

## PRODUCTION REQUIREMENTS/PUBLICATION SCHEDULE

### Advertising Specifications

Ad Size	Non-Bleeding (width x height)	Bleeding (width x height)
Spread	15.25" x 9.625"	16.5" x 10.75"
Full Page	7.25" x 9.625"	8.375" x 10.75"
Half Page	7" x 4.625"	8.375" x 5.375"
2/3 Page	4.625" x 9.625"	5.25" x 10.75"
1/3 Vertical	2.125" x 9.625"	2.875" x 10.75"
1/6 Page	2.125" x 4.625"	n/a
1/3 Square	4.625" x 4.625"	n/a

- **Magazine Trim Size:** 8.125" wide x 10.5" high
- **Bleeds:** All bleeding ads should include .125" bleed on all four sides; this bleed amount has been included in the table above.
- **Safety:** Please keep all LIVE matter not intended to trim .5" away from the trim edges.
- **Gutter Safety:** For spread ads, please allow .375" on each side of the gutter (.75" total gutter safety).
- **Print Process:** Web offset
- **Cover Paper Stock:** Eight Point
- **Text Paper Stock:** 50-pound coated
- **Binding:** All issues are saddle stitched.

### Reproduction Requirements

Material in order of preference:

- **PDF:** Must be high resolution with all fonts and images included in file. PDF files should be saved using PDF X-1A, "Highest Quality Print," or "Press" settings in Acrobat to ensure that the PDF is high resolution.
- **Supplied CD:** *Science News* uses Adobe InDesign/Mac OS X. All fonts, images, and a color page proof must be supplied. Fonts and files must be compatible with our OS.
- **Tiff:** 300 DPI
- **Line screen:** 150
- Color images must be in CMYK.

### Delivery Instructions

E-mail electronic files to: [ads@sciencenews.org](mailto:ads@sciencenews.org).

All contracts, insertion orders, and materials must be shipped to:

*Science News*  
1719 N Street NW  
Washington DC 20036  
ATTN: Advertising

**Inserts:** Please inquire for shipping instructions.

### Publication Schedule

Publication Date	Ad Close	Materials Close	Online Pub Date
<i>Year in Review</i>			
January 3, 2009	11/26	12/3	12/20
January 17, 2009	12/10	12/17	1/3
<i>Darwin Issue</i>			
January 31, 2009	12/24	12/31	1/17
February 14, 2009	1/7	1/14	1/31
February 28, 2009	1/21	1/28	2/14
March 14, 2009	2/4	2/11	2/28
March 28, 2009	2/18	2/25	3/14
April 11, 2009	3/4	3/11	3/28
April 25, 2009	3/18	3/25	4/11
<i>ISEF Issue</i>			
May 9, 2009	4/1	4/8	4/25
May 23, 2009	4/15	4/22	5/9
June 6, 2009	4/29	5/6	5/23
June 20, 2009	5/13	5/20	6/6
July 4, 2009	5/27	6/3	6/20
July 18, 2009	6/10	6/17	7/4
August 1, 2009	6/24	7/1	7/18
August 15, 2009	7/8	7/15	8/1
August 29, 2009	7/22	7/29	8/15
September 12, 2009	8/5	8/12	8/29
September 26, 2009	8/19	8/26	9/12
October 10, 2009	9/2	9/9	9/26
October 24, 2009	9/16	9/23	10/10
November 7, 2009	9/30	10/7	10/24
November 21, 2009	10/14	10/21	11/7
December 5, 2009	10/28	11/4	11/21
December 19, 2009	11/11	11/18	12/5