

MID-APRIL 2021

# NuclearNews

## 52nd Annual Buyers Guide

The Mid-April Buyers Guide is the premier commercial nuclear products and services directory the industry has come to rely on year-round. This annual reference publication lists 700 worldwide companies throughout 483 business categories\* related to work throughout the entire nuclear field.

### Bonus Distribution

This directory has year-round distribution at the most important nuclear conferences, meetings, exhibits, and events! It is mailed to the Purchasing Manager, Materials Manager, or Procurement Director at EVERY nuclear plant site in the U.S.

### Advertiser Feature

Companies can request to have their ad placed within the category that is most representative of their business.

### Advertising Deadlines

**AD SPACE** Friday, March 19

**AD MATERIAL** Wednesday, March 24

Reserve your ad space today!

[ans.org/advertising/nn](https://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.



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## Advertising Reservation Form BUYERS GUIDE 2021

### BILLING INFORMATION

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

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

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

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

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

Phone: \_\_\_\_\_ Reference/PO# : \_\_\_\_\_

### CATEGORY CHOICE Ad Placement

Place ad in the following category\*

1st choice: \_\_\_\_\_

2nd choice: \_\_\_\_\_

\*Refer to online Index to Categories at [ans.org/advertising/nbng/docs/catindex.pdf](http://ans.org/advertising/nbng/docs/catindex.pdf). You must indicate category name or number. Be advised, if you fail to indicate categories above, *NN* reserves the right to position your ad at their discretion.

### AD MATERIAL INSTRUCTIONS

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

Advertisement will be a repeat of the \_\_\_\_\_ issue.

Production material will follow to meet deadline of **March 24**.

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 \$ 9990

1 page \$ 5340

2/3 page \$ 4420

1/2 island \$ 4070

1/2 horizontal \$ 3720

1/3 page \$ 2870

square

vertical

horizontal

1/4 vertical \$ 2440

1/6 vertical \$ 2140

### COLOR OPTIONS

4-Color (Included)

Black and White (deduct \$1000 from ad rate listed above)

### SUBMISSION

Materials can be submitted via:

Email:  
[advertising@ans.org](mailto:advertising@ans.org)

Upload:  
[www.ans.org/advertising/upload](http://www.ans.org/advertising/upload)

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

**Advertising Department**

TEL: 708-579-8226

[advertising@ans.org](mailto:advertising@ans.org)

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

