

Nuclear News

Radwaste SOLUTIONS

ANS
News

2020 RATE CARD

Print and Digital Media | Advertising Planning Guide | Editorial Calendar



ANS

Nuclear News

With nearly 11,000 readers throughout 54 countries, *Nuclear News* is recognized as the flagship trade publication serving the worldwide nuclear industry. The magazine covers the latest developments in the nuclear field, a large part of which concerns nuclear energy. Monthly news recaps and feature articles discuss plant operations, maintenance and security; policy and legislation; international developments; waste management and fuel.



Print Advertising | Color Insertion Rates

All ad rates are in U.S. Dollars and include full color†.

MONTHLY ISSUES

Ad Size	1x	4x	7x	13x
2-page spread	\$ 8450	8250	8060	7910
Full page	4500	4400	4300	4210
2/3 page	3780	3680	3610	3560
1/2 page island	3470	3400	3330	3280
1/2 page horiz.	3250	3160	3080	3030
1/3 page	2490	2450	2400	2370
1/4 page	2150	2120	2090	2050
1/6 page	1900	1880	1850	1830

†Black and white color option is available - deduct \$1000 from rates listed above.

ANNUAL MID-APRIL BUYERS GUIDE

Ad Size	1x	4x	7x	13x
2-page spread	\$ 9990	9830	9550	9370
Full page	5340	5230	5080	4990
2/3 page	4420	4360	4230	4150
1/2 page island	4070	3980	3890	3810
1/2 page horiz.	3720	3670	3600	3510
1/3 page	2870	2830	2750	2700
1/4 page	2440	2390	2340	2310
1/6 page	2140	2110	2070	2050

Ad reservations accepted until March 11, 2020

PREMIUM POSITIONS*

Page 1 or 5	rate +10%
Late News	rate +10%
Center Spread	rate +10%
Inside Front or Back Cover	rate +20%
Outside Back Cover	rate +25%

*Contact the Advertising Department for availability.

Sponsored Content

NEW for 2020!

Sponsored Content in *Nuclear News* is an effective new way of communicating your message to the nuclear field. By integrating your brand into ours, we'll deliver your technology or recent project success story directly to the nearly 11,000 members of ANS that rely on our magazine to stay informed.

- Content and images for editorial are supplied by the advertiser and design is completed by *NN* Desktop Editor
- Printed in one monthly issue (not available in Buyers Guide)
- Posted on *NN* webpage for 30 days (with a link to your site)
- Promoted within *NN* member notification email

NET RATES

Editorial content only (no ad):

\$3500 two pages
 \$4815 three pages
 \$5950 four pages

Editorial content, plus ad:

\$5575 one page of editorial content & one ad page
 \$6950 two pages of editorial content & one ad page
 \$8965 three pages of editorial content & one ad page
 (or two pages of editorial content & two ad pages)

ANS CAREER CENTER ans.org/career

The ANS Career Center is the premier online forum for employers to recruit qualified nuclear candidates (via electronic job postings) or search individual ANS member resumés. As a value-added service, when you purchase an employment ad in *Nuclear News*, the text from your print ad is automatically posted to the job board for two months. Alternatively, create and manage an online only account and pay as you go. Each credit is valid for a single job description (31 day posting) or can be applied to an existing job description to extend the posting for an additional 31 days. Buy in bulk and save - credits never expire!

*Access to search the ANS member resumé database requires pre-approval. Email advertising@ans.org.

1 credit	\$ 599
3 credits	999
6 credits	1499
Resumé Access*	799

JANUARY

National Labs

AD SPACE Dec. 16, 2019 | MATERIAL DUE Dec. 18, 2019

FEBRUARY

Nuclear Applications

AD SPACE January 16 | MATERIAL DUE January 20

- Waste Management Conference (WM2020)

MARCH

World Reference Issue | Education & Training

AD SPACE February 17 | MATERIAL DUE February 19

- 14th International Topical Meeting on Nuclear Applications of Accelerators (AccApp '20)

APRIL

Advanced Manufacturing | Fuel

AD SPACE March 16 | MATERIAL DUE March 18

- Technology of Fusion Energy (TOFE) 2020
- 22nd Annual Electric Power Conference and Exhibition

MID-APRIL

51st Annual Buyers Guide

AD SPACE March 11 | MATERIAL DUE March 18

This issue has year-round circulation at the most important nuclear conferences, meetings, exhibits, and events!

MAY

Containers | Capacity Factors

AD SPACE April 15 | MATERIAL DUE April 17

- Decommissioning Strategy Forum
- RAPID Conference & Technical Exhibit

JUNE

International | Supply Chain

AD SPACE May 15 | MATERIAL DUE May 19

- ANS Annual Meeting
- World Nuclear Exhibition

JULY

Outage Management | President's Profile

AD SPACE June 12 | MATERIAL DUE June 16

- Utility Working Conference and Vendor Technology Expo – *Official Show Issue: a copy of this issue will be included in all UWC Attendee Packets.*

AUGUST

26th Annual Vendor/Contractor Issue

Buy 1-Get 1*

AD SPACE July 10 | MATERIAL DUE July 14

This issue has year-round circulation and the special section is posted to the ANS website.

SEPTEMBER

Health Physics & Radiation Protection

AD SPACE August 7 | MATERIAL DUE August 11

- ICRS 14/RPSD 2020
- Test, Research, and Training Reactor (TRTR) Annual Meeting

OCTOBER

Plant Maintenance | Robotics & Remote Systems

AD SPACE September 8 | MATERIAL DUE September 10

NOVEMBER

People of Nuclear

AD SPACE October 7 | MATERIAL DUE October 9

- ANS Winter Meeting and Nuclear Technology Expo

DECEMBER

University Programs

AD SPACE November 4 | MATERIAL DUE November 6

- Bonus Distribution: subject to change; refer to monthly promo on website to verify distribution locations.

* August 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 if color is used on the second page).

Radwaste Solutions is a specialty magazine providing expanded coverage of worldwide decommissioning, environmental remediation, and waste management activities. Feature articles discuss the generation, handling, treatment, cleanup, transportation, storage, and disposal of radioactive waste. Articles are contributed by people working with utilities and those involved in U.S. DOE site work, in the medical, legal, university, consulting, and commercial areas, and from all levels of government.



Print Advertising | Color Insertion Rates

All ad rates are in U.S. Dollars and include full color†.

SEMIANNUAL ISSUES

Ad Size	1x	2x
2-page spread	\$ 5760	5480
Full page	3080	2920
2/3 page	2860	2700
1/2 page island	2640	2500
1/2 page horiz.	2400	2300
1/3 page	2160	2080
1/4 page	2000	1920

†Black and white color option is available - deduct \$1000 from rates listed above.

PREMIUM POSITIONS*

Page 1 or 5	rate +10%
Center Spread	rate +10%
Inside Front or Back Cover	rate +20%
Outside Back Cover	rate +25%

*Contact the Advertising Department for availability.

Editorial Calendar | Advertising Planning Guide

SPRING

Waste Management and Transportation

AD SPACE February 3 | MATERIAL DUE February 10

- Waste Management Conference (WM2020)
- Decommissioning Strategy Forum

FALL

16th Annual Buyers Guide/Decontamination & Decommissioning/Environmental Remediation

AD SPACE August 7 | MATERIAL DUE August 12

- 14th Annual RadWaste Summit
- 21st Annual ETEBA Business Opportunities Conference
- ANS Winter Meeting and Nuclear Technology Expo

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.



CIRCULATION

TARGET CONTENT + TARGET AUDIENCE = your ad dollars working for you.

Since ANS accepted its first advertisement in 1960, the industry's leading trade publications have partnered with more than 1,000 companies and organizations to help deliver marketing messages to the nuclear field—more than 40,000 ad pages sold and counting! We look forward to working with you in the year ahead.

Print & Digital: Every issue is delivered to the nearly 11,000 members of ANS residing throughout 54 countries as well as the attendees at the most valuable industry events.

Online: Gain exposure to the more than 290,000 unique individuals that visit our website every year.

If you aren't doing so already, advertise, join, or subscribe today to further strengthen the unified voice of ANS and enhance the magazines that deliver the innovation, technology, and articles the industry has come to rely on for 60 years.

Inside the numbers...

2,800+ readers in the **Operations and Power** segments of the industry

3,500+ readers in the specialized **Decommissioning, Environmental Remediation, and Waste Management** fields

1,450 student members (more than half in graduate-level programs) represent your **future customers and employees**

35% of our readers active within the industry workforce hold **managerial level titles or higher**—our magazines are read by the decision-makers you need to reach.

Proudly serving all segments of the nuclear field, including:

Commercial Nuclear

Department of Energy/Military/Government Agencies

National Labs

Colleges and University

BE A PART OF THE FUTURE. JOIN ANS.

As a member of the American Nuclear Society, you are given the unique opportunity to influence the future of nuclear science and technology. Being a part of ANS means being a part of a community dedicated to advancing the nuclear field by creating a forum for sharing information and advancements in technology, and by engaging the public and policymakers through communication outreach. Through your membership, you are supporting the future of nuclear while enhancing your career through professional development and networking opportunities exclusive to ANS members. Free subscriptions to *Nuclear News* and *Radwaste Solutions* magazines are part of the member benefits. Be a part of the future and join the ANS community today at ans.org/join.

AD MATERIAL SUBMISSION

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.

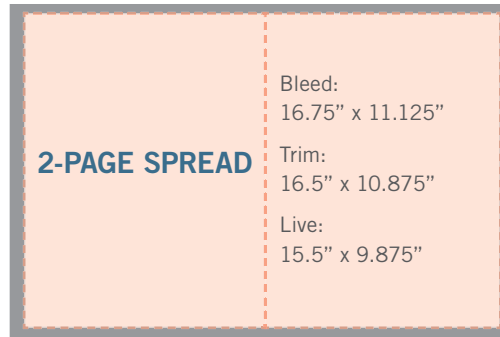
All supporting documents (Fonts, Pictures, Plugins, Xtentions) required for use with the files must be included. A laser copy of the ad should be included, with any spot colors clearly labeled. Alternatively, color separations or an Acrobat PDF proof may be sent. PDF proofs must be clearly marked as 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

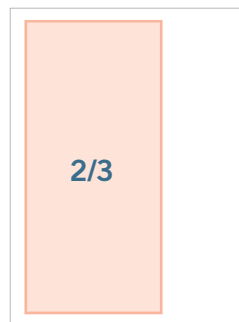
EMAIL advertising@ans.org



2-page spread w/bleed*



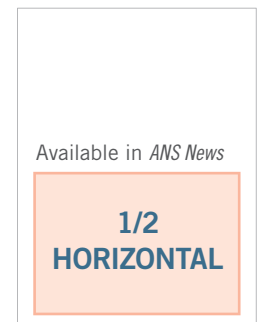
Full page w/bleed



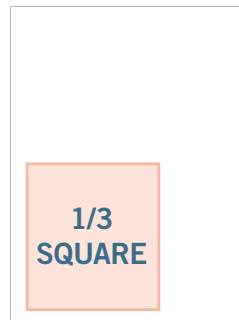
2/3 page
4.667" x 10.0"



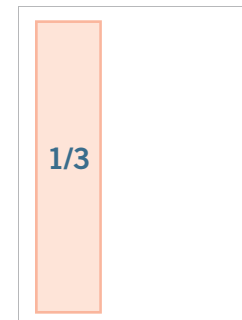
1/2 page island
4.667" x 7.375"



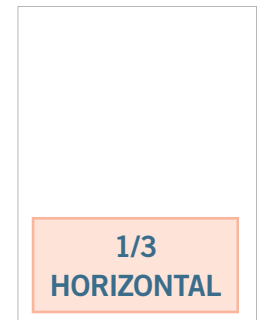
1/2 page horizontal
7.0" x 4.875"



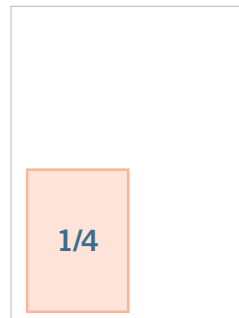
1/3 page square
4.667" x 4.875"



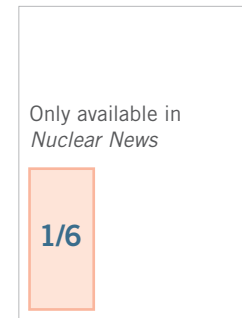
1/3 page vertical
2.25" x 10.0"



1/3 page horizontal
7.0" x 3.375"



1/4 page vertical
3.45" x 4.875"



1/6 page vertical
2.25" x 4.875"

Column widths:
2.25" and 3.45"

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.

ADDITIONAL INFORMATION

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 at 1-800-682-6397 or by emailing 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.

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 barry@kingwillco.com

Jim Kingwill jim@kingwillco.com

T: 847-537-9196 | F: 847-537-6519

SOUTHEAST | WEST

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

Jeff Mosses jmosses@ans.org
Advertising Director

T: 708-579-8225 | F: 708-352-6464

INTERNATIONAL

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

Jessica Vazquez jvazquez@ans.org
International Sales Lead

T: 708-579-8289 | F: 708-352-6464

CANADA

Cheryl Tasker-Shaw cheryl.taskershaw@gmail.com
Advertising Sales Assistant

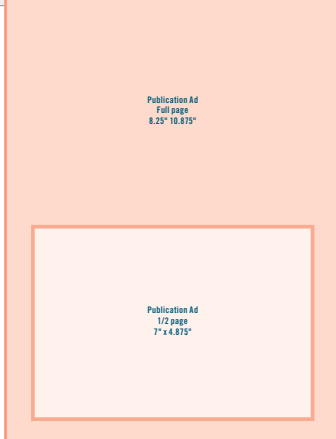
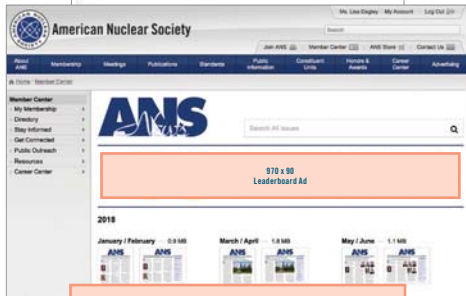
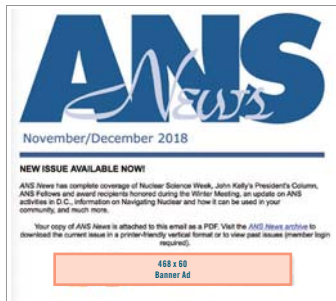
T: 416-509-1432

ADVERTISING OFFICE

Erica McGowan emcgowan@ans.org
Production Manager

T: 708-579-8226 | F: 708-352-6464

DIGITAL ADVERTISING



ANS News

ans.org/members/ansnews

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. Your **exclusive** sponsorship of each bimonthly issue includes: a banner embedded within the member notification email, a leaderboard banner permanently displayed on the ANS News archive page (until the next issue is published), and either a half page or full page color advertisement within the issue.

AD SPECIFICATIONS

Acceptable File Formats: GIF, JPG, PNG, BMP, PSD. All files must be RGB colors; non-Flash images; no tags allowed.

Banner Ad: 468 x 60 pixels at 72 dpi (max 40 kb)

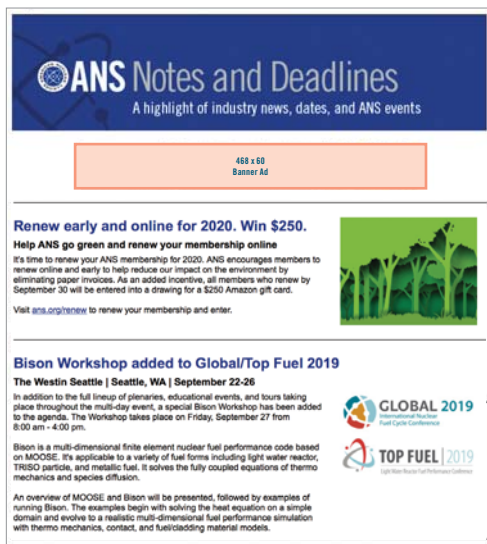
Leaderboard Ad: 970 x 90 pixels at 72 dpi (max 120kb) (must include second version of the ad for use on mobile devices: 350 x 250 pixels)

Publication Ad: Full page 8.25" x 10.875" OR 1/2 page horizontal 7.0" x 4.875"
Acceptable File Formats: See page 5.

NET RATE PER ISSUE

Full page	\$ 3900
1/2 page	3400

JANUARY/FEBRUARY AD SPACE January 7 MATERIAL DUE January 9	JULY/AUGUST AD SPACE July 8 MATERIAL DUE July 10
MARCH/APRIL AD SPACE March 4 MATERIAL DUE March 9	SEPTEMBER/OCTOBER AD SPACE September 7 MATERIAL DUE September 10
MAY/JUNE AD SPACE May 5 MATERIAL DUE May 11	NOVEMBER/DECEMBER AD SPACE November 4 MATERIAL DUE November 9



Notes & Deadlines Banner Ad

ans.org/advertising/notedeadlines

Highlighting important upcoming ANS dates and events, this HTML email is broadcast to the entire membership on the 10th of each month. For the last 12 months (through August 2019), the monthly averages are as follows: 7,903 delivered, open rate 35.0 percent, and clicks of 15.7 percent.

AD SPECIFICATIONS

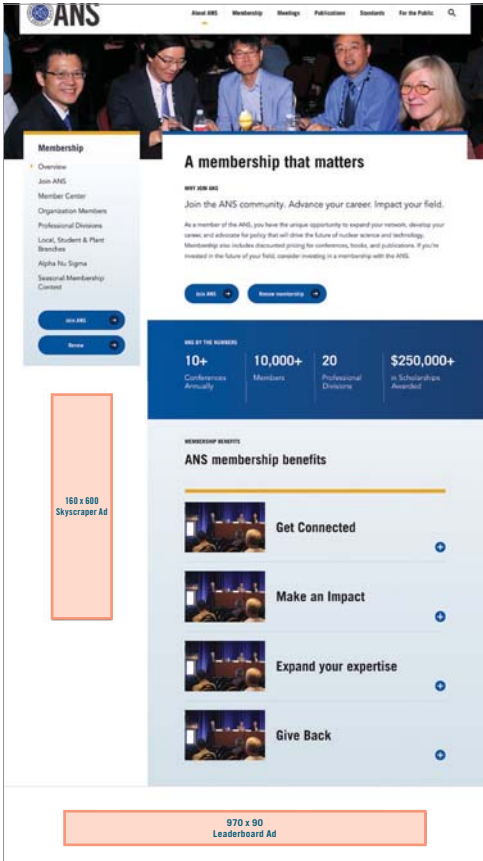
Acceptable File Formats: JPG or PNG only (no animation). All files must be RGB colors; non-Flash images; no tags allowed.

Banner Ad: 468 x 60 pixels at 72 dpi (max 40 kb)

NET RATE

Top & Bottom	\$ 2580
Embedded	2100

DIGITAL ADVERTISING



Website Banner Ads

ans.org/advertising/bannerads

Banner ads are simultaneously displayed and rotated throughout the entire ANS website (more than 64,700 total web pages). Over the last 12 months (through August 2019), the site has attracted more than 290,000 unique visitors corresponding to 6,289,646 banner/page views.

Leaderboard ads run on all pages just above the footer area. Please include mobile size ad with submission.

Skyscraper ads run on secondary pages on left side below secondary navigation area.

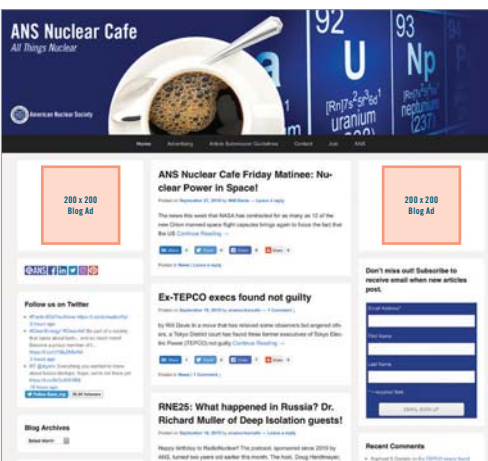
AD SPECIFICATIONS

Acceptable File Formats: GIF, JPG, PNG, BMP, PSD. All files must be RGB colors; non-Flash images; no tags allowed.

Leaderboard Ad: 970 x 90 pixels at 72 dpi (max 120kb) (must include second version of the ad for use on mobile devices: 350 x 250 pixels)

Skyscraper: 160 x 600 pixels at 72 dpi (max 120kb)

NET RATE	One Size	Both Sizes
1 month	\$ 1350	\$ 2020
3 months	2340	3190
6 months	3570	4510
12 months	5280	6540



Blog Ad

ansnuclearcafe.org

The ANS Nuclear Cafe 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 email broadcast to blog subscribers each week. Over the last 12 months (through August 2019), total blog/email views were 293,163, which generated 13,944 links.

AD SPECIFICATIONS

Acceptable File Formats: GIF, JPG, PNG, BMP, PSD. All files must be RGB colors; non-Flash images; no tags allowed.

Banner Ad: 200 x 200 pixels at 72 dpi (max 40 kb)

NET RATE	
1st–15th of the month	\$ 960*
16th–end of the month	960*

*Discounted rate of \$815 per ad applies if you reserve at least four bi-monthly spots per calendar year.

BUYERS GUIDES



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 nearly 800 worldwide companies throughout 471 categories of products and services that have applications in the nuclear field.

The Buyers Guide includes the following sections:

- Nuclear Products, Materials & Services Directory (the 471 categories of products, materials, and services that are used in the nuclear industry with a listing of suppliers for each)
- Directory of Suppliers (alphabetical listing of suppliers [by country], which includes the supplier's name, complete mailing address, contact personnel, telephone and fax 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 in the *Nuclear News* Buyers Guide.

Go to ans.org/advertising/newnbg

If your company already has a free listing, the contact(s) we have on file will receive an email from us in mid-January each year to verify or update the listing. To ensure that we are publishing accurate information, this must be completed each year in order to be included in the directory.



Radwaste Solutions Buyers Guide (published within the Fall issue of *Radwaste Solutions*) lists nearly 400 worldwide companies that supply 168 products or services that are utilized by the specialized radioactive waste management and site cleanup and remediation segments of the nuclear industry.

The Directory of Suppliers section provides contact information (by company/country) and indicates the products and services each industry vendor supplies or provides. The Product Listings section lists the 168 categories of products and services utilized by DOE cleanup and remediation sites and civilian decommissioning projects, as well as radioactive waste management projects in both the utility and nonpower/nongovernmental segments of the industry in the United States and internationally. Companies that are active within this segment of the nuclear industry are listed under each product listing that is representative of their business or area of expertise.

COMPANY LISTINGS ARE FREE!

It only takes a few minutes to create a free listing for your company in the *Radwaste Solutions* Buyers Guide.

Go to ans.org/advertising/newsrbg

If your company already has a free listing, the contact(s) we have on file will receive an email from us in July each year to verify or update the listing. To ensure that we are publishing accurate information, this must be completed each year in order to be included in the directory.

MAGAZINE SUBSCRIPTIONS

Nuclear News

See why nearly 11,000 readers worldwide rely on *Nuclear News* to stay informed. Published since 1959, *Nuclear News* is recognized as the flagship trade publication serving the nuclear field.

Corporate subscriptions include 13 print issues (12 monthly issues plus the Buyers Guide) as well as online access for an unlimited IP range of desktop users at your location.

All past issues, from 1959-present, are archived online and fully searchable. Order online at ans.org/store/item-NN or call 1-708-579-8207.

Individual subscriptions are included with membership to the American Nuclear Society. **Visit ans.org/join to become a member.**

Radwaste SOLUTIONS

Radwaste Solutions is considered essential reading for all professionals, contractors and companies involved in the decommissioning, environmental remediation, and waste management segments of the nuclear industry.

Corporate subscriptions include two semiannual print editions, Spring (March) and Fall (September), as well as online access for an unlimited IP range of desktop users at your location. All 129 past issues (over 1500 articles), from 1994-present, are archived online and fully searchable. Order online at ans.org/store/item-RWS or call 1-708-579-8207.

Individual subscriptions are included with membership to the American Nuclear Society. **Visit ans.org/join to become a member.**

HOW TO SUBMIT EDITORIAL CONTENT

Nuclear News

The following are items that editorial staff will consider for placement in the magazine:

- New products and literature and software/databases available
- Business developments: Contracts, new facilities, new companies, mergers, acquisitions, marketing agreements, etc.
- Calendar items: Nuclear-related meetings, Short Courses, Calls for Papers
- People: New hires, promotions, awards, obituaries, etc.
- Cut-and-caption stories
- Applications stories
- Feature articles

For detailed specifications and specific contact information, please see our website: ans.org/nn

Radwaste SOLUTIONS

The following are items that editorial staff will consider for placement in the magazine:

- Press releases on news, new products, business developments, people items, and meeting announcements
- Feature articles: Articles of interest to the waste management and decommissioning industries – general trends, significant ideas or concepts, new or upgraded technology, historical overviews, operating experience, or lessons learned

For detailed information, please see our website: ans.org/rs

Press releases should be sent to the editor, Tim Gregoire, tgregoire@ans.org.

More than 40,000 ad pages sold
... and counting!



555 N. Kensington Ave.
La Grange Park, IL 60526
ans.org/advertising
advertising@ans.org

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