

2016

Rate Card for Print and Online Media
Advertising Planning Guide
Editorial Calendar



ANS



Nuclear News

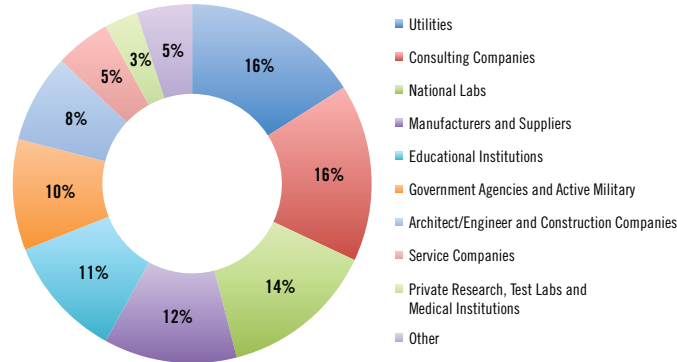
Radwaste SOLUTIONS

ANS

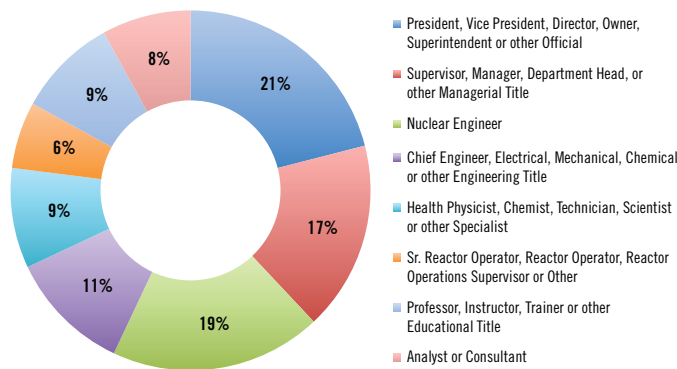
Nuclear News

is the monthly membership magazine of the American Nuclear Society. Published since 1959, it is recognized as the flagship trade publication serving the worldwide nuclear industry. It covers the latest developments in the nuclear field, a large part of which concerns nuclear energy—in particular, the 544 nuclear reactors that are in operation or forthcoming throughout 35 countries. Monthly news reports cover plant operations, maintenance, security, international developments, waste management, fuel, and industry.

Profile of Subscribers by Business and Industry*



Profile of Subscribers by Title and Position*



Total Average Monthly Circulation is 11,013—of which 9,799 readers are **Qualified PAID subscribers**.†



† Per year-end 2014 AAM Publisher's Statement.

*Profile of subscriber percentages reflect 2015 *Nuclear News* readership (ANS members) that are active within the industry workforce.

Print Advertising

2016 Insertion Rates

Effective with the January 2016 issue

Monthly issues (black & white)*					
Ad Size	1x	3x	6x	9x	12x
2-page spread	\$ 6,650	\$ 6,450	\$ 6,260	\$ 6,110	\$ 5,950
Full page	\$ 3,500	\$ 3,400	\$ 3,300	\$ 3,210	\$ 3,140
2/3 page	\$ 2,780	\$ 2,680	\$ 2,610	\$ 2,560	\$ 2,510
1/2 page island	\$ 2,470	\$ 2,400	\$ 2,330	\$ 2,280	\$ 2,240
1/2 page horiz.	\$ 2,250	\$ 2,160	\$ 2,080	\$ 2,030	\$ 1,990
1/3 page	\$ 1,490	\$ 1,450	\$ 1,400	\$ 1,370	\$ 1,350
1/4 page	\$ 1,150	\$ 1,120	\$ 1,090	\$ 1,050	\$ 1,030
1/6 page	\$ 900	\$ 880	\$ 850	\$ 830	\$ 820

Annual Mid-April BUYERS GUIDE (black & white)*					
Ad Size	1x	3x	6x	9x	12x
2-page spread	\$ 8,230	\$ 8,030	\$ 7,750	\$ 7,570	\$ 7,470
Full page	\$ 4,340	\$ 4,230	\$ 4,080	\$ 3,990	\$ 3,940
2/3 page	\$ 3,420	\$ 3,360	\$ 3,230	\$ 3,150	\$ 3,100
1/2 page island	\$ 3,070	\$ 2,980	\$ 2,890	\$ 2,810	\$ 2,750
1/2 page horiz.	\$ 2,720	\$ 2,670	\$ 2,600	\$ 2,510	\$ 2,460
1/3 page	\$ 1,870	\$ 1,830	\$ 1,750	\$ 1,700	\$ 1,670
1/4 page	\$ 1,440	\$ 1,390	\$ 1,340	\$ 1,310	\$ 1,290
1/6 page	\$ 1,140	\$ 1,110	\$ 1,070	\$ 1,050	\$ 1,030

Ad space reservations accepted until February 19, 2016

Color Rates*	
Second color - standard red, blue, orange, green, yellow	\$ 500
Matched color - per color, per page or fraction	\$ 700
Four color process - per page or fraction	\$ 1,000
Four color process - per two page or fractional spread	\$ 1,800

Premium Position Rates**			
Page 1 or 5	space +10%	Inside Front Cover	space +20%
Late News	space +10%	Inside Back Cover	space +20%
Center Spread	space +10%	Outside Back Cover	space +25%

*All ad and color rates are gross, in U.S. Dollars.

**Contact the Advertising Department for availability.

Editorial Calendar and Advertising Planning Guide

JAN	Ad space close: December 11, 2015 Material due: December 15, 2015	FEB	Ad space close: January 11, 2016 Material due: January 14, 2016
Latest News and Industry Updates		Latest News and Industry Updates	
INMM 31st Spent Fuel Management Seminar 2016 ISOE North-American Symposium (ALARA)		Waste Management Conference (WM2016) Nuclear and Emerging Technologies for Space (NETS) 2016	
MAR	Ad space close: February 11, 2016 Material due: February 15, 2016	APR	Ad space close: March 11, 2016 Material due: March 15, 2016
18th Annual Reference Issue		Outage Management ✓	
World Nuclear Fuel Cycle 2016		International Congress on Advances in Nuclear Power Plants (ICAPP 2016) Electric Power Conference & Exhibition PHYSOR 2016	
47th Annual Buyers Guide		Ad space close: February 19, 2016 Material due: February 26, 2016	
<p>The premier commercial reference publication the nuclear industry has come to rely on year-round. This annual directory lists more than 850 suppliers throughout 472 categories of products and services related to work within the nuclear science and technology industry. A copy is provided to every utility in the U.S.</p> <p>Advertiser Feature: Companies can place their advertisement within the category of their choice that is most representative of their business.</p> <p>This issue has year-round circulation at the most important nuclear conferences, meetings, exhibits, and events!</p>			
MAY	Ad space close: April 11, 2016 Material due: April 14, 2016	JUN	Ad space close: May 11, 2016 Material due: May 13, 2016
U.S. Power Reactor Capacity Factors		Construction & Supply Chain ✓	
Additional circulation to be determined		ANS Annual Meeting World Nuclear Exhibition (WNE)	
JUL	Ad space close: June 10, 2016 Material due: June 14, 2016	AUG	Ad space close: July 8, 2016 Material due: July 13, 2016
Latest News and Industry Updates		22nd Annual Vendor/Contractor Profile Issue: Buy 1-Get 1*	
2016 USA Nuclear Generator and Supplier Executive Summit		Utility Working Conference and Vendor Technology Expo	
SEP	Ad space close: August 11, 2016 Material due: August 15, 2016	OCT	Ad space close: September 9, 2016 Material due: September 13, 2016
Nonproliferation ✓		Nuclear Power Plant Maintenance ✓	
Bridging the Gaps in Nuclear Nonproliferation European Nuclear Conference (ENC 2016)		NuMat 2016	
NOV	Ad space close: October 10, 2016 Material due: October 13, 2016	DEC	Ad space close: November 11, 2016 Material due: November 14, 2016
Latest News and Industry Updates		Security ✓	
ANS Winter Meeting and Nuclear Technology Expo		Nuclear Power International (POWER-GEN International 2016) 10th Nuclear Plants Current Issues Symposium	

Special Section

Advertiser Special

Editorial Feature

Monthly News Updates

✓ Editorial Ad Placement available.

* August Advertiser Special: Purchase a full-page or half-page advertisement and receive the equivalent amount of adjoining ad space free of charge for your advertorial. Note: Extra charge for color on the second page.

Radwaste SOLUTIONS

is a specialty magazine focused on the waste management and decommissioning segments of the nuclear industry. In the United States, this business is centered around the following industry subsets:

- the Department of Energy's remediation of its weapons production and research facilities
- civilian radioactive waste activities, including low-level waste disposal, the onsite storage of used nuclear fuel and high-level waste, and efforts to develop a deep geologic repository
- the management of waste from operating nuclear power plants and the decommissioning of plants no longer in operation
- nonpower, non-DOE activities

Also covered are radwaste activities outside of the U.S., including decontamination and decommissioning efforts in the United Kingdom and the rest of Europe, where plants are closing as a result of post-Fukushima policies. Likewise, Japan continues to seek technical solutions to the challenges posed by the cleanup of Fukushima, including the management and remediation of the large volume of contaminated water resulting from the 2011 accident at the plant.

For fiscal year 2016, the DOE's Office of Environmental Management has requested \$5.818 billion, which is a 0.7-percent decrease from the FY 2015 enacted level of \$5.861 billion. The budget includes \$5.528 billion for defense environmental cleanup and \$220 million for non-defense cleanup. The budget request reduces funding for a number of EM sites, including the Waste Isolation Pilot Plant, which is down 23.5 percent from FY 2015 due to an anticipated reduction in recovery activities in support of resuming interim operations sometime in 2016. EM, however, is requesting a 16.7-percent increase, to \$1.414 billion, for the Office of River Protection at the Hanford Site in order to further work on treating tank waste at the site.

Editorial Calendar

SPRING

Ad space close: February 2, 2016
Material due: February 9, 2016

Waste Management - Featuring editorial coverage on Low-Level and High-Level Radioactive Waste and Environmental Remediation.

Advertiser Feature: A copy of this issue will be included in all attendee and exhibitor registration packets at the annual WM2016 Conference.

BONUS DISTRIBUTION

Waste Management Conference (WM2016)
ANS Annual Meeting
EPRI's International Low-Level Waste Conference & Exhibit Show
Decommissioning and Remote Systems (D&RS 2016)

Print Advertising

2016 Insertion Rates

Effective with the Spring 2016 issue

Semiannual issues (black & white)*			
Ad Size	1x	2x	
2-page spread	\$ 3,770	\$ 3,440	
Full page	\$ 1,950	\$ 1,770	
2/3 page	\$ 1,740	\$ 1,580	
1/2 page island	\$ 1,540	\$ 1,380	
1/2 page horiz.	\$ 1,300	\$ 1,190	
1/3 page	\$ 1,080	\$ 980	
1/4 page	\$ 920	\$ 830	

Color Rates*	
Second color - standard red, blue, orange, green, yellow	\$ 500
Matched color - per color, per page or fraction	\$ 700
Four color process - per page or fraction	\$ 1,000
Four color process - per two page or fractional spread	\$ 1,800

Premium Position Rates**			
Page 1	space +10%	Inside Front Cover	space +20%
Page 5	space +10%	Inside Back Cover	space +20%
Center Spread	space +10%	Outside Back Cover	space +25%

*All ad and color rates are gross, in U.S. Dollars.

**Contact the Advertising Department for availability.

FALL

Ad space close: August 2, 2016
Material due: August 9, 2016

12th Annual Buyers Guide - The Products, Materials, and Services Directory will feature more than 400 suppliers listed throughout 168 categories of various products and services related to the business of radioactive waste management – plus editorial coverage on Transportation and Decontamination & Decommissioning.

BONUS DISTRIBUTION

10th Annual RadWaste Summit
28th Annual Waste Management & Cleanup Decisionmakers' Forum
ANS Winter Meeting and Nuclear Technology Expo
Nuclear Power International (Power-Gen International)

Mechanical Specifications

Nuclear News

Radwaste
SOLUTIONS

ANS

Electronic Submission Specifications

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.

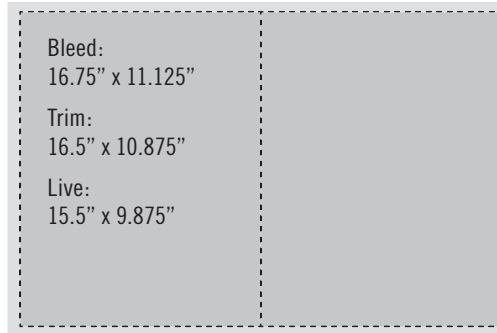
All supporting documents (Fonts, Pictures, Plug-ins, Xtentions) required for use with the files must be included. A laser copy of the ad should be included, with any spot colors clearly labeled. Alternatively, color separations or an Acrobat PDF proof may be sent. PDF proofs must be clearly marked as proofs only and not for production. Files sent electronically (via e-mail 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 final printed magazine.

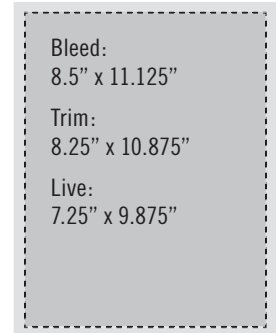
Where to send electronic files:

Web: www.ANS.org/advertising/upload

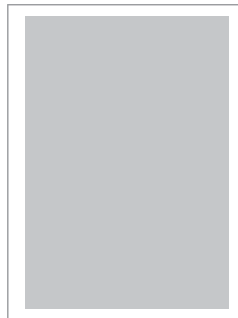
E-mail: advertising@ans.org



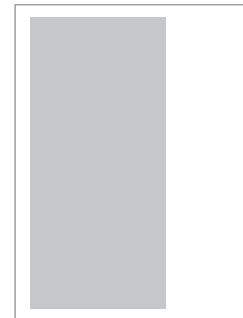
2-page spread w/bleed*



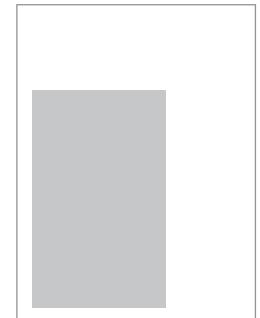
Full page w/bleed



Full page no bleed
7.0" x 10.0"



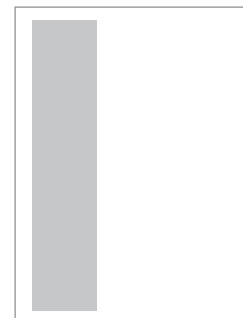
2/3 page
4.667" x 10.0"



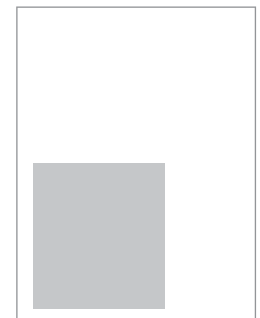
1/2 page island
4.667" x 7.375"



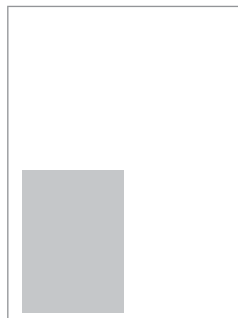
1/2 page horizontal
7.0" x 4.875"



1/3 page vertical
2.25" x 10.0"



1/3 page square
4.667" x 4.875"



1/4 page vertical
3.375" x 4.875"



1/6 page vertical
2.25" x 4.875"

Column widths: 2.25" and 3.375"

Column length: 10.0"

Screen: 133 screen

Printing: Offset

Binding: saddle-stitched or perfect bound (*varies by issue*)

*Due to the variations in the binding process, please contact the Advertising Department (800-682-6397) for dimensions if you are interested in running a 2-page spread ad.



Online Advertising Rates and Opportunities



The American Nuclear Society is a professional organization of engineers, scientists and other leaders in the nuclear arena devoted to peaceful and beneficial applications of nuclear science and technology. Its nearly 10,000 members come from diverse technical backgrounds covering the full range of engineering disciplines as well as the physical and biological sciences within the nuclear field. These individuals represent a broad spectrum of organizations, from utilities and manufacturers to educational institutions, national laboratories and government agencies - approximately 10 percent of our members reside overseas in 59 countries.

In addition to print opportunities, companies can further promote their nuclear-related capabilities, products and services, conferences and events, academic/training courses, or employment opportunities through the following electronic media offered by ANS.



Electronic Media Options	Net Rates	
Website Banner Ad (www.ans.org) Banner ads are simultaneously displayed and rotated throughout the entire ANS website (more than 110,000 total web pages). Over the last 12 months (through August 2015), the site has attracted 837,794 unique visitors corresponding to 5,221,315 banner/page views. File Size: 468 x 60 pixels at 72 dpi (max 40 kb). Acceptable File Formats: GIF, JPG, PNG, BMP, TIFF, PSD. All files must be RGB colors; non-Flash images; no tags allowed.	1 month	\$ 1,310
	3 months	\$ 2,280
	6 months	\$ 3,450
	12 months	\$ 5,040
Notes & Deadlines Banner Ad (www.ans.org/advertising/notedeadlines) Highlighting important ANS dates and events, this HTML e-mail is broadcast to the entire membership on the 10th of each month. For the last eight months (through August 2015), the monthly averages are as follows: 9,701 delivered, open rate 33.5 percent, and clicks of 14.8 percent. File Size: 468 x 60 pixels at 72 dpi (max 40 kb). Acceptable File Formats: JPG or PNG only (no animation). All files must be RGB colors; non-Flash images; no tags allowed.	Top/Bottom	\$ 2,500
	Embedded	\$ 2,000
Blog Ad (ANSnuclearcafe.org) The ANS Nuclear Café is the daily blog site of ANS and your link to the nuclear social media network. In addition to being positioned at the top of the site, ads are embedded within an e-mail broadcast to blog subscribers every time a new headline is posted. Over the last 12 months (through August 2015), total blog/e-mail views were 197,145, which generated 4,877 links (more than double the industry average)! File Size: 200 x 200 pixels at 72 dpi (max 40 kb). Acceptable File Formats: GIF, JPG, PNG, BMP, TIFF, PSD. All files must be RGB colors; non-Flash images; no tags allowed.	1st–15th of the month	\$ 900
	16th–end of the month	\$ 900
ANS Career Center (www.ans.org/career) The Career Center is the premier online forum for employers to recruit qualified nuclear candidates (via electronic job postings) or search individual ANS member resumes. As a value-added service, when you purchase an employment ad in <i>Nuclear News</i> , the text from your print ad is automatically posted to the job board for two months. Alternatively, create and manage an online account only and pay as you go. *Access to search the ANS member resume database requires pre-approval (call 708-579-8225).	1 credit	\$ 599
	3 credits	\$ 999
	6 credits	\$ 1,499
	Resume Access*	\$ 799
Vendor-Supplied White Papers (www.ans.org/advertising/whitepapers) Help keep the educational, scientific, and commercial nuclear communities informed about your latest capabilities and technological advancements by submitting your white papers for immediate publication on the ANS website. Acceptable White Paper File Format: PDF Company Logo File Size: 140 pixels wide at 72 dpi. Acceptable File Formats: JPG or PNG only (no animation).	1 month	\$ 600
	3 months	\$ 1,500



Additional Information



EXCLUSIVE Sponsorship Opportunities Available

ANS News is the American Nuclear Society's digital newsletter covering the people, activities, and events of the Society and is distributed electronically to all ANS members. Included in the bimonthly issues are regular columns by the ANS president and the Society's Washington, D.C., representative; articles on the activities of ANS committees, professional divisions, local sections, and student sections; and news of developments within headquarters departments, of prominent ANS members, and of international and outreach activities.

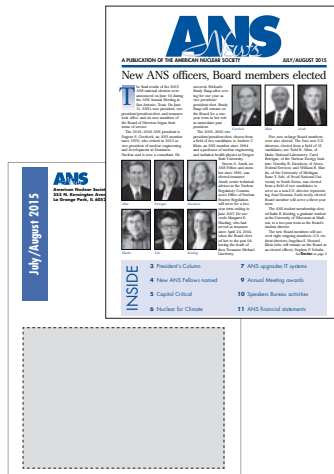
Your sponsorship of each bimonthly issue includes: a banner embedded within the member notification e-mail, a leaderboard banner permanently displayed on the *ANS News* archive page (until the next issue is published), and a ½ page 4-color advertisement within the issue.

Net Rate	
Per Issue	\$ 3,400

Banner ad: File Size: 468 x 60 pixels at 72 dpi (max 40 kb).
Acceptable File Formats: JPG or PNG (no animation).

Leaderboard ad file: 728 x 90 pixels at 72 dpi (max 80 kb).
Acceptable File Formats: GIF, JPG, PNG, BMP, TIFF, PSD.

All files must be RGB colors; non-Flash images; no tags allowed.



1/2 page horizontal
7.0" x 4.875"

JAN-FEB	Ad space close: Jan 4, 2016 Material due: Jan 11, 2016
MAR-APR	Ad space close: Mar 4, 2016 Material due: Mar 8, 2016
MAY-JUN	Ad space close: May 4, 2016 Material due: May 10, 2016
JUL-AUG	Ad space close: Jul 5, 2016 Material due: Jul 11, 2016
SEP-OCT	Ad space close: Sep 2, 2016 Material due: Sep 9, 2016
NOV-DEC	Ad space close: Nov 4, 2016 Material due: Nov 9, 2016

Products and Services Advertising

All nonemployment ad space originating in the United States is sold through our regional sales representatives (see back cover). 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 at 1-800-682-6397 or by e-mailing advertising@ans.org. In addition, the text from these ads will automatically be posted online to the ANS Career Center job board for two months free of charge.

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 will be discounted to recognized ad agencies in the United States. Specialty print opportunities are noncommissionable, but can be grossed up by request. **Invoices that remain unpaid beyond 60 days will be held responsible for the entire gross amount.**

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.

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 708-579-8225 for rates and availability.

Ad Design Services

Our professional designer can build a dynamic 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! Services include creating print ads, updating existing ads, and developing web banners. For pricing or more information, call 708-579-8264 or e-mail address@ans.org.

Submitting Editorial Items

Guidelines and criteria for providing press releases, conferences for calendar, and articles for *Nuclear News* or *Radwaste Solutions* can be found on our website. Visit www.ans.org/advertising/nn or www.ans.org/advertising/rs for details.

Contact Us

Mid-Atlantic/Midwest/Northeast • Ad Sales

Barry Kingwill
Jim Kingwill

E: barry@kingwillco.com
E: jim@kingwillco.com
T: 847-537-9196
F: 847-537-6519

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

Southeast/West • Ad Sales

Warren DeGraff

E: wdegraff@jjhs.net
T: 415-721-0644
F: 415-721-0665

AL, AR, AZ, CA, CO, FL, GA, ID, LA, MS, MT, NM, NV, OR, TX, UT, WA & WY

International • Ad Sales

Jeff Mosses
Advertising Sales Manager

E: jmosses@ans.org
T: 708-579-8225
F: 708-352-6464

Asia, Canada, Europe, Latin America, United Kingdom and any other territory outside of the continental United States

Main Advertising Office

555 N. Kensington Ave.
La Grange Park, IL 60526-5535
www.ANS.org/advertising

E: advertising@ans.org
T: 708-579-8226
800-NUC-NEWS (682-6397)
F: 708-352-6464

Advertising Production

Erica McGowan
Assistant Manager

E: emcgowan@ans.org
T: 708-579-8226
F: 708-352-6464

Advertising/Circulation

Jessica Vazquez
Advertising Sales Assistant

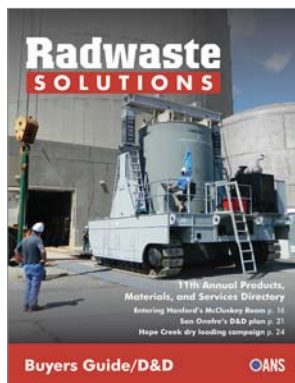
E: jvazquez@ans.org
T: 708-579-8289
F: 708-352-6464

Design Services

Lisa Dagley
Senior Graphic Designer

E: addesign@ans.org
T: 708-579-8264

**More than 38,000 ad pages sold . . .
and counting!**



SRDS ID: 004299-000
Location ID: 7 BLST 117

