2023 RATE CARD
- Advertising Planning Guide
- Print and Online Media
- Editorial Calendar
- Career Finder

NuclearNews
NuclearNewswire

Radwaste Solutions
Nuclear News continues to cover all aspects of the nuclear field. With more than 10,000 subscribers and 90,000 online followers throughout 60 countries, NN is recognized as the flagship trade publication serving the worldwide nuclear community.

NN is proud to be the preferred media partner of more than 1,600 companies over the last 60 years...and counting. Advertising in NN remains the best way to promote your products, services, events, and employment opportunities to your current and future customers or employees.

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

MONTHLY ISSUES

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54th ANNUAL BUYERS GUIDE

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Buyers Guide ad space reservations accepted until March 10, 2023.

PREMIUM POSITIONS*

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<td>Page 1 or 5</td>
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<td>Inside Front or Back Cover</td>
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<tr>
<td>Outside Back Cover</td>
<td>rate +25%</td>
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*Sponsored Content
The perfect outlet to convey your newest technologies/innovations or recent project success story to the widest audience. Your article can be as technical or self-promotional as you’d like, as you control the content, timing, and messaging (Sponsored Content is not subject to peer review or NN editorial guidelines).

- Printed in the monthly issue of your choice
- Posted and archived on Nuclear Newswire and included in one Friday broadcast email
- Link to article positioned at top of Nuclear Newswire page for one month
- Promoted in NN issue member notification email
- Complimentary layout and design is available, if needed

NET RATES
Sponsored Content (approximately 400 words per page)

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Add a full page advertisement at the end of your Sponsored Content article for $2010

ANS Career Finder
ans.org/careers/finder

Job descriptions from NN employment print ads are automatically posted to the Career Finder web page for two months. For online only postings, see page 9.
### Editorial Calendar

**JANUARY**

**2022 Review | Future Energy Applications**  
A look back at ANS's top stories of the year and a look forward at alternative applications for nuclear energy.  
**AD SPACE** Nov. 30, 2022  **MATERIAL DUE** Dec. 2, 2022  
- USA Member & Supplier-Partner Winter Conference

**FEBRUARY**

**The Future Workforce**  
A big challenge facing nuclear is building a workforce to meet the demand for new nuclear projects.  
**AD SPACE** January 4  **MATERIAL DUE** January 6  
- CONTE 2023  
- Waste Management Conference (WM2023)

**MARCH**

**Reference Issue | International**  
The annual reference section compiles data on commercial nuclear plants planned or in operation around the world.  
**AD SPACE** February 3  **MATERIAL DUE** February 7

**APRIL**

**Nuclear Technology in Space**  
A spotlight on nuclear applications for space exploration.  
**AD SPACE** March 3  **MATERIAL DUE** March 7  
- Nuclear and Emerging Technologies for Space

**MID-APRIL**

**54th Annual Buyers Guide**  
Worldwide products-services-supplier directory. **Place your ad in the category that is most representative of your business.**  
**AD SPACE** March 10  **MATERIAL DUE** March 17

**MAY**

**Capacity Factors | Grid Reliability**  
The annual review of the U.S. fleet’s capacity factors, and a look at grid reliability as the U.S. transitions to new energy sources.  
**AD SPACE** April 5  **MATERIAL DUE** April 7

**JUNE**

**Invested in Nuclear**  
A surge of federal funding approved in 2022 means new opportunities to sustain and expand the use of clean nuclear energy.  
**AD SPACE** May 3  **MATERIAL DUE** May 5  
- USA Annual Meeting  
- USA Nuclear Generator and Supplier Executive Summit

**JULY**

**Instrumentation & Controls | President’s Profile**  
Highlights the latest developments in I&C. Includes the annual profile of the incoming ANS president.  
**AD SPACE** June 2  **MATERIAL DUE** June 6  
- NPIC & HMIT meeting  
- 18th Annual Probabilistic Safety Assessment & Analysis  
- Health Physics Society Annual Meeting

**AUGUST**

**Supplier Showcase* | Thermal Hydraulics**  
The 29th annual vendor/contractor issue has a new name but still includes BOGO ad space to profile your company.  
**AD SPACE** June 30  **MATERIAL DUE** July 6  
- Utility Working Conference and Vendor Technology Expo (UWC 2023)

**SEPTEMBER**

**Fuel Cycle**  
A focus on the front-end steps that prepare uranium for use in nuclear reactors and back-end steps to safely manage, prepare, and dispose of used fuel.  
**AD SPACE** August 2  **MATERIAL DUE** August 4

**OCTOBER**

**Plant Maintenance | Outage Management**  
A perennially relevant topic returns, coinciding with the fall outage season.  
**AD SPACE** September 1  **MATERIAL DUE** September 5

**NOVEMBER**

**Waste Management**  
The safe and secure treatment, storage, and disposal of solid and liquid wastes from nuclear operations.  
**AD SPACE** October 3  **MATERIAL DUE** October 5  
- ANS Winter Meeting and Nuclear Technology Expo

**DECEMBER**

**National Lab Partnerships**  
U.S. national laboratories take a leading role in public/private partnerships to develop nuclear fission and fusion technology and materials.  
**AD SPACE** November 1  **MATERIAL DUE** November 3  
- Materials in Nuclear Energy Systems (MiNES)

* Bonus Distribution: subject to change; 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 added if color is used on free full-page profile).
Radwaste Solutions

The sister publication of *Nuclear News, Radwaste Solutions* has been providing expanded dedicated coverage of the fastest growing segments within the nuclear field for nearly 30 years. If your company is involved with the generation, handling, treatment, cleanup, transportation, storage, or disposal of radioactive waste—*RS* targets the segments of the market you want to reach.

Print Advertising 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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<tr>
<td>Outside Back Cover</td>
<td>rate +25%</td>
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</tr>
</tbody>
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*Contact the Advertising Department for availability.

Editorial Calendar • Advertising 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 26    MATERIAL DUE January 31
- Waste Management Conference (WM2023)
- Decommissioning Strategy Forum
- RadWaste Summit

**FALL**

D&D and Environmental Remediation | 19th Annual Buyers Guide
The latest in the decontamination and decommissioning of nuclear facilities and the environmental cleanup of legacy waste and contaminated sites.

AD SPACE August 4          MATERIAL DUE August 11
- 24th Annual ETEBA Business Opportunities Conference
- ANS Winter Meeting and Nuclear Technology Expo

**Sponsored Content**

Similar to *NN, Radwaste Solutions* will publish your radwaste-related messaging in our Spring or Fall issue, post/archive on the Nuclear Newswire web page, and promote the content within a monthly membership email (see page 1 for details). Sponsored Content is not subject to peer review or *RS* feature article criteria.

**NET RATES**

<table>
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<th>Sponsored Content (approximately 400 words per page)</th>
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Add a full page advertisement at the end of your Sponsored Content article for $1400

* Bonus Distribution: subject to change; refer to promo on website to verify distribution locations.
Reach the ANS membership network and expanded worldwide nuclear community with your print ads in *Nuclear News* and *Radwaste Solutions* and your online/digital ads between issues.

Since *Nuclear News* accepted its first advertisement in 1960, more than $85 million (not adjusted for inflation) in advertising has been invested with the ANS publications and website—and we thank you! Nearly 65 years later, we continue to proudly partner with leading nuclear companies and organizations to help keep your current and future customers and employees informed about your capabilities, project success stories, conferences, courses, and employment opportunities.

**Print:** Magazines continue to be voted the number one membership benefit—your ads are getting noticed. More than 75 percent of readership request printed copies with all issues archived and available online as well.

**Digital:** More than 40,000 subscribers to the Friday Nuclear Newswire email.

**Online:** According to Google Analytics, ANS averages approximately 310,000 total page views per month, with Nuclear Newswire generating nearly one-third of those. Annual unique visits over the last 12 months total 926,798.

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**Inside the Numbers…**

2,400+ readers in the Operations and Power segments of the nuclear field

3,800+ readers in the specialized Decommissioning, Environmental Remediation, and Waste Management areas

1,700+ readers from National Labs and Government agencies

41% 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 1,750 student members (more than 40% in graduate-level programs) represent your future customers and employees.

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**Subscribers by Industry**

- National Laboratory: 20%
- Educational Institution: 13%
- Consulting Firm: 12%
- Utility: 12%
- Engineering/Construction Firm: 12%
- Government Agency/Active Military: 10%
- Manufacturer: 10%
- Service Firm: 3%
- Private Labs/Medical Institutions: 3%
- Other: 5%

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**Circulation outside of the U.S. by Region**

- Europe (includes Russia/Eastern Europe): 41%
- Asia/Australia: 36%
- Canada: 15%
- Middle East/Africa: 5%
- Mexico/South America/Caribbean: 3%

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“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, 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.
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 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 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.

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**
T: 847-537-919
C: 847-971-3295
barry@kingwillco.com

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

**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
T: 708-579-8225
C: 708-220-8699
jmosses@ans.org

**CANADA**
Cheryl Tasker-Shaw
T: 416-509-1432
cheryl.taskershaw@gmail.com

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

**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.
**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. Limited to two ad positions per email. For 2022, the monthly averages were as follows: 9738 delivered, open rate 40.5 percent, and click-through rate of 12.00 percent.

**Nuclear Newwire**
ans.org/news

Launched during the height of the pandemic, to deliver more timely news to our readers between issues, Nuclear Newwire publishes daily content that impacts the nuclear community. Since its debut in April 2020, our online following has increased 10x to more than 90,000 readers per month. Not only has Nuclear Newwire become the most visited ANS web page, the corresponding Friday email (recapping the top trending stories from the week) is delivered to more than 40,000 subscribers.

Banner ad positions are available within the weekly email and online, along with a single premium text banner and sponsored content position at the top of this web page to maximize your impact factors.
Five different banner sizes and formats are included with the banner package. 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, Nuclear Newswire page, and meetings pages. Traffic reports showing your views and links are available upon request.

### Nuclear Newswire text banner
Image and text block that is positioned at the top of the Nuclear Newswire page only. Limited to one advertiser per month. This is a separate purchase that is not included with the online banner package.

**Net Rate**

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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.

- **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)
- **Text banner:** Image: 640 x 320 pixels at 72 dpi. Max file size 120k. Must provide URL to which image should link. Text: Up to 340 characters (including spaces).
ANS Webinars NEW
ans.org/webinars

ANS hosts a series of webinars throughout the year (at least one per month) 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 past events. Sponsor a single topic, or commit to multiple placements throughout the year for a discounted series rate.

Sponsor: $2600 per event

Benefits

• Logo with a link to your website is archived on the webinar page for the topic you are sponsoring
• Recognition of your sponsorship to attendees during the broadcast
• Post webinar email sent on your behalf from ANS (you provide the content) to all who registered for the event
• Opportunity to post a power point or slide deck to the webinar page

→ Inquire about an upgrade to add a one-minute video spot prior to the start of the webinar

Hosting Capabilities

Inquire for package benefits and pricing if you would like ANS to host/promote your webinar content to our network of members and nuclear professionals.

ANS Career Finder
ans.org/careers/finder

The online job board of the American Nuclear Society continues to evolve, as recruiting top talent and the workforce gap are now the number one challenges facing the vast majority of nuclear organizations. The ANS talent pool of more than 10,000 nuclear professionals, including 1600 students in nuclear engineering programs, has quickly become the go-to industry resource for hundreds of companies who continue to use our site to help support their hiring needs.

Accordingly, ANS is pleased to offer enhanced (premier) listing options to further set your company and job descriptions apart.

One credit per online position description (posts for 31 days). A credit can also be applied to an existing job description at any time to extend that posting by another month. Credits never expire, so buy in bulk and save. Email advertising@ans.org for larger customized packages.

RATES

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<td>6 credits</td>
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*Upgrades each credit to include a company logo next to listing, keeps your posting near the top of the job board, and a link to your posting is included in a monthly email to ANS membership.
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 power the nuclear field.

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 industry.

Both Buyers Guides includes the following sections:
- Product listings: categories of products, materials, and services 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 via the guides webpage:
Nuclear News: ans.org/advertising/newnnbg
Radwaste Solutions: 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 each year to verify or update the Buyers Guides. To ensure that we are publishing accurate information, this must be completed each year in order to be included in the Buyers Guides.

Online Buyers Guide Databases NEW
Users will now be able to manage both Buyers Guide listings in a single company profile and update year-round. End users will have access to a fully searchable database.

Print advertisers will receive several online enhancements, including logo, listing boosted to top of category search results, and PDF of ad displayed!