

RADWASTE SOLUTIONS 2012

Editorial Calendar & Advertising Planning Guide

(Check our web site and monthly flyers to verify actual distribution locations)

*January–April HIGH-LEVEL WASTE

ANNUAL WASTE MANAGEMENT (WM) CONFERENCE SHOW ISSUE

Ad Space Due: Monday, January 9

Ad Material Due: Friday, January 13

Advertiser Feature: The annual Waste Management (WM2012) Conference, presented by WM Symposia (WMS), is widely regarded as the premier international conference for the management of radioactive material and related topics. This conference attracts over 2,000 registrants from throughout the world representing the government and private organizations undertaking the global tasks of radioactive material management, decommissioning and site remediation. A copy of this issue will be included in all attendee and exhibitor registration packets.

Additional Circulation: Feb. 26–Mar. 1: **Waste Management Conference (WM2012)**, Phoenix Convention Center, Phoenix, Ariz. • Mar. 18–23: **18th Pacific Basin Nuclear Conference (PBNC 2012)**, Busan, South Korea • Mar. 20–22: **International Conference on Progress in Nuclear Energy and Education**, London, U.K. • Apr. 12–15: **ANS Student Conference**, University of Nevada, Las Vegas • Apr. 17–19: **World Nuclear Fuel Cycle 2012**, Helsinki, Finland • Apr. 23–25: **Nuclear Fuel Cycle Conference**, Manchester, U.K. • May 6–10: **Used Fuel Management Conference**, St. Petersburg, Fla.

May–June

DECONTAMINATION & DECOMMISSIONING

Ad Space Due: Thursday, April 19

Ad Material Due: Tuesday, April 24

Additional Circulation: May 22–24: **Radioactive Materials Transport and Storage Conference and Exhibition**, London, U.K. • June 10–13: **33rd Canadian Nuclear Society Annual Conference**, Saskatoon, Saskatchewan, Canada • June: **EPRI Low-Level Waste Conference** (venue, location and date TBD) • June 24–28: **ANS Annual Meeting**, Chicago, Ill. • July 15–18: **U.S. Women in Nuclear**, Orlando, Fla.

Advertiser Special: This issue will have exclusive distribution rights to attendees and exhibitors at this special ANS Topical Event – Decommissioning, Decontamination, and Reutilization 2012 (DD&R 2012), Idaho Falls, Idaho on Aug. 29–Sept. 2

July–August

LOW-LEVEL WASTE

Ad Space Due: Wednesday, June 20

Ad Material Due: Monday, June 25

Additional Circulation: Aug. 5–8: **Utility Working Conference and Vendor Technology Expo**, Hollywood, Fla. • Sept. 2–7: **International Conference on Radiation Shielding – RPSD-2012**, Nara, Japan • Sept. 4–7: **6th Annual Radwaste Summit**, Las Vegas, Nev.

September–October

ENVIRONMENTAL REMEDIATION

Ad Space Due: Monday, August 13

Ad Material Due: Friday, August 17

Additional Circulation: To be determined

*November–December

PRODUCTS, MATERIALS AND SERVICES DIRECTORY

8TH ANNUAL BUYERS GUIDE

This annual Radwaste Solutions Buyers Guide will feature nearly 400 suppliers listed throughout more than 150 categories that relate directly to the business of radioactive waste management and site cleanup and remediation.

The directory of products, services, and companies (with contact information) relate to work at DOE cleanup and remediation sites and civilian decommissioning projects, as well as to radioactive waste management in both the utility and niche nonpower/nongovernmental segments of the industry.

Ad Space Due: Tuesday, October 9

Ad Material Due: Friday, October 12

Additional Circulation: Nov. 11–15: **2012 ANS Winter Meeting and Nuclear Technology Expo**, San Diego, Calif. • **Embedded Topical: Advances in Thermal-Hydraulics (ATH '12)** • **Embedded Topical: International Meeting on Severe Accident Assessment and Management: Lessons Learned from Fukushima Daiichi** • Dec. 9–12: **European Nuclear Conference (ENC 2012)**, Manchester, U.K. • Dec. 11–13: **Nuclear Power International (co-located with Power-Gen International)**, Orange County Convention Center, Orlando, Fla.

** Special AD RATES apply to January–April and November–December issues.*



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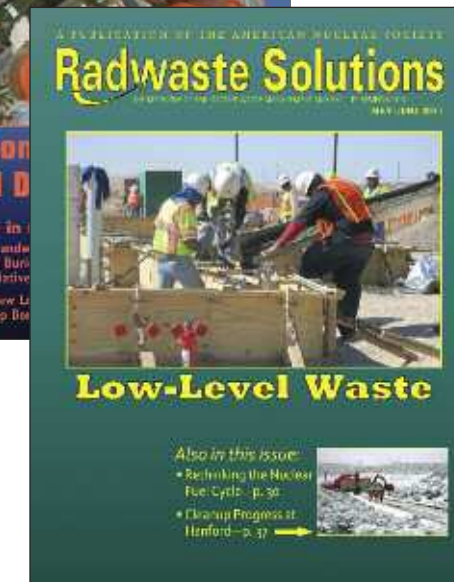
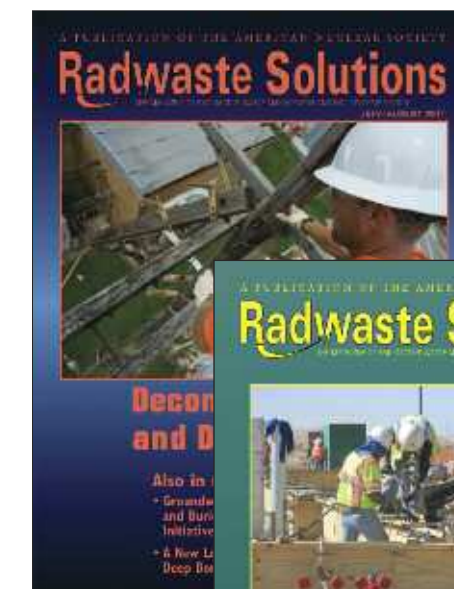
Web Site: www.ans.org/advertising

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Radwaste Solutions

2012 Rate Card



- Advertising Planning Guide
- Editorial Calendar



A PUBLICATION OF THE
AMERICAN NUCLEAR SOCIETY

Rate Card No. 18

Effective with the 2012 issues.

Radwaste Solutions is a bimonthly specialty magazine containing articles that discuss practical approaches and solutions to everyday problems and issues in all fields of radioactive waste management and environmental restoration.

Included is coverage of the generation, handling, removal, treatment, cleanup, and disposal of radioactive (including mixed) waste. Articles are contributed by people working with utilities and those involved in U.S. Department of Energy site work, in the medical, legal, university, consulting, and commercial areas, as well as from all levels of government. Also included are articles on radwaste management programs and practices outside the United States, as well as guest editorials and letters to the editor, shorter thought-pieces, and articles on recent academic/technical advances detailing their immediate or planned practical applications.

ADVERTISING RATES

2012 RADWASTE SOLUTIONS Insertion Rates

Regular issues (black & white)

	Spread	Page	2/3 page	1/2 island	1/2 horiz	1/3 page	1/4 page
1x	2695	1385	1215	1055	925	755	655
3x	2605	1335	1165	1025	885	725	635
5x	2505	1285	1115	995	845	705	615

All rates are (gross) U.S. Dollars.

Additional Color Rates

\$500	Second color—red, blue, orange, green, yellow (per color, per page or fraction)
700	Matched color—per color, per page or fraction
700	Metallic color—per color, per page or fraction
1000	Four color process—per page or fraction
1800	Four color process—per two page or fractional spread

Premium Position Rates (Contact publisher for availability)

Page 1: space + 10%	2nd Cover: space +20%
Page 5: space + 10%	3rd Cover: space +20%
Center Spread: space +10%	4th Cover: space +25%

Special Issues*

- * January–April Waste Management Conference Issue
- * November–December BUYERS GUIDE

	Spread	Page	2/3 page	1/2 island	1/2 horiz	1/3 page	1/4 page
1x	3325	1705	1505	1315	1125	945	805
3x	3225	1655	1455	1265	1095	915	775
5x	3135	1605	1375	1215	1065	895	735

*Special issue ad rates (black & white).

Mechanical Specifications

Ad Size	Inches Wide	Inches Deep
2-page spread with bleed*	16.75	11.125
2-page spread no bleed*	15.5	10.0
Full page with bleed†	8.5	11.125
Full page no bleed	7.0	10.0
¼ page	4.667	10.0
½ page, island	4.667	7.375
¾ page, horizontal	7.0	4.875
¾ page, square	4.667	4.875
¾ page, vertical	2.25	10.0
¾ page, vertical	3.375	4.875

Column Widths: 2.25" and 3.375"
Trim Sizes—
 † Full Page: 8.25" x 10.875"
 † 2-Page Spread: 16.5" x 10.875"

Column Length: 10"
Screen: 133 screen
Printing: offset
Binding: saddle-stitched
 Note: Special issues are perfect-bound

* For all ads that bleed off the page, any "live" matter (text or important images) should be at least 0.5 inch in from the trim edges of the ad on all bleeding sides.

* Due to the complexities of the printing process, please contact the advertising department as soon as possible if you are interested in running a 2-page spread ad.

Electronic Specifications (disk or e-mail)

Preferred file formats:

- Quark Xpress 9
- Adobe Creative Suite 5 (CS5)
- Print-ready PDF format
- EPS vector format
- TIFF Bitmap format

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.

Where to send electronic files:

Web: www.ans.org/advertising/upload

E-Mail: advertising@ans.org

All supporting documents (Fonts, Pictures, Xentions, Plug-ins) 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 which 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.

www.ans.org/advertising

Inserts

Must contact publisher for insert specifications and deadline requirements. Inserts supplied by advertisers ready to bind and not requiring back-up are billed at the full 1-page black and white rate for each of the first two pages. All consecutive pages are billed at 75% of the full page black-and-white rate.

Tip-in charges \$500 (noncommissionable).
 Back-up charges . . . \$400 per page (noncommissionable).

Copy & Contract Requirements

Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisement printed, 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.

Issuance & Closing Dates

Published bimonthly by the American Nuclear Society. The magazine is typically mailed around the 17th of the first month of combined publication (e.g. the May-June issue will be in the mail by May 17). Cancellations are NOT accepted after the ad space reservation deadline for a given issue.

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 allowed to recognized agencies. Other items such as back-up, tip-in, and similar production items, or the cost of artwork and reprints are noncommissionable. Invoices that remain unpaid beyond 60 days will be 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 first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been previously billed.

Frequency Discount

Frequency discounts apply to all insertions without respect to mixed sizes. Earned rate is based on total number of insertions within the calendar year. Spreads count as two insertions.

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