - **MATERIAL DUE**: March 7

### MID-APRIL
- **53rd Annual Buyers Guide**
  - *Worldwide products-services-supplier directory*
  - **AD SPACE**: March 10
  - **MATERIAL DUE**: March 17

### MAY
- **Capacity Factors & Economics**
  - **AD SPACE**: April 5
  - **MATERIAL DUE**: April 7
  - **International Conference on Physics of Reactors**

### JUNE
- **Sustaining the Fleet**
  - **AD SPACE**: May 3
  - **MATERIAL DUE**: May 5
  - **ANS Annual Meeting**
    - Embedded topicals:
      - Nuclear Criticality Safety Division Topical
      - Technology of Fusion Energy

### JULY
- **The Water Issue & ANS President’s Profile**
  - **AD SPACE**: June 3
  - **MATERIAL DUE**: June 7
  - **Health Physics Society Annual Meeting**

### AUGUST
- **28th Annual Vendor/Contractor Issue**
  - **Buy 1-Get 1-FREE**
  - **AD SPACE**: June 30
  - **MATERIAL DUE**: July 6
  - This issue has year-round circulation and the special section is posted to the ANS website.
  - **Utility Working Conference**

### SEPTEMBER
- **Licensing**
  - **AD SPACE**: August 3
  - **MATERIAL DUE**: August 5
  - **ICRS 14/RPSD 2021**

### OCTOBER
- **Plant Maintenance & Outage Management**
  - **AD SPACE**: September 2
  - **MATERIAL DUE**: September 6

### NOVEMBER
- **Waste Management**
  - **AD SPACE**: October 3
  - **MATERIAL DUE**: October 5
  - **ANS Winter Meeting and Nuclear Technology Expo**
    - **Embedded topical**:
      - International High-Level Radioactive Waste Management

### DECEMBER
- **Operations**
  - **AD SPACE**: November 1
  - **MATERIAL DUE**: November 3

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* Bonus Distribution: subject to change due to COVID restrictions; refer to monthly promo on website to verify distribution locations.
* 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 charge if color is used on the second page).
Radwaste Solutions

A specialty magazine providing expanded coverage of worldwide decommissioning, environmental remediation, and waste management activities. Feature articles discuss the generation, handling, treatment, cleanup, transportation, storage, and disposal of radioactive waste. Articles are contributed by people working with utilities and those involved in U.S. DOE site work, in the medical, legal, university, consulting, and commercial areas, and from all levels of government.

Print Advertising • Color Insertion Rates
All ad rates are in U.S. Dollars and include full color†.

SEMIANNUAL ISSUES

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PREMIUM POSITIONS*

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<td>rate +20%</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>rate +25%</td>
</tr>
</tbody>
</table>

*Contact the Advertising Department for availability.
†Black and white ad option is available - deduct $1000 from rates listed above.

Editorial Calendar • Advertising Planning Guide

SPRING

Waste Management and Transportation

AD SPACE February 3 • MATERIAL DUE February 10
- Waste Management Conference (WM2022)
- Decommissioning Strategy Forum
- 16th Annual RadWaste Summit

FALL

18th Annual Buyers Guide
D&D and Environmental Remediation

AD SPACE August 5 • MATERIAL DUE August 12
- 23rd Annual ETEBA Business Opportunities Conference
- ANS Winter Meeting and Nuclear Technology Expo

SPONSORED CONTENT

By request, the popular Sponsored Content outlet that Nuclear News magazine introduced is now available in Radwaste Solutions as well. Similar to NN, RS will publish your radwaste-related messaging in our Spring or Fall issue, post/archive on the Newswire web page, and promote the content within a monthly membership email. SC is not subject to peer review or the RS feature article criteria.

NET RATES

**Editorial content only** (approx. 400 words per page), **no ad**:
- $2920 two pages
- 3800 three pages
- 4650 four pages

**Editorial content, plus print ad(s):**
- $4500 one page of editorial content & one ad page
- 5730 two pages of editorial content & one ad page
- 7350 three pages of editorial content & one ad page (or two pages of editorial content & two ad pages)
Since ANS accepted its first advertisement in 1960, we have proudly partnered with more than 1,600 worldwide companies and organizations to help deliver marketing messages to the nuclear community—more than 40,500 ad pages sold and counting!

Print & Digital: Every issue is delivered to nearly 11,000 readers residing throughout 54 countries, including attendees at key industry events.

Online: Gain exposure to the more than 600,000 unique individuals that visit our website every year.

If you aren’t doing so already, advertise, subscribe, and join today to further strengthen the unified voice of ANS and enhance the magazines that deliver the innovation, technology, and articles the worldwide nuclear community has come to rely on for more than 60 years.

Inside the numbers…

2,600+ readers in the Operations and Power segments of the nuclear field

3,400+ readers in the specialized Decommissioning, Environmental Remediation, and Waste Management areas

1,500+ readers from National Labs and Government agencies

42% of our readers active within the nuclear workforce hold managerial level titles or higher—our magazines are read by the decision-makers you need to reach.

An additional 1,600 student members (more than half in graduate-level programs) represent your future customers and employees.

ANS—a membership that matters!

If you are not an individual or organizational member already, please consider joining the American Nuclear Society’s growing global network of supporters. ANS is the premier society for professionals who want to advance their careers, exchange knowledge, advocate for their field, and help shape the future of nuclear science and technology.

Print and online subscriptions to Nuclear News and Radwaste Solutions magazines are two of the many membership benefits. Be a part of the future and join the ANS community today at ans.org/join.

"Stopping advertising to save money is like stopping your watch to save time." — Henry Ford

ans.org/advertising - advertising@ans.org
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, Plugins, Xtensions) 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

*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.*
**AD DESIGN SERVICES**

Our professional designer can build a dynamic print or online 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!

- Create new ads
- Update existing ads

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

For more information and design rates, contact the Advertising Department or email addesign@ans.org.

---

**ADVERTISING OFFICE**

Erica McGowan  
*Advertising Production Specialist*  
emcgowan@ans.org  
T: 708-579-8226

---

**Ad Sales • 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**  
barry@kingwillco.com  
T: 847-537-9196  
C: 847-971-3295

**Jim Kingwill**  
jim@kingwillco.com  
T: 847-537-9196  
C: 847-971-3294

**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.

**Jeff Mosses**  
*Director of Sales*  
jmosses@ans.org  
T: 708-579-8225 • C: 708-220-8699

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**ADDITIONAL INFORMATION**

**Specialty Print Options**

Both magazines offer several specialized marketing opportunities to enhance your print ad campaign. Options include inserts, outserts, belly bands, gatefolds, etc. Please contact the Advertising Department at advertising@ans.org or 708-579-8225 for rates and availability.

**Products and Services Advertising**

All non-employment 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 by emailing advertising@ans.org or calling 708-579-8226. 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.

---

**ADDITIONAL INFORMATION**

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Our professional designer can build a dynamic print or online 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!

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- Update existing ads

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**Barry Kingwill**  
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C: 847-971-3295

**Jim Kingwill**  
jim@kingwillco.com  
T: 847-537-9196  
C: 847-971-3294

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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.

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**ANS Notes & Deadlines**
ans.org/advertising/nd

Highlighting important ANS items and upcoming events, this HTML email is broadcast to the entire membership on the 10th of each month. For 2021, the monthly averages were as follows: 8,631 delivered, open rate 35 percent, and click-through rate of 12.8 percent.

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**Nuclear Newswire**
ans.org/news

Attracting more than 60,000 unique visitors per month, Nuclear Newswire has quickly become the go-to resource for the worldwide nuclear community. Newswire consolidates daily content from both ANS magazines and other sources. More than 40,000 subscribers receive a weekly recap of the top headlines that generated the most online traffic. There are multiple banner positions available within each broadcast email. In addition, there is a single premium ad position near the top of the Nuclear Newswire web page, for a text banner.

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**EMAIL MARKETING**

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**NET RATE**

| Top & Embedded | $2660  |
| Bottom & Embedded | $2160  |

**AD SPECIFICATIONS**

Acceptable File Formats: JPG or PNG only (no animation). All files must be RGB colors; non-Flash images; no tags allowed.

Banner: 468 x 60 pixels at 72 dpi (max 120 kb)

Text to accompany embedded banner: 340 total characters (including spaces).

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**EMAIL BANNER NET RATE**

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<td>12x</td>
<td>525</td>
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<td>26x</td>
<td>450</td>
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**EMAIL BANNER AD SPECIFICATIONS**

Acceptable File Formats: JPG or PNG only (no animation). All files must be RGB colors; non-Flash images; no tags allowed.

Banner: 728 x 90 pixels at 72 dpi (max 120 kb)

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**TEXT BANNER NET RATE**

<table>
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<td>1 month</td>
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</table>

**TEXT BANNER SPECIFICATIONS**

Image: 640 x 320 with up to 340 total characters of text (including spaces). Only available on web page, see sample ad placement on next page.
ANS Banner Ads
ans.org/adsvertising/online

Five different banner sizes and formats are offered. At least one banner is displayed on every page throughout the entire ANSI website, as well as all mobile devices and tablets. All banners are simultaneously rotated throughout the site, including such marquee pages as the main home page, Newswire page, and meetings pages. Traffic reports showing your views and links are available upon request.

Package 1: Large leaderboard and mobile banner (must link to same URL). Large leaderboard ads run on all pages just above the footer area.

Package 2: Package 1 formats plus skyscraper, leaderboard, and banner. Skyscraper ads run on secondary pages on left side below secondary navigation area. Leaderboard ads are positioned below lead story on Newswire, as well as some mobile devices.

NET RATE Package 1 Package 2
1 month $1380 $2070
3 months 2390 3260
6 months 3660 4620
12 months 5410 6710

AD SPECIFICATIONS
Acceptable File Formats: GIF, JPG, PNG. All files must be RGB colors; non-Flash images; no tags allowed.

Large leaderboard: 970 x 90 pixels at 72 dpi (max 120kb) (must include mobile banner version of the ad for use on mobile devices)

Mobile banner: 300 x 250 pixels (max 120kb)

Skyscraper: 160 x 600 pixels at 72 dpi (max 120kb)

Leaderboard: 728 x 90 pixels at 72 dpi (max 120kb)

Banner: 468 x 60 pixels at 72dpi (max 120kb)
Nuclear News mid-April Buyers Guide is the premier commercial reference publication the nuclear industry has come to rely on since 1970. Published as a special 13th issue of Nuclear News (included with a subscription to Nuclear News, or can be purchased separately), this annual nuclear directory lists more than 600 worldwide companies throughout 475 categories of products and services that have applications in the nuclear community.

The Buyers Guide includes the following sections:

• Nuclear Products, Materials & Services Directory (the 475 categories of products, materials, and services that are used in the nuclear industry with a listing of suppliers for each)

• Directory of Suppliers (alphabetical listing of suppliers [by country], which includes the supplier’s name, location, contact personnel, telephone numbers, email address, web address, and nuclear certification information, where applicable)

COMPANY LISTINGS ARE FREE!
It only takes a few minutes to create a free listing for your company in the Nuclear News Buyers Guide.

Go to ans.org/advertising/newnnbg

If your company already has a free listing, the contact(s) we have on file will receive an email from us in mid-January each year to verify or update the listing. To ensure that we are publishing accurate information, this must be completed each year in order to be included in the directory.

Radwaste Solutions Buyers Guide (published within the Fall issue of Radwaste Solutions) lists nearly 500 worldwide companies that supply 173 products or services that are utilized by the specialized radioactive waste management and site cleanup and remediation segments of the nuclear field.

The Directory of Suppliers section provides contact information (by company/country) and indicates the products and services each industry vendor supplies or provides. The Product Listings section lists the 173 categories of products and services utilized by DOE cleanup and remediation sites and civilian decommissioning projects, as well as radioactive waste management projects in both the utility and nonpower/nongovernmental segments of the industry in the United States and internationally. Companies that are active within this segment of the nuclear industry are listed under each product listing that is representative of their business or area of expertise.

COMPANY LISTINGS ARE FREE!
It only takes a few minutes to create a free listing for your company in the Radwaste Solutions Buyers Guide.

Go to ans.org/advertising/newrsbg

If your company already has a free listing, the contact(s) we have on file will receive an email from us in July each year to verify or update the listing. To ensure that we are publishing accurate information, this must be completed each year in order to be included in the directory.
Nuclear News

See why nearly 11,000 readers worldwide rely on Nuclear News to help stay informed. Published since 1959, Nuclear News is recognized as the flagship trade publication serving the nuclear community.

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