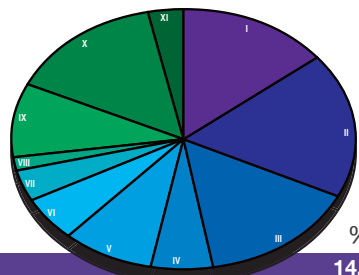




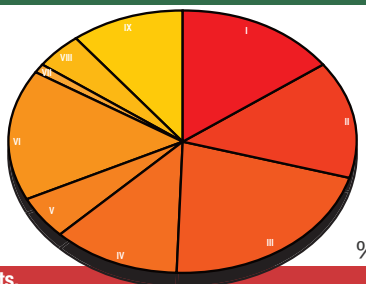
Audit Bureau of Circulations

READERSHIP ANALYSIS

11,249* Monthly

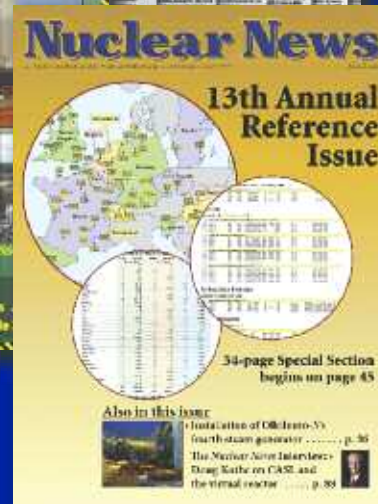
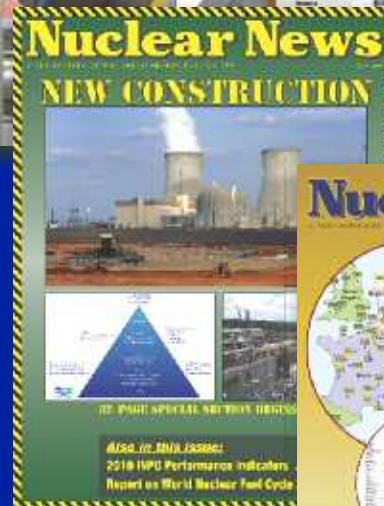


Business/Occupational	%
I. Utilities	14.4
II. National Laboratories and Government Agencies	17.9
III. Consulting and Service Companies	15.1
IV. Architects/Engineers and Constructors	5.7
V. Manufacturers and Suppliers	8.7
VI. Professor/Instructor/Trainer	5.5
VII. Medical Institutions	3.9
VIII. Private Research and Test Laboratories	1.6
IX. Others Allied to the Field	9.2
X. Educational Institutions	14.8
XI. Corporate/Non-ANS Member Subscriptions	3.2



Position/Title	%
I. Top Management (Presidents, Vice Presidents, Directors, Owners, other officials)	15.1
II. Middle Management (Superintendents, Supervisors, Managers, Chief Engineers, Department Heads, other managerial titles)	14.5
III. Engineers (Nuclear, Electrical, Mechanical, Chemical, other engineering titles)	21.0
IV. Health Physicists, Chemists, Technicians, Analysts, Consultants, Scientists, and other specialists	12.0
V. Professors, Instructors, Trainers	5.2
VI. Student or Other Educational Title	16.2
VII. Reactor/Senior Reactor Operators, or Reactor Operations Supervisors	1.0
VIII. ANS Emeritus/Fellow-Emeritus	4.6
IX. Other	10.4

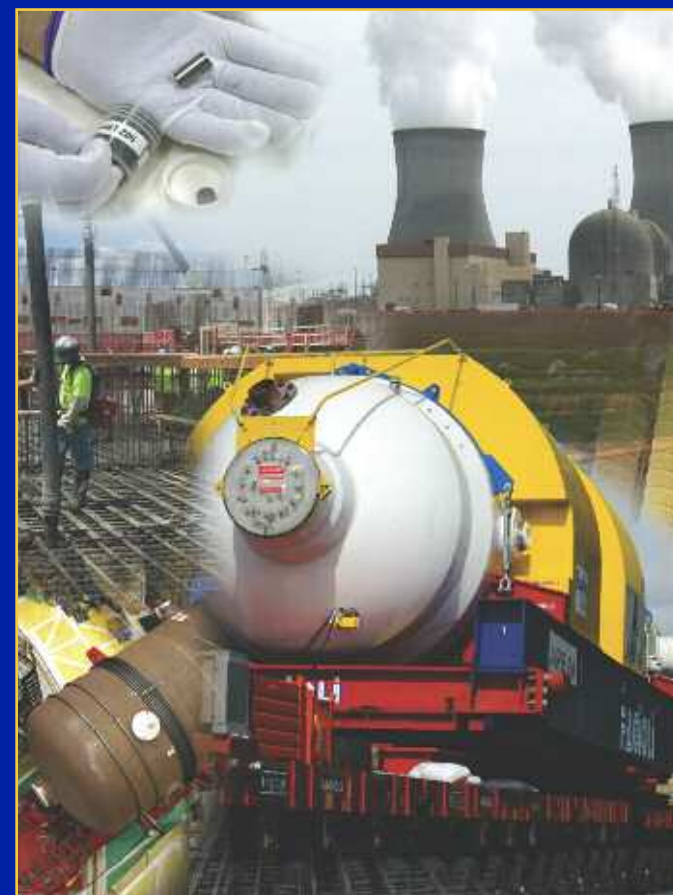
*Based on December 31, 2010 ABC Business Publication Publisher's Statement.



Nuclear News 2012

- RATE CARD FOR PRINT & ONLINE MEDIA
- EDITORIAL CALENDAR
- ADVERTISING PLANNING GUIDE

"The World's Premier Nuclear Magazine"



A PUBLICATION OF THE AMERICAN NUCLEAR SOCIETY

NUCLEAR NEWS

555 North Kensington Avenue
 La Grange Park, Illinois
 60526-5535 USA
 Phone: (708) 579-8226
 (800) NUC-NEWS
 Fax: (708) 352-6464
 E-mail: advertising@ans.org
 Web: www.ans.org/advertising

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

Rate Card No. 42
 Effective with the January 2012 issue.

PRINT ADVERTISING RATES

Nuclear News delivers your products, services, and employment opportunities to the nuclear professionals and decision-makers throughout this industry. Proudly serving the nuclear market since 1959!

2012 Nuclear News Insertion Rates

Effective with the January 2012 issue.

Monthly issues of NUCLEAR NEWS (black & white)								
	Spread	Page	2/3 page	1/2 island	1/2 horiz	1/3 page	1/4 page	1/6 page
1x	6300	3310	2630	2340	2120	1400	1080	850
3x	6100	3210	2530	2270	2040	1360	1050	830
6x	5930	3120	2470	2200	1970	1330	1020	800
9x	5780	3040	2420	2150	1920	1300	990	780
12x	5640	2970	2370	2110	1880	1280	970	770

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

Additional Color Charges

\$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)

Pages 1 & 5: space +10%	2nd Cover: space +20%
Late News: space +10%	3rd Cover: space +20%
Center Spread: space +10%	4th Cover: space +25%



• Annual Mid-April BUYERS GUIDE (black & white)

	Spread	Page	2/3 page	1/2 island	1/2 horiz	1/3 page	1/4 page	1/6 page
1x	7790	4100	3240	2900	2570	1760	1350	1060
3x	7600	4000	3180	2810	2520	1720	1300	1020
6x	7340	3860	3050	2730	2450	1650	1260	980
9x	7160	3770	2980	2660	2370	1600	1240	960
12x	7070	3720	2930	2600	2320	1580	1220	940

• Ad space reservations accepted until February 24, 2012.

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
¾ page	4.667	10.0
¾ 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
½ page, vertical	3.375	4.875
¼ page, vertical	2.25	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: both saddle-stitched and perfect-bound

* For all ads that bleed off the page, any live content (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 Submission Specifications

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, Xtentions, 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.

Employment/Recruitment Advertising

All print ads of this type should be placed directly through the main Advertising Department at 1-800-682-6397 or e-mail advertising@ans.org. Also, these ads will be posted on the ANS Career Center at no additional charge. Be advised, all other (non-employment) products and services ad space is sold exclusively through our regional sales representatives.

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 additional 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 monthly, usually mailed by the 10th of the month. Advertising space reservation deadline is typically the 12th of the month preceding publication with the material to arrive by the 15th, except when those dates fall on holidays or weekends (please refer to the planning guide on the back of this rate card to verify each issues deadlines). Cancellations are NOT honored after the ad space reservation deadline prior to the month of publication. The 43rd annual mid-April Buyers Guide advertising space deadline is February 24, 2012; publication is mailed by April 25.

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.

ONLINE AD RATES & OPPORTUNITIES

Nuclear News print* advertisers have the opportunity to post an industry ad link (in the form of an online banner or square button). Banner ads are randomly/simultaneously rotated throughout the entire ANS web site and the blog ads are permanently positioned top left/right on the blog site and embedded within the blog headlines daily e-mail broadcast. **Customized reports showing your views and click-through rates are available upon request.**

*Companies must run the equivalent of at least 1-page of print ads within the calendar year to be eligible to purchase a banner/blog ad on the ANS Web site.

Banner Ads

Over the past 12-months, September 2010 thru August 2011, the entire American Nuclear Society Web site (which consists of nearly 15,000 public/private pages) has had 1,443,805 unique visits corresponding to 5,954,983 banner views.

Net Rates:	1 Month	\$1,270
	3 Months	\$2,220
	6 Months	\$3,340
	12 Months	\$4,900

ANS Nuclear Cafe (blog)

In addition to overall ANS Web site traffic, our daily blog site has generated 483,762 page/banner views from September 2010 thru August 2011.

Net Rates:	1st thru 15th of the month:	\$860
	16th thru end of the month:	\$860

Online Ad Specifications

Banner ad size: 468 x 60 pixels with a resolution of 72 dpi (max 20 kb)

Blog ad size: 200 x 200 pixels, with a resolution of 72 dpi (max 40 kb)

Acceptable File Formats: GIF, JPEG, Bitmap (bmp), PNG, TIFF, or Photoshop (psd)

Note: Must be non-Flash images and we do not allow tags.

Career Center

The text from all *Nuclear News* employment ads is automatically posted online for two months as a value added service. If you would like to post job descriptions without purchasing a print ad, simply create and manage your own account under the Employers section of the web page at: www.ans.org/career.

Net Rates:	1 credit:	\$630
	3 credits:	\$1090
	6 credits:	\$1750
	Resumes database access:	\$820

Note: Each credit is valid for a single 31-day job description/posting. An online credit card payment is required to post. If you need to be invoiced or would like to request unlimited use or bulk credits beyond the tiers offered above please contact the Advertising Department at 708-579-8225.

REGIONAL AD SALES REPRESENTATIVES OFFICES & TERRITORIES

United States and Canada

Lee Fernandez advertising@ans.org

Boston
Phone: 617.722.8333
Fax: 617.722.8334
CT, MA, ME, NH, NY, RI, VT, and Canada (Manitoba and east)

Jeff Mosses jmosses@ans.org

Home Office: Chicago
Phone: 708.579.8225
Fax: 708.352.6464
Sales Manager—ANS
Commercial Publications

Barry Kingwill barry@kingwillco.com Jim Kingwill jim@kingwillco.com

Chicago
Phone: 847.537.9196
Fax: 847.537.6519
DC, DE, IA, IL, IN, KS, KY, MD, MI, MN, MO, NC, ND, NE, NJ, OH, OK, PA, SC, SD, TN, VA, WI, and WV

Bill Powell citadel62@aol.com

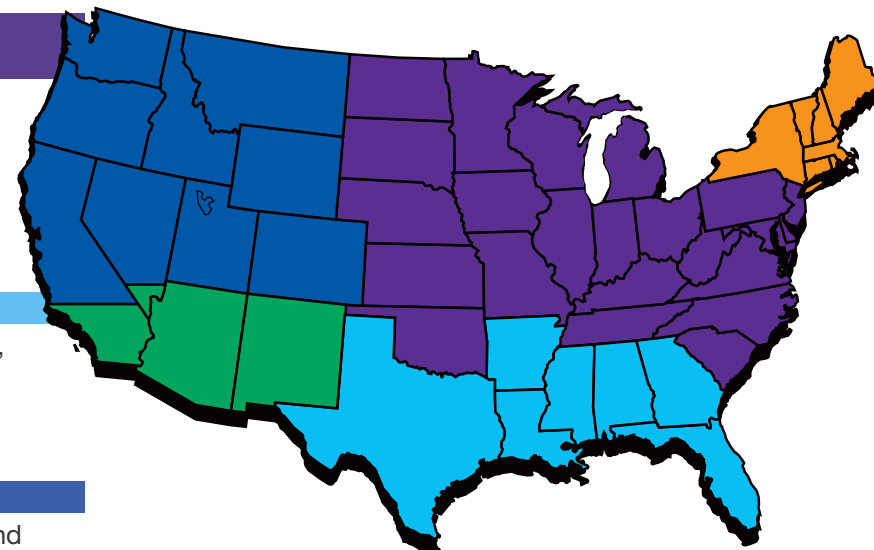
Houston
Phone: 281.376.2368
Fax: 281.251.8555
AL, AR, FL, GA, LA, MS, and TX

Warren DeGraff wdegraff@jjhs.net

San Rafael
Phone: 415.721.0644
Fax: 415.721.0665
CA (zip codes 93100 and above), CO, ID, MT, NV (zip codes 89501 and above), OR, UT, WA, WY, and Canada (Saskatchewan and west)

Ken Jordan kenjordan3@yahoo.com

McKinney
Phone: 972.540.2122
Fax: 972.540.2127
AZ, CA (zip codes 93099 and below), NM, and NV (zip codes 89496 and below)



International

Andrew Baker abakeruk@aol.com

United Kingdom
Phone: 44.1372.278.411
Fax: 44.1372.278.412
Europe

European Assistant doris.weinberg4@gmail.com
Doris Weinberg
Paris
Phone: 33.1.3964.1450
Fax: 33.1.3964.1450

Kazuhiko Tanaka kazuji@bunkoh.com

Tokyo
Phone: 81.3.3584.6420
Fax: 81.3.3505.5628
Japan and Korea



Nuclear News 2012

EDITORIAL CALENDAR AND ADVERTISING PLANNING GUIDE

ISSUES	AD DEADLINES	EDITORIAL FOCUS	ADVERTISER FEATURES	BONUS CIRCULATION <i>(Check our web site and monthly flyers to verify distribution locations)</i>
BUYERS GUIDE	Space: February 24 Material: February 29	43RD ANNUAL MID-APRIL BUYERS GUIDE The Mid-April Nuclear News Buyers Guide is the premier commercial reference publication the nuclear industry has come to rely on year-round. Published as the mid-April issue of Nuclear News, this annual directory lists more than 900 suppliers throughout nearly 500 categories of products and services related to work within the nuclear science and technology industry.	Companies can place their advertisement within the nuclear products, materials, and services category of their choice that is most representative of their business.	This issue has year-round circulation at the most important nuclear conferences, meetings, exhibits, and events!
JAN	Space: December 12 Material: December 15	2012 PREVIEW A look at the year ahead, with a review of the status of new nuclear plant projects.		<ul style="list-style-type: none"> • Jan. 8–11: 2012 Informational System on Occupational Exposure (ISOE) International ALARA Symposium, Fort Lauderdale, Fla. • January: NEI Fuel Supply Forum (venue, location and date TBD)
FEB	Space: January 12 Material: January 16	Monthly news and developments on a variety of nuclear-related topics, including those in the areas of power, operations, security, fuel, isotopes and radiation, waste management, new contract awards and business developments, people and more.		<ul style="list-style-type: none"> • Feb. 26–Mar. 1: Waste Management Conference (WM2012), Phoenix Convention Center, Phoenix, Ariz.
MAR	Space: February 13 Material: February 15	14TH ANNUAL REFERENCE ISSUE Featuring the World List of Nuclear Power Plants, maps showing plant locations, and tables with information on U.S. plant renewals, ownership/operator changes, and COL applications docketed by the NRC.		<ul style="list-style-type: none"> • Mar. 18–23: 18th Pacific Basin Nuclear Conference (PBNC 2012), Busan, South Korea • Mar. 21–23: Nuclear and Emerging Technologies for Space (NETS 2012), The Woodlands, Texas • Mar. 20–22: International Conference on Progress in Nuclear Energy and Education, London, U.K.
APR	Space: March 12 Material: March 15	OUTAGE MANAGEMENT Feature articles will focus on innovative procedures and processes in the area of the management of outages at nuclear plants.	Request to have your ad placed within the special editorial section.	<ul style="list-style-type: none"> • Apr. 12–15: ANS Student Conference, University of Nevada, Las Vegas • Apr. 15–20: International Advances in Reactor Physics (PHYSOR 2012), Knoxville, Tenn. • Apr. 17–19: World Nuclear Fuel Cycle 2012, Helsinki, Finland
MAY	Space: April 12 Material: April 16	U.S. POWER REACTOR CAPACITY FACTORS Analyses of performance over the past three-year period for every reactor, multi-reactor plant, and multi-plant licensee.		<ul style="list-style-type: none"> • May 14–18: 3rd International Conference on Nuclear Power Plant Life Management for Long-Term Operations, Salt Lake City, Utah • May 15–17: 14th Annual Electric Power Conference and Exhibition, Baltimore, Md. • May 21–23: Annual Nuclear Industry Conference and Nuclear Supplier Expo: Nuclear Energy Assembly (NEA), Charlotte, N.C. • June: World Nuclear Fuel Market 39th Annual Meeting and International Conference on Nuclear Energy (venue, location and date TBD)
JUN	Space: May 11 Material: May 15	NEW CONSTRUCTION Feature articles will look at such topics as plant modularization, status reports on plant projects in Europe, and progress toward new build in the United States.	Request to have your ad placed within the special editorial section.	<ul style="list-style-type: none"> • June 24–28: ANS Annual Meeting, Chicago, Ill.—Also featuring the following Embedded Topical meetings: <ul style="list-style-type: none"> – DD&R 2012 Nuclear Fuels and Structural Materials for the Next Generation Nuclear Reactors; – International Congress on Advances in Nuclear Power Plants (ICAPP 2012) • June: EPRI International Low-Level Waste Conference (venue, location and date TBD)
JUL	Space: June 12 Material: June 15	Monthly news and developments on a variety of nuclear-related topics, including those in the areas of power, operations, security, fuel, isotopes and radiation, waste management, new contract awards and business developments, people and more.		<ul style="list-style-type: none"> • July 15–18: U.S. Women in Nuclear, Orlando, Fla. • July 22–26: 8th International Topical Meeting on Nuclear Plant Instrumentation, Control, and Human-Machine Interface Technologies (NPIC&HMIT 2012), San Diego, Calif. • July 30–Aug. 3: American Society of Mechanical Engineers (ASME) 20th International Conference on Nuclear Engineering (ICONE 20), Anaheim, Calif. • Aug. 5–8: Utility Working Conference and Vendor Technology Expo, Hollywood, Fla.
AUG	Space: July 12 Material: July 16	18TH ANNUAL VENDOR/CONTRACTOR PROFILE ISSUE Information about products and services provided by companies in the nuclear industry – including their capabilities, past accomplishments, and future plans.	Purchase a full-page or half-page advertisement and receive the equivalent amount of adjoining ad space free of charge for your “advertorial profile.”	<ul style="list-style-type: none"> • Aug. 28–31: 20th Topical Meeting on the Technology of Fusion Energy (TOFE), Nashville, Tenn. • Sept. 4–7: 6th Annual RadWaste Summit, Las Vegas, Nev.
SEP	Space: August 13 Material: August 15	Monthly news and developments on a variety of nuclear-related topics, including those in the areas of power, operations, security, fuel, isotopes and radiation, waste management, new contract awards and business developments, people and more.		<ul style="list-style-type: none"> • Sept. 12–14: World Nuclear Association 37th Annual Symposium, London, U.K. • Sept. 17–21: International Atomic Energy Agency 56th General Conference, Vienna, Austria
OCT	Space: September 12 Material: September 14	NUCLEAR POWER PLANT MAINTENANCE Features will focus on such areas as lessons learned during maintenance outages, new procedures / processes to streamline maintenance, and completed maintenance projects.	Request to have your ad placed within the special editorial section.	<ul style="list-style-type: none"> • Oct. 15–19: International Conference on Effective Regulatory Systems, Ottawa, Ontario, Canada
NOV	Space: October 12 Material: October 15	Monthly news and developments on a variety of nuclear-related topics, including those in the areas of power, operations, security, fuel, isotopes and radiation, waste management, new contract awards and business developments, people and more.		<ul style="list-style-type: none"> • Nov. 11–15: 2012 ANS Winter Meeting and Nuclear Technology Expo, San Diego, Calif.—Also featuring the following Embedded Topical meetings: <ul style="list-style-type: none"> – Advances in Thermal-Hydraulics (ATH '12); – 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	Space: November 12 Material: November 15	SUPPLY CHAIN AND PROCUREMENT Features will focus on areas such as nuclear supply chain management, contracting, nuclear manufacturing qualification, and materials procurement.	Request to have your ad placed within the special editorial section.	<ul style="list-style-type: none"> • Dec. 11–13: Nuclear Power International (co-located with Power-Gen International), Orange County Convention Center, Orlando, Fla.

Issue Color Key: ■ Advertiser Special ■ Special Section ■ Editorial Feature ■ Monthly News Updates