

## SCIENCE NEWS PRODUCTION REQUIREMENTS/PUBLICATION SCHEDULE

### Print Advertising Specifications

Ad Size	Non-Bleeding (width x height)	Bleeding (width x height)
Spread	14.9167" x 9.1667"	16.5" x 10.75"
Full Page	6.8333" x 9.1667"	8.25" x 10.75"
Half Page	6.8333" x 4.5"	8.25" x 5.375"
2/3 Page	4.5" x 9.1667"	5.2917" x 10.75"
1/3 Vertical	2.1667" x 9.1667"	n/a
1/3 Square	4.5" x 4.5"	n/a
1/6 Page	2.1667" x 4.5"	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:** Keep all LIVE matter not intended to trim .5" away from the trim edges.
- **Gutter Safety:** For spread ads, allow .375" on each side of the gutter (.75" total gutter safety).
- **Print Process:** Web offset
- **Cover Paper Stock:** 70-pound coated
- **Text Paper Stock:** 45-pound coated
- **Binding:** All issues are saddle stitched.

### REPRODUCTION REQUIREMENTS

Material in order of preference:

- **PDF:** High resolution with all fonts and images embedded in file. PDF files should be saved using PDF X-1A, "Highest Quality Print," or "Press" settings in Acrobat to ensure high resolution PDF.
- **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.
- All typographic elements should be output from Illustrator or InDesign whenever possible.

### Publication Schedule

Publication Date	Ad Close	Materials Close	Online Pub Date
January 14, 2012	12/7/11	12/14/11	12/31/11
January 28, 2012	12/21/11	12/28/11	1/14/12
February 11, 2012	1/4/12	1/11/12	1/28/12
February 25, 2012	1/18/12	1/25/12	2/11/12
March 10, 2012	2/1/12	2/8/12	2/25/12
<i>Intel Science Talent Search Issue</i>			
March 24, 2012	2/15/12	2/22/12	3/10/12
April 7, 2012	2/29/12	3/7/12	3/24/12
April 21, 2012	3/14/12	3/21/12	4/7/12
May 5, 2012	3/28/12	4/4/12	4/21/12
<i>Intel Science and Engineering Fair Issue</i>			
May 19, 2012	4/11/12	4/18/12	5/5/12
June 2, 2012	4/25/12	5/2/12	5/19/12
June 16, 2012	5/9/12	5/16/12	6/02/12
June 20, 2012	5/23/12	5/30/12	6/16/12
July 14, 2012	6/6/12	6/13/12	6/30/12
July 28, 2012	6/20/12	6/27/12	7/14/12
August 11, 2012	7/5/12	7/11/12	7/28/12
August 25, 2012	7/18/12	7/25/12	8/11/12
September 8, 2012	8/1/12	8/8/12	8/25/12
September 22, 2012	8/15/12	8/22/12	9/8/12
October 6, 2012	8/29/12	9/5/12	9/22/12
<i>Middle School Competition Issue</i>			
October 20, 2012	9/12/12	9/19/12	10/6/12
November 3, 2012	9/26/12	10/3/12	10/20/12
November 17, 2012	10/10/12	10/17/12	11/3/12
December 1, 2012	10/24/12	10/31/12	11/17/12
December 15, 2012	11/7/12	11/14/12	12/1/12
December 29, 2012	11/21/12	11/28/12	12/15/12

### Delivery Instructions

Upload electronic files to: [ftp.societyforscience.org](ftp://ftp.societyforscience.org)

**User name:** media / **Password:** sciencenews

Or e-mail files to: [ads@sciencenews.org](mailto:ads@sciencenews.org)

Contracts and insertion orders may be e-mailed to: [mike@rwwcompany.com](mailto:mike@rwwcompany.com) or [jonathan@rwwcompany.com](mailto:jonathan@rwwcompany.com).

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

## SCIENCE NEWS ADVERTISING POLICIES

### Advertising Policy

- The advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher.
- The advertiser and the agency are jointly and severally liable for payment of all advertising. Publisher will not accept terms of sequential liability.
- All orders are accepted subject to acts of God, fires, strikes, accidents, or other occurrences beyond the publisher's control that prevent the publisher from partially or completely publishing or distributing *Science News*.
- *Science News* reserves the right to decline or reject any advertising for any reason at any time without liability, even if previously acknowledged or accepted.
- The word "advertisement" will be placed next to any advertisement which in *Science News*' opinion may resemble editorial material. All advertisements must be clearly identified by the trademark or signature of the advertiser.
- Any advertising order must contain the address and telephone number of the advertiser.
- Unless otherwise instructed, all printing material is destroyed after 12 months.

### Commission

Recognized agencies receive a 15% discount if the invoice is paid within 30 days of issue in which ad appears.

### Cancellations

Cancellations must be received no later than 4 weeks prior to issue date.

### Closing Dates

- Insertion orders are due 6 weeks in advance of requested issue date.
- Materials are due no later than 4 weeks in advance of publication date.

### Frequency Rates

- Rates are determined by the number of insertions contracted for and used during a 12-month period.
- Schedules composed of mixed-space units of 1/6 page or larger are entitled to standard frequency discounts.

- Early cancellation of a frequency contract will result in a short rate.
- All design changes requested by the advertiser will be charged to advertiser at cost.

### Guaranteed Position

A premium of \$500 is charged for a guaranteed page position.

### Inserts, Return Cards

Available on a per-issue basis. Please inquire for details.

### Split Run

A-B split only. Cost is \$2,000 non-commissionable. Inquire for details.

### Requirements for Advertising Acceptance

- *Science News* is written for a well-educated, scientifically-aware readership of professionals, scientists and other science-oriented adults. In editorial matter, our readers demand accuracy, precision and even-handed presentation of information and evidence. To be appropriate for *Science News*, advertising should be directed at the needs of such an audience. It should involve quality products and services, and it must be free of exaggerated or scientifically questionable claims.
- All advertising is subject to publisher's approval.

### Contract and Copy Regulations

- *Science News* will not be bound by any conditions whatsoever appearing on insertion orders or copy instructions submitted by or on behalf of advertisers when such conditions conflict with any provisions contained in the Rate Card or its policies.
- The advertiser and its agency, if there is one, each represents that it is fully authorized and licensed to use (1) the names, portraits, and/or pictures of living persons, (2) any copyrighted material, and (3) any testimonials submitted by or on behalf of the advertiser and published in *Science News*.