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 ½-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 | 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.
Don’t miss out on the largest issue of the year!

Nuclear News
27th Annual Vendor/Contractor Profile Issue

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

Aeon-Wachs
AZZ Nuclear
Babcock Power
BHI Energy
BIRNS Inc.
Brokk Inc.
CableLAN Nuclear, Inc.
Canadian Nuclear Laboratories
Curtiss-Wright EST Group
Exchange Monitor Publications & Forums
F&J Specialty Products, Inc.
Framatome Inc.
Frham Safety Products, Inc.
GSE Solutions
Hayward Tyler Inc.
Holtec International
Idaho National Laboratory
InterTest, 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
Perma-Fix Environmental Services, Inc.
Petersen Inc.
Premier Technology
PSStech
Reef Industries, Inc.
Remote Ocean Systems
Rolls-Royce
RPC Rady
RSCC Wire & Cable, LLC
Sandvik Materials Technology
Sargent & Lundy LLC
SSM Industries, Inc.
System One Services
Thermo Scientific - CIDTEC
Utilities Service Alliance, Inc.
UUSA
Westinghouse Electric Company LLC
WMG, Inc.

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.
Full Page Advertisement + Full Page Advertorial

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

Advertisement: Left
Half Island Ad Space
4.667” x 7.375”
(28p0 x 44p3)

Advertisement: Right
Half Island Ad Space
4.667” x 7.375”
(28p0 x 44p3)

1/2-Page Advertorial - Left hand page
Column Width: 2.25” (13p6)
Gutter: 0.167” (1p0)
Depth: Column 1: 10” (60p0)
Column 2 & 3: 2.312” (14p0)

1/2-Page Advertorial - Right hand page
Column Width: 2.25” (13p6)
Gutter: 0.167” (1p0)
Depth: Column 1: 10” (60p0)
Columns 2 & 3: 2.312” (14p0)

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

*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).*
1/2-Page Horizontal Advertisement + 1/2-Page Advertorial

Advertisement: Top
Half Horizontal Ad Space
7.08" x 4.875"
(42p6 x 29p3)

Advertisement: Bottom
Half Horizontal Ad Space
7.08" x 4.875"
(42p6 x 29p3)

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
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.

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.

Type Style, Font, and Size of Body Copy
The body copy must be SANS SERIF (no exceptions); however, the specific font and size chosen is optional. An acceptable example would be Helvetica type in 8-point size with 2 points of vertical spacing, (9 on 11, or 10 on 12).

This font is Arial
(a sans serif typeface - 10 pt)

This font is Times New Roman
(a serif typeface - 10 pt)

Sans serif type is without serifs. Serifs are the short lines stemming from and at an angle to the upper and lower ends of the strokes of a letter such as at the bottom of an “l” or an “r.” We reserve the right to convert advertorial to nonserif if necessary if it comes to us as serif.

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
(2) Uploaded via our web page: ans.org/advertising/upload

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.

Advertisor: Make sure that your advertising agency gets a copy of these specifications and the layout examples within this brochure. This information is also available at: ans.org/advertising/nn
BILLING INFORMATION

Company/Agency: ____________________________
Contact Name: ______________________________
Address: ___________________________________
City: __________________ State: __________ Zip: ________
Email: ______________________________________
Phone: __________________ Reference/PO#: ________

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

☐ 2-page spread $  8450
☐ 1 page $  4500
☐ 2/3 page $  3780
☐ 1/2 island $  3470
☐ 1/2 horizontal $  3250
☐ 1/3 page $  2490
☐ square
☐ vertical
☐ horizontal
☐ 1/4 vertical $  2150
☐ 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