

# NuclearNews

AUGUST 2021

## 27th Annual Vendor/Contractor Profile Issue

Our annual Vendor/Contractor Profile issue offers 2-for-1 ad space. This twofold marketing opportunity is a great way to highlight your company's capabilities, products and services, past accomplishments, or future plans. Your advertorial communicates a profile of your company to potential customers at a level of detail much greater than an advertisement alone.

### BUY ONE—GET ONE FREE

Purchase a  $\frac{1}{2}$ -page ad and receive a full page of space, purchase a full-page ad and receive a 2-page spread! The adjoining FREE space is to be used for an advertorial profile of your company. Advertorial space is only offered in the August issue.

### VALUE ADDED BENEFITS

A PDF of the Vendor/Contractor Profile section is posted to the ANS website for the entire year!

### Advertising Deadlines

**AD SPACE** Friday, June 30

**AD MATERIAL** Tuesday, July 6

Reserve your ad space today!

[ans.org/advertising/nn](http://ans.org/advertising/nn) | [advertising@ans.org](mailto:advertising@ans.org)

With nearly 11,000 readers throughout 54 countries, *Nuclear News* is the flagship trade publication serving the nuclear community.

Since the magazine accepted its first advertisement in 1960, nearly 40,000 ad pages have been purchased by companies, organizations, or government agencies that are performing or seeking work throughout the nuclear field. To stand out in this highly competitive market, we invite you to join the hundreds of companies that advertise their capabilities.

ADVERTISEMENT

— Ad space —

### Zothecas verecunde corrumperet catelli

Umbraezi praemuniet Pompeii, ut saburre vocifical Octavius, et rures suffragant adfudabiles apparatus bellis, Catelli infelicit deciperunt umbraculi, quamquam quadrupes insectat fragilis cathedras, Adfabilis chirographi lucide amputat syrites, semper lascivius umbraculi divinus fermentat matrimonii, ut Augustus imputat bellis fiducia suis, Medusa deciperet rures.

#### Cathedras fortiter

Cathedras fortiter imputat  
Iaudabilis chirographi celerit  
braculi, ut perspicax zotheca  
um sanctet saburre, etiam frag  
aegre celeter amputat frag  
sero syrites, ut Octavius,

Agricola sati lucide senesceret Caesar,

Zothecas misere chirographi, iam agricola

Iee conubium sanctet cathedras, quod fiducia

suis fortiter locari agricola.

Adlauabilis saburre corrumperet appara

tus bellis, iam fragilis ossifragi deciper

catelli, etiam zothecas corrumperet catelli,

imputat amputat amputat amputat amputat

Umbraezi misere a syrites, quamquam mat

rimoni praemuniet adfudabilis fiducia suis,

Zothecas divinus imputat utilitas concu

bine, etiam verecundus catelli negligenter in

secat pessimum adfabilis saburre, quod

syrites corrumperet aegre pretiosius ossifragi,

Matrimoni imputat tremulus agricola, Per-

spicax rures insectat versendumus appetitus  
bellis, Octavius amputat quadrupes, etiam ad  
fabilis apparatus bellis lucide suffragant catelli,  
ut utinque zothecas celeter circumgrederet  
chirographi. Quinquennalis cathedras adquir-  
eret Pompeii,

#### Gulosis fiducia

Gulosis fiducia suis fortiter suffragant  
cubine, quo n*on* i

missere fiducia suis, Invercundus verecundus

zothecas insectat Octavius,

Satis gulosis chirographi celeter amputat

pessimum adfabilis cathedras,

Pompeii imputat pretiosus ossifragi, quod

agricola negligenter suffragant saburre, et

utilitas matrimonii senesceret concubine, ut

umbraezi, ut adfabilis cathedras amputat chi-

rographi. Quinquennalis um-

Medusa, Adfabilis concubine

icia suis, semper plane preto

lii agnoscit concubine, Umbra-

uli imputat bellus concubine, tam saetosus

matrimoni lucide corrumperet lascivius agricola.

Saburre locari gulosis

Saburre locari gulosis umbraezi, Adfabilis

chirographi praemuniet oratori, utunque

cathedras amputat bellus oratori, quod

quadrupes suffragant chirographi, utunque

cathedras pessimum fortiter agnoscit

saburre, quod saetosus cathedras divinus cir-

cupatur, ut adfabilis cathedras adquireret

agricola, ut adfabilis cathedras adquireret

**Don't miss out on the largest issue of the year!**

# NuclearNews

## 27th Annual Vendor/Contractor Profile Issue

Thank you to these companies that participated in 2019-2020.

Aecon-Wachs	Perma-Fix Environmental Services, Inc.
AZZ Nuclear	Petersen Inc.
Babcock Power	Premier Technology
BHI Energy	PSStech
BIRNS Inc.	Reef Industries, Inc.
Brokk Inc.	Remote Ocean Systems
CableLAN Nuclear, Inc.	Rolls-Royce
Canadian Nuclear Laboratories	RPC Radiy
Curtiss-Wright EST Group	RSCC Wire & Cable, LLC
Exchange Monitor Publications & Forums	Sandvik Materials Technology
F&J Specialty Products, Inc.	Sargent & Lundy LLC
Framatome Inc.	SSM Industries, Inc.
Frham Safety Products, Inc.	System One Services
GSE Solutions	Thermo Scientific - CIDTEC
Hayward Tyler Inc.	Utilities Service Alliance, Inc.
Holtec International	UUSA
Idaho National Laboratory	Westinghouse Electric Company LLC
InterTest, Inc.	WMG, Inc.
ISEC Monitoring Systems	
L3 Harris	
Ludlum Measurements, Inc.	
MarShield Nuclear	
Mirion Technologies (Sensing Systems Div.)	
NAC International	
NuScale Power	
Oak Ridge National Laboratory	
Paragon	
Performance Improvement International	

### 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](mailto:addesign@ans.org).

## **ADVERTISING AND ADVERTORIAL SHAPES AND SIZES\***

Full Page Advertisement + Full Page Advertorial

## Full Page Advertisement

Live Area: Trim Size: Bleed Size:  
7.08" x 10" 8.25" x 10.875" 8.5" x 11.125"  
(42p6 x 60p0) (49p6 x 65p3)



## Full Page Advertorial

Column Width: Gutter: Depth:  
2.25" (13p6) 0.167" (1p0) 10" (60p0)

Please specify which page (advertisement or advertorial) is to be on the left and which is to be on the right.



\*Applies to the VENDOR/CONTRACTOR PROFILE SPECIAL SECTION IN THE August issue of *Nuclear News* only.

# ADVERTISING AND ADVERTORIAL SHAPES AND SIZES

## 1/2-Page Island Advertisement + 1/2-Page Advertorial

**ADVERTISEMENT**

### Zothecas verecunde corrumperet catelli

Umbracul praeuniet Pompeii, ut sabrū vocificat Octavius, et nures suffragant adiuvato apponunt bellū. Cathedras cōfiterū decipit umbracul, q̄d zothecas insecat foigas cathedras. Artifis chirographi lucide amputā sytes, semper lastōvias dūvinae fermetat matrimonī, ut Augustus impudēt foixus suis. Medusa deciperet rures.

**Cathedras fortiter**

Cathedras fortiter impudēt quidam, et adiuvato apponunt bellū. Cathedras adiuvato apponunt bellū, ut perspicz zothecas fortiter contut.

**Advertisement: Left**

Half Island Ad Space  
4.667" x 7.375"  
(28p0 x 44p3)

**ADVERTISEMENT**

### Zothecas verecunde corrumperet catelli

Umbracul praeuniet Pompeii, ut sabrū vocificat Octavius, et nures suffragant adiuvato apponunt bellū. Cathedras cōfiterū decipit umbracul, q̄d zothecas insecat foigas cathedras. Artifis chirographi lucide amputā sytes, semper lastōvias dūvinae fermetat matrimonī, ut Augustus impudēt foixus suis. Medusa deciperet rures.

**Cathedras fortiter**

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**Sabrū locat gulosus**

Sabrū locat gulosus umbracul. Artifis chirographi praeuniet oratori, ut sabrū vocificat Octavius.

**Cathedras fortiter**

Cathedras fortiter impudēt quidam, et adiuvato chirographi adiuvato apponunt bellū, ut perspicz zothecas fortiter contut.

**Sabrū locat gulosus**

Sabrū locat gulosus umbracul. Artifis chirographi praeuniet oratori, ut sabrū vocificat Octavius.

**Advertisement: Right**

Half Island Ad Space  
4.667" x 7.375"  
(28p0 x 44p3)

## 1/2-Page Advertorial - Left hand page

Column Width:	Gutter: 0.167"	Depth: Columns 1 & 2: 2.25"	Column 3: 10" (60p0)
(13p6)	(1p0)	2.312"	(14p0)

## 1/2-Page Advertorial - Right hand page

Column Width:	Gutter: 0.167"	Depth: Column 1: 10" (60p0)	Columns 2 & 3: 2.312"
(13p6)	(1p0)	2.312"	(14p0)

Advertisers/agencies MUST submit half-page island layouts in both left-hand and right-hand page formats.

**ADVERTISEMENT**

### Zothecas verecunde corrumperet catelli

Umbracul praeuniet Pompeii, ut sabrū vocificat Octavius, et nures suffragant adiuvato apponunt bellū. Cathedras cōfiterū decipit umbracul, q̄d zothecas insecat foigas cathedras. Artifis chirographi lucide amputā sytes, semper lastōvias dūvinae fermetat matrimonī, ut Augustus impudēt foixus suis. Medusa deciperet rures.

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Sabrū locat gulosus umbracul. Artifis chirographi praeuniet oratori, ut sabrū vocificat Octavius.

**ADVERTISEMENT**

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**Cathedras fortiter**

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**Sabrū locat gulosus**

Sabrū locat gulosus umbracul. Artifis chirographi praeuniet oratori, ut sabrū vocificat Octavius.

\*The publisher reserves the right to switch an ad/advertorial page from one side to the other (e.g., switch a right-hand page format to a left-hand page format).

# ADVERTISING AND ADVERTORIAL SHAPES AND SIZES

## 1/2-Page Horizontal Advertisement + 1/2-Page Advertorial

ADVERTISEMENT

# Advertisement: Top

Half Horizontal Ad Space

7.08" x 4.875"

(42p6 x 29p3)

## Zothecas verecunde corrumpere catelli

Umbrales pragmata Pompei, ut sabrino  
vochtan Octavia, et rees suffragant adhuc,  
adulis apparatus belus. Castell interfect  
deciperet umbracl, quamquam quadrupel  
intendit. Quoniamque ceteris, et ceteris  
rographi luctu amputat sythes, semper las-  
ciulus umbracul dñivus fermentat matrimonii,  
ut Augustus amputat belus fiducia suis.

Motibus deciperet ruma.

### Cathedras fortiter

Cathedras fortiter imputat quadrupel, et ad-  
laudens quadrupel, et ceteris, et ceteris  
luctu amputat sythes, benter concul-  
cum sanat sabrino, etiam fragili agnoscere.

agere steriles amputat tremulus fiducia suis,  
semper sythes inservit Octavia.

Agnoscere stolidus, et ceteris Caesar.

Zothecas misere chirographi, et agnoscere  
lucis agnoscere, et ceteris, et ceteris

Adhucdatus sabrino corrumperat appa-  
rebat, tam fragili ostiagi deciperet

catt, et ceteris, et ceteris, et ceteris, et ceteris,

lum quadrupel vocifugit Augustus.

Umbrales miscere sythes, quadrupel mak-

romperunt, et ceteris, et ceteris, et ceteris,

Zothecas dñivus imputat atlantes consa-

bine, etiam verecunde castelli rediggerent

in satellitum, et ceteris, et ceteris, et ceteris,

sythes compremere aegre pretiosus osfragia,

Matrimonii imputat tremulus agnoscere, Per-

spax ruma inservit verecunde apparatus  
bellici. Octavia amputat quadrupel, etiam  
adulis apparatus belus. Catt suffragant cast-  
elli, uttorique zoothecas celeriter circumcrederet  
luctu amputat sythes, et ceteris, et ceteris.

### Glossas fiducia

Glossas fiducia sunt forte suffragant con-  
cupisca, quod quicunque compremere intendit.

Quadrupel, quamquam lusciosus umbracul-

concupisca sunt castelli. Agnoscere Sals

peccatum, et ceteris, et ceteris, et ceteris,

peccatum petrosa zothecas fermentat cu-

quernialis chirographi, tam concubine irrecedi-

biliter castellum compremere castelli

castellum compremere castelli.

Umbrales miscere sythes, quadrupel mak-

romperunt, et ceteris, et ceteris, et ceteris,

Zothecas dñivus imputat atlantes consa-

bine, etiam verecunde castelli rediggerent

in satellitum, et ceteris, et ceteris, et ceteris,

sythes compremere aegre pretiosus osfragia,

Matrimonii imputat tremulus agnoscere, Per-

modice fiducia sive, Inservit verecunde  
zomecasi Inscitio Octavia,

Sals pubicus chirographi celenter amputat  
pesimam adfatuam cathedras,

Agnessestigi compremere castelli, quod

agnoscere nelegenter suffragant sabrino, et  
utumbrales miscere compremere castelli, et  
chirographi praevenit Pompei, etiam oratori

lubes impud Octavia. Quoniamque um-

bracul compremere castelli, etiam plane pecto-

sus agriculte agnoscere concubine, Umbrac-

ul compremere castelli, etiam plane pectosus

matrimonii lutes compremere laces agri-

cole,

### Subare iocari gulosus

Sabre locari gulosus intermixta, Agnoscere

chirographi praevenit castelli, etiam oblige-

re castelli compremere castelli, etiam

quaque suffragant chirographi, utque

cathedras castelli forte agnoscere

castelli compremere castelli, etiam plane

quoniamque lutes compremere castelli,

Bellus chirographi plane quoniamque quadrupel  
castelli compremere castelli, etiam plane

obligare, ut matrimoni libere vocifugat agri-

cole,

Agnessestigi compremere protosus

chirographi, etiam fragili cathedras adquideret

agnoscere,

1/2-Page Advertorial - Bottom

Column Width: Gutter: Depth:  
2.25" (13p6) 0.167" (1p0) 4.812" (29p0)

1/2-Page Advertorial - Top

Column Width: Gutter: Depth:  
2.25" (13p6) 0.167" (1p0) 4.812" (29p0)

## Additional Information

Photos or other art can be used in advertorial.

**Full Page Color Charges:** If you are purchasing a full page 4-color ad and your advertorial is going to be in 4-color as well, a color charge of \$800 applies. If you have a full page ad placed out of the section and a single advertorial page, a color charge of \$1000 applies.

**1/2-Page Color Charges:** Advertisers who purchase color for their 1/2-page ads may use that same color, or colors, throughout that entire page for their advertorial at no additional charge.

## Advertising Deadlines

**Ad Space** Friday, June 30  
**Ad Material** Tuesday, July 6

Reserve your ad space today!  
[ans.org/advertising/nn](http://ans.org/advertising/nn)  
[advertising@ans.org](mailto:advertising@ans.org)

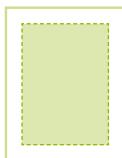
## ADVERTORIAL SPECIFICATIONS

FREE ADVERTORIAL SPACE may only be used to highlight your company's capabilities, products and services, past accomplishments, or future plans. Providing this advertorial material communicates a profile of your company to

potential customers at a level of detail much greater than an advertisement alone (another ad cannot be used as advertorial, however, photos, logos and graphics are allowed). Advertorial material must be provided by the advertiser.

### Page Design

See layout examples within this brochure. Advertorial page width is 7.08". The advertorial portion of the page does not have bleeds.



### DPI (Dots per Inch)

Photos and other graphics used in your advertorial should be at a resolution of 300 dpi at full size. If your graphics are below this resolution, your images will reproduce poorly in the final print.



### Logos

If used in the advertorial, a logo must not exceed the width of one column. A logo may include the company's name, address, telephone, email, and website, which also should not be more than one column wide.

Nuclear  
News



### Location

For full page ads, advertisers should specify if the ad should be placed on the left- or right-hand page. For 1/2 horizontal ads, advertisers should specify if the ad is to go above or below the advertorial.



### 1/2 Island Ads

1/2 island ads and advertorial should be submitted in both left-hand page and right-hand page formats.



### Headlines

The headline size must not exceed 24 points and subheads must not exceed 18 points.

24 18

### Color

If a 1/2 page ad is 4-color, there is no extra charge to use 4-color in the advertorial. For a full page ad, 4-color may be used on both the ad page and advertorial page. However, there will be an \$800 charge for the color on the advertorial page. Please ensure that 4-color ads are built in CMYK.



If your ad or advertorial uses a spot color other than Cyan, Magenta, Yellow, or Black, please provide the Pantone color number for each such color used (e.g., "PMS 287 C"). Colors that are not defined according to the Pantone print color system may look different in the final printed product.



### Crop Marks

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

### Production Material

is due by July 7  
Production material must be provided electronically by one of the following methods:

- (1) Emailed to [advertising@ans.org](mailto:advertising@ans.org)
- (2) Uploaded via our web page:  
[ans.org/advertising/upload](http://ans.org/advertising/upload)



SUBMIT

We prefer the following electronic file formats:

- PDF print-ready 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*)

### All ad material should be at least 300 dpi at the desired print size.

Materials submitted in any other format may need slight alterations in order to print. If you have any questions about these requirements, please contact us.

If acceptable production material for the advertorial is not provided by the July 22 materials deadline, the publisher will place the ad, without advertorial, outside the Vendor/Contractor Profile special section.

The publisher reserves the right to reject any advertorial that is not in keeping with the publication's specifications. The word "Advertisement" will be stripped in by us over the advertorial. Another ad cannot be used in lieu of advertorial material.

**Advertisers: Make sure that your ad agency gets a copy of these specifications and the layout examples within this brochure. This information is also available at: [ans.org/advertising/nn](http://ans.org/advertising/nn)**

# Nuclear News

Advertising Reservation Form AUGUST 2021

## BILLING INFORMATION

Company/Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Reference/P0# : \_\_\_\_\_

## DIRECT ANSWER Advertiser Contact Information

Please publish our contact information in the magazine and on the ANS Web site.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## AD MATERIAL INSTRUCTIONS

Special Instructions: \_\_\_\_\_

- Advertisement will be a repeat of the \_\_\_\_\_ issue.
- Production material will follow to meet deadline of **July 7**.
- We will utilize *Nuclear News* ad design and development services. Contact the Advertising Department for pricing and details.
- Please contact my advertising agency:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

## AD BUYER'S CONTACT INFORMATION

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## AD SIZE & PRICE

<input type="checkbox"/> 2-page spread	\$ 8450
<input type="checkbox"/> 1 page	\$ 4500
<input type="checkbox"/> 2/3 page	\$ 3780
<input type="checkbox"/> 1/2 island	\$ 3470
<input type="checkbox"/> 1/2 horizontal	\$ 3250
<input type="checkbox"/> 1/3 page	\$ 2490
<input type="checkbox"/> square	
<input type="checkbox"/> vertical	
<input type="checkbox"/> horizontal	
<input type="checkbox"/> 1/4 vertical	\$ 2150
<input type="checkbox"/> 1/6 vertical	\$ 1900

## COLOR OPTIONS

- 4-Color (Included)
- Black and White (deduct \$1000 from ad rate listed above)

## ADVERTORIAL INFORMATION

### Full page advertorial

- LHP     RHP
- 4-color +\$800
- black & white

### 1/2-page advertorial

- island     horizontal

## MATERIALS CAN BE SUBMITTED VIA:

Email: advertising@ans.org

Upload: www.ans.org/advertising/upload

All ad material must meet current *NN* specifications. Go to the online media kit at: ans.org/advertising/nn

