AUGUST 2022 NuclearNews

28th 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 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 Thursday, June 30

AD MATERIAL Wednesday, July 6

Reserve your ad space today!

ans.org/advertising/nn | advertising@ans.org

Ad space –

ADVERTISEMENT

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Advertorial –

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Bonus Distribution

Utility Working Conference

August 7–10 | Marco Island, FL

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!

NuclearNewS 28th Annual Vendor/Contractor Profile Issue

Thank you to these companies that participated in 2020-2021.

Adam Brown Consulting Alphasource, Inc. **ASC Engineered Solutions** Attention IT, Inc. AVANTech, LLC G.D. Barri & Associates, Inc. Bechtel Nuclear, Security & Environmental BIRNS, Inc. BlackStarTech Brokk Inc. CableLAN Nuclear **Decommissioning Strategy Forum** DuBose National Energy Services, Inc. FIlis & Watts Energy, Technology and Environmental **Business Association** ExchangeMonitor Publications & Forums F&J Specialty Products, Inc. Framatome Inc. GLSEQ, LLC **GSE** Solutions Holtec International I.C.E. Service Group Idaho National Laboratory InterTest, Inc. **ISEC Monitoring Systems** I 3Harris Ludlum Measurements, Inc. MarShield Nuclear Shielding Solutions Mirion Technologies NAC International NAC LPT NextAxiom Technology, Inc. NuScale Power Oak Ridge National Laboratory Paragon



Performance Improvement International LLC & Error-Free Perma-Fix Petersen Inc. Premier Technology, Inc. Radiation Safety & Control Services, Inc. RadWaste Summit Reef Industries, Inc. Remote Ocean Systems Research and Production Corporation Radiy **RSCC Wire & Cable LLC** Sargent & Lundy SSM Industries, Inc. Strategic Packaging Systems System One Teledyne Brown Engineering Thermal Engineering International (USA) Inc. (TEi) Thermo Scientific - CIDTEC UniTech Services Group United Engineers & Constructors, Inc. Utilities Service Alliance, Inc. UUSA Valcor Engineering Corporation 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!

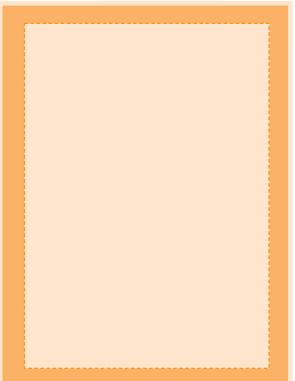
- Create new ads
- Update existing ads

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.



ADVERTISING AND ADVERTORIAL SHAPES AND SIZES*



Full Page Advertisement

Live Area:	Trim Size:	Bleed Size:	Column Width:
7.08" x 10"	8.25" x 10.875"	8.5" x 11.125"	2.25" (13p6)
(42p6 x 60p0)	(49p6 x 65p3)		

A D V E R T I S E M E N T

Zothecas verecunde corrumperet catelli

Full Page Advertorial

Gutter:

0.167" (1p0)

Depth: 10" (60p0)

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

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*Applies to the Vendor/Contractor Profile Special Section in the August issue of Nuclear News only.

Full Page Advertisement + Full Page Advertorial



ADVERTISING AND ADVERTORIAL SHAPES AND SIZES

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



1/2-Page Advertorial - Left hand page

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

1/2-Page Advertorial - Right hand page

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

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

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*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



1/2-Page Advertorial - Bottom

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

Depth: 4.812" (29p0)



1/2-Page Advertorial - Top

Gutter:

Column Width: 2.25" (13p6)

Depth: 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 Thursday, June 30

AD MATERIAL Wednesday, 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 righthand 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.

exceed 24 points and subheads

must not exceed 18 points.

Headlines The headline size must not



Type Style, Font, and Size of Body Copy The body copy must be SANS

SØ

SUBMIT

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 "I" 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.



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

Production Material is due by July 6

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 6 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.



NuclearNews



Advertising Reservation Form AUGUST 2022

BILLING INFORMATION

Company/Agency:		
Contact Name:		
Address:		
City:	State:	Zip:
Email:		
Phone:	Reference/PC)# :
DIRECT ANSWER Advertiser Cont Please publish our contact information in the magaz 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 6.

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	\$	8700		
🗌 1 page	\$	4640		
2/3 page	\$	3890		
☐ 1/2 island	\$	3570		
1/2 horizontal	\$	3350		
☐ 1/3 page	\$	2560		
square 🗌				
vertical				
🗌 horizontal				
1/4 vertical	\$	2210		
☐ 1/6 vertical	\$	1960		
COLOR OPTIONS				
4-Color (Included)				
Black and White (c from ad rate listed abov		ict \$1000		
ADVERTORIAL INFOR	MA1	ION		
Eull 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

