Nuclear News

*Nuclear News* has been refreshed to illuminate today’s nuclear community. All-new sections include Leaders, Nuclear Trending, Nuclear Notables, Spotlight, A Critical Look, Atoms, and *NN Asks.)*

In addition, *Nuclear News* continues to present news on plant operations, maintenance and security, policy and legislation, international developments, waste management and fuel, and business and contract awards. Also covered are research and nonpower applications of nuclear science and technology, including nuclear medicine, food irradiation, and space nuclear applications. The popular *ANS News*, which contains information for and about ANS members, has been incorporated into the monthly magazine.

Print Advertising | Color Insertion Rates

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

**MONTHLY ISSUES**

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**52nd ANNUAL BUYERS GUIDE**

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Buyers Guide ad reservations accepted until March 10, 2021

**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 15,000 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)
- Promoted within *NN* member notification email

**NET RATES**

**Editorial content only** (approx. 600 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***

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<th>Position</th>
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<tr>
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<tr>
<td>Inside Back Cover</td>
<td>+20%</td>
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<tr>
<td>Outside Front Cover</td>
<td>+25%</td>
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*Contact the Advertising Department for availability.
†Black and white ad option is available - deduct $1000 from rates listed above.
Editorial Calendar | Advertising Planning Guide

JANUARY
Fusion Energy
AD SPACE Nov. 30, 2020 | MATERIAL DUE Dec. 2, 2020

FEBRUARY
Politics | Education, Training & Workforce Issues
AD SPACE January 5 | MATERIAL DUE January 7
• CONTE 2021 - Conference on Nuclear Training and Education: A Biennial International Forum

MARCH
World List of Nuclear Power Plants | Fukushima
AD SPACE February 3 | MATERIAL DUE February 5
• WM Symposia 2021
• PowerGen International

APRIL
Advanced Reactors
AD SPACE March 3 | MATERIAL DUE March 5
• ANS Student Conference
• M&C 2021 - International Conference on Mathematics and Computational Methods Applied to Nuclear Science and Engineering

MID-APRIL
52nd Annual Buyers Guide
Worldwide products-services-supplier directory
AD SPACE March 19 | MATERIAL DUE March 24
Place your ad in the category that is most representative of your business.

MAY
Capacity Factors | Economics
AD SPACE April 5 | MATERIAL DUE April 7

JUNE
Instrumentation & Controls
AD SPACE May 3 | MATERIAL DUE May 5
• ANS Annual Meeting
  Embedded topical: NPIC&HMIT 2021 - 12th Nuclear Plant Instrumentation, Control and Human-Machine Interface Technologies

JULY
Health Physics | Isotopes & Radiation
AD SPACE June 3 | MATERIAL DUE June 7

AUGUST
27th Annual Vendor/Contractor Issue
Buy 1-Get 1-FREE*
AD SPACE July 5 | MATERIAL DUE July 7
This issue has year-round circulation and the special section is posted to the ANS website.
• Utility Working Conference
• PSA 2021 - International Topical Meeting on Probabilistic Safety Assessment and Analysis

SEPTEMBER
Probabilistic Risk Assessment
AD SPACE August 3 | MATERIAL DUE August 5
• World Nuclear Association Symposium 2020
• ICRS 14/RPSD 2021

OCTOBER
Plant Maintenance | Outage Management
AD SPACE September 3 | MATERIAL DUE September 7
• ANS Winter Meeting

NOVEMBER
Decommissioning & Decontamination
AD SPACE October 4 | MATERIAL DUE October 6

DECEMBER
Game-Changing Leaps
AD SPACE November 3 | MATERIAL DUE November 5

• 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

Radwaste Solutions is 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.

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PREMIUM POSITIONS*

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

*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 (WM2021)

FALL
17th Annual Buyers Guide
D&D and Environmental Remediation
AD SPACE August 6 | MATERIAL DUE August 11
• Decommissioning Strategy Forum
• 15th Annual RadWaste Summit
• 22nd Annual ETEBA Business Opportunities Conference
• ANS Winter Meeting and Nuclear Technology Expo

• Bonus Distribution: subject to change due to COVID restrictions; refer to promo on website to verify distribution locations.

Sponsored Content

By request, the popular Sponsored Content outlet that Nuclear News magazine introduced last year 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. 600 words per page), **no ad**:
$2080 two pages
2860 three pages
3530 four pages

**Editorial content, plus print ad(s):**
$3310 one page of editorial content & one ad page
4130 two pages of editorial content & one ad page
5325 three pages of editorial content & one ad page (or two pages of editorial content & two ad pages)
TIMELY CONTENT + TARGET AUDIENCE = your ad dollars working for you!

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 40,000 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 240,000 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 industry 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.

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.

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, 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

*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 three weeks to complete the design and layout of advertisements.

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

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 2020, the monthly averages were as follows: 7,398 delivered, open rate 38.4 percent, and click-through rate of 15.3 percent.

**NET RATE**

| Top & Bottom | $ 2580 |
| Embedded     | 2100   |

Newswire
ans.org/news
Launched in mid-2020 in conjunction with the redesign of the ANS website and initiative to deliver information in a more timely manner, Newswire has quickly become the go-to resource for the worldwide nuclear community. Newswire consolidates daily content from all ANS publications and communication outlets, as well as outside sources. More than 15,000 subscribers receive a weekly recap of the top headlines that generated the most online traffic. There are multiple premium banner positions available each week, embedded within the broadcast email.

**NET RATE**

| 1x | $500 |
| 4x | 425  |

**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 40 kb)
Online ads
ans.org/advertising/online

Four different banner sizes and formats are offered. At least one banner is displayed on every page throughout the entire ANS 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: leaderboard and mobile banner (must link to same URL). Leaderboard ads run on all pages just above the footer area.

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

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<th>NET RATE</th>
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<td>12 months</td>
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AD SPECIFICATIONS
Acceptable File Formats: GIF, JPG, PNG. All files must be RGB colors; non-Flash images; no tags allowed.

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)

Banner: 468 x 60 pixels at 72 dpi (max 40 kb)

ANS Career Center
ans.org/career

The ANS Career Center is the premier online forum for employers to recruit qualified nuclear candidates (via electronic job postings) or search individual ANS member resumés. As a value-added service, when you purchase an employment ad in Nuclear News, the text from your print ad is automatically posted to the job board for two months. Alternatively, create and manage an Employer Services account online and post your open position today. Each credit purchased is valid for a single job description (31 day posting) or can be applied to an existing job description to extend the posting for an additional 31 days. Buy in bulk and save - credits never expire!

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<td>Resumé Access*</td>
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*Access to search the ANS member resumé database requires pre-approval. Email advertising@ans.org.

ans.org/advertising | advertising@ans.org
Radwaste Solutions Buyers Guide (published within the Fall issue of Radwaste Solutions) lists nearly 350 worldwide companies that supply 165 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 165 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 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 700 worldwide companies throughout 483 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 483 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, complete mailing address, contact personnel, telephone and fax 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**

*Radwaste Solutions* is considered essential reading for all professionals, contractors and companies involved in the decommissioning, environmental remediation, and waste management segments of the nuclear field.

The corporate subscription rate for 2021 is $500 (plus $30 postage for subscriptions mailed outside of North America), which includes two semiannual print editions, Spring (March) and Fall (September), as well as online access for an unlimited IP range of desktop users at your location. All past issues (over 1500 articles), from 1994-present, are archived online and fully searchable. Alternatively, an online subscription rate is $450 for Electronic Access only, 1994–present issue. Order online at ans.org/store/item-RWS or call 1-708-579-8207.

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**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.

The corporate subscription rate for 2021 is $670 (plus $80 postage for subscriptions mailed outside of North America), which includes 13 print issues (12 monthly issues plus the Buyers Guide) as well as online access for an unlimited IP range of desktop users at your location. All past issues, from 1959–present, are archived online and fully searchable. Alternatively, an online subscription rate is $590 for Electronic Access only, 1959–present issue. Order online at ans.org/store/item-NN or call 1-708-579-8207.

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**How to Submit Editorial Content**

**Nuclear News**

The following are items that editorial staff will consider for placement in the magazine:

- Business developments: Contracts, new facilities, new companies, mergers, acquisitions, marketing agreements, etc.
- Calendar items: Nuclear-related meetings, Short Courses, Calls for Papers
- People: New hires, promotions, awards, obituaries, etc.
- Cut-and-caption stories
- Applications stories
- Feature articles

For detailed specifications and specific contact information, please see our website: ans.org/nn

**Radwaste Solutions**

The following are items that editorial staff will consider for placement in the magazine:

- Press releases on news, new products, business developments, people items, and meeting announcements
- Feature articles: Articles of interest to the waste management, decommissioning, and environmental remediation industries – general trends, significant ideas or concepts, new or upgraded technology, historical overviews, operating experience, or lessons learned

For detailed information, please see our website: ans.org/rs

Press releases should be sent to the editor, Tim Gregoire, timg@radwastesolutions.org.
More than 40,000 ad pages sold... and counting!