

Established in 1934, the National Association of Science Writers, Inc. is the oldest organization for science journalists in the U.S. NASW's *ScienceWriters* quarterly, has been published since 1952 and reaches a membership of over 2,500 editors and writing professionals in all fields of science. *ScienceWriters* ensures a focused audience perfect for trade advertising. Longevity of every issue is preserved via the online edition at nasw.org.



ADVERTISING RATES AND OPPORTUNITIES

ScienceWriters™

1 ISSUES select one or more

Pre-Buy your ad space and save!
2-3 consecutive issues nets a 5% Discount.
4 consecutive issues nets a 10% Discount.

ISSUE DEADLINE

- Winter.....December 1
- Spring.....March 1
- Summer..... June 1
- Fall..... September 1

Publish Date is six weeks after deadline.

3 ART review options and check one

- Preferred: High res 2400 dpi PDF, grayscale or cmyk color, fonts converted to path/outline
- High res 2400 dpi PDF, grayscale or cmyk color, embedded postscript fonts (no True Type)
- Art assistance needed; additional 50% Design Fee

NOTE: *ScienceWriters* is produced on a Mac platform and printed in the USA on recycled paper. NASW reserves the right to refuse any advertising deemed inappropriate.

4 TERMS review terms

TERMS: Placement in 2-3 consecutive issues nets a 5% Pre-Buy Discount; 4 consecutive issues nets a 10% Pre-Buy Discount.

Art assistance is available for an additional 50% Design Fee.

You will be billed less Pre-Buy Discount and/or including Design Fee, if applicable. Payment-in-full is due within 30 days of receipt of invoice. Ads cancelled after the Issue Deadline are subject to a kill fee of \$200.00 or 50% of ad price, whichever is greater.

2 AD SIZES select one

MAILING PANEL

BACK COVER EXCLUSIVE
8.5"x8.5" TRIM
8.625"x8.625" BLEEDS
BOTTOM AND LEFT SIDE
 COLOR \$2,050

1/2 PG VERTICAL
3.5"x9.83"
 COLOR \$800
 B/W \$700

1/4 PAGE
3.5"x4.8125"
 COLOR \$475
 B/W \$375

1/8 PAGE
3.5"x2.3125"
 COLOR \$300
 B/W \$200

1/2 PG HORIZONTAL
7.5"x4.8125"
 COLOR \$800
 B/W \$700

FULL PAGE
7.5"x9.83"
 COLOR \$1,500
 BLACK/WHITE \$1,250

1/3 PG VERTICAL
2.25"x9.83"
 COLOR \$600
 B/W \$500

1/3 PG SQUARE
4.75"x4.8125"
 COLOR \$600
 B/W \$500

1/12 PG SQUARE
2.25"x2.3125"
 COLOR \$250
 B/W \$150

2/3 PAGE
4.75"x7.25"
 COLOR \$1,100
 B/W \$1,000

1/6 PG
2.25"x4.8125"
 COLOR \$400
 B/W \$300

5 ADVERTISER complete

ORGANIZATION _____ CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ E-MAIL _____

6 SUBMIT BY ISSUE DEADLINE send completed form and art

- MAIL FORM: NASW SW, Attn: Tinsley Davis, P.O. Box 7905, Berkeley, CA 94707
Or, FAX TO: 617-752-9061
- E-MAIL ART: under 1MB files go to editor@nasw.org
For files over 1MB, e-mail editor@nasw.org to request FTP upload instructions.
Or, CONTACT EDITOR IF ART ASSISTANCE IS NEEDED: editor@nasw.org

CONTACTS

Tinsley Davis, *Executive Director*
510-647-9500 or director@nasw.org

Lynne Friedmann, *Editor*
858-793-3537 or editor@nasw.org

NASW will send an invoice upon receipt of this Ad Rate Sheet.