



Radwaste Solutions

THE MAGAZINE OF RADIOACTIVE WASTE MANAGEMENT AND FACILITY REMEDIATION

- **2013 RATE CARD**
- **ADVERTISING PLANNING GUIDE**
- **EDITORIAL CALENDAR**

Rate Card No. 19
Effective with the 2013 issues

A Publication of the American Nuclear Society



RADWASTE SOLUTIONS

Radwaste Solutions is the magazine of radioactive waste management and facility remediation. In the United States, this business is centered on four industry subsets:

- Department of Energy's (DOE) remediation of its weapons production and research facilities
- Civilian radioactive waste activities—primarily, the Yucca Mountain Project (which although it has been canceled still clings to life while the courts decide the project's future) but also activities recommended by the Blue Ribbon Commission on America's Nuclear Future, which released its final report at the end of January 2012
- The management of operating waste at nuclear power plants and the decommissioning of nuclear power plants no longer operating
- Nonpower, non-DOE activities

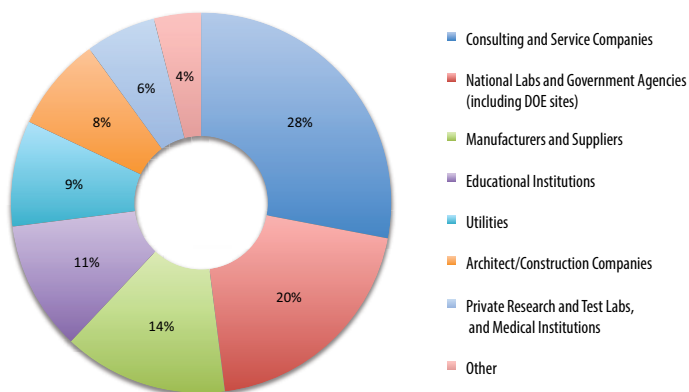
The \$6 billion DOE cleanup work funded by the \$800-billion American Recovery and Reinvestment Act is wrapping up, although a few projects will not be closed out until fiscal year 2013. The DOE's Environmental Management Office, which oversees site cleanup, is looking at smaller appropriations for fiscal year 2012 and beyond, but will still have around \$5.6 billion to spend on site cleanup and remediation. Also, decommissioning of the two-unit Zion nuclear power plant has begun, and major decommissioning work is under way at both civilian and government nuclear facilities in the United Kingdom and France. The cleanup and decommissioning of Japan's severely damaged Fukushima plants over the next three decades will offer plenty of opportunities to develop new technologies to tackle the unknowns of those plants. And with several countries, most notably Germany, beginning to close down their nuclear programs in the wake of the Fukushima accident, nuclear power plant decommissioning in Europe will become a major area of interest for this segment of the nuclear industry.

The annual **Radwaste Solutions** Products, Materials, and Services Directory remains the only commercial reference publication for the business of radioactive waste management and site cleanup and remediation. This directory of products, services, and companies (with contact information) relates 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.

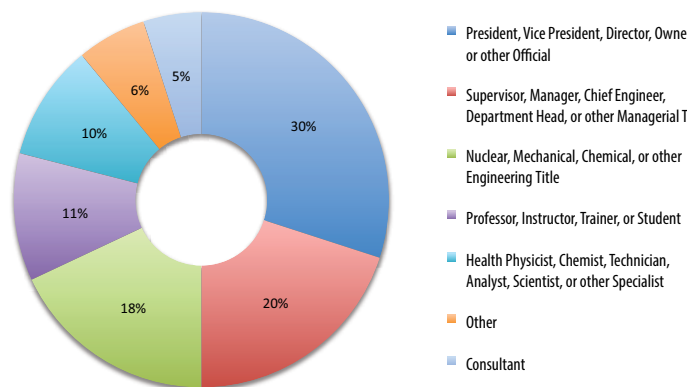
Nearly 400 suppliers will be listed throughout more than 150 categories that relate directly to the business of radioactive waste management and site cleanup and remediation.

Note: There is no charge to create a company listing—select the New Company Listing Form link on our web page.

Profile of Subscribers by Business & Industry



Profile of Subscribers by Title & Position



Average bimonthly distribution: 2,496

Publisher's Sworn Circulation Statement (for last five issues through September-October 2012)

AD DESIGN SERVICES

Radwaste Solutions Ad Design Services

- Create new ads
- Update existing ads
- Develop web banners
- Source stock images

Our professional designer can build a dynamic ad that will jump off the page. You provide copy and images, or we can source stock images, to create a distinctive ad that will make readers take notice!

For pricing or more information, contact the Advertising Department:

Tel: **708-579-8289**

E-mail: **addesign@ans.org**

PRINT ADVERTISING RATES

2013 *Radwaste Solutions* Insertion Rates

Bimonthly issues (black & white)*

Ad Size	1x	3x	5x
2-page spread**	\$ 2,695	\$ 2,605	\$ 2,505
Full page	\$ 1,385	\$ 1,335	\$ 1,285
2/3 page	\$ 1,215	\$ 1,165	\$ 1,115
1/2 page island	\$ 1,055	\$ 1,025	\$ 995
1/2 page horizontal	\$ 925	\$ 885	\$ 845
1/3 page	\$ 755	\$ 725	\$ 705
1/4 page	\$ 655	\$ 635	\$ 615

Special Issues† (black & white)*

Ad Size	1x	3x	5x
2-page spread**	\$ 3,325	\$ 3,225	\$ 3,135
Full page	\$ 1,705	\$ 1,655	\$ 1,605
2/3 page	\$ 1,505	\$ 1,455	\$ 1,375
1/2 page island	\$ 1,315	\$ 1,265	\$ 1,215
1/2 page horizontal	\$ 1,125	\$ 1,095	\$ 1,065
1/3 page	\$ 945	\$ 915	\$ 895
1/4 page	\$ 805	\$ 775	\$ 735

Additional Color Charges*

Second color - standard red, blue, orange, green, yellow	\$ 500
Matched color - per color, per page or fraction	\$ 700
Four color process - per page or fraction	\$ 1,000
Four color process - per two page or fractional spread	\$ 1,800

Premium Position Rates (Contact the Advertising Dept. for availability)

Pages 1 & 5	space +10%
Center Spread	space +10%
Inside Front Cover	space +20%
Inside Back Cover	space +20%
Outside Back Cover	space +25%

* All print ad rates and color charges are gross U.S. Dollars.

† Special ad rates apply to January-April and November-December issues.

** Due to the complexities of the printing process, please contact the Advertising Department (800-682-6397) as soon as possible if you are interested in running a 2-page spread ad.

GENERAL INFORMATION

Specialty Print Options

Radwaste Solutions offers several specialized marketing opportunities to enhance your print ad campaign. Options include inserts, outserts, belly bands, etc. Please contact the Advertising Department at 708-579-8225 for specifications and rates.

Advertising Sales

All products and services ad space is sold exclusively through our regional sales representatives (see back cover).

Copy & Contract Requirements

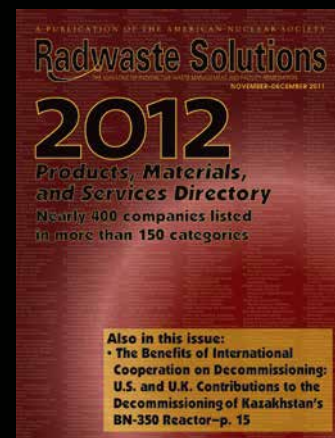
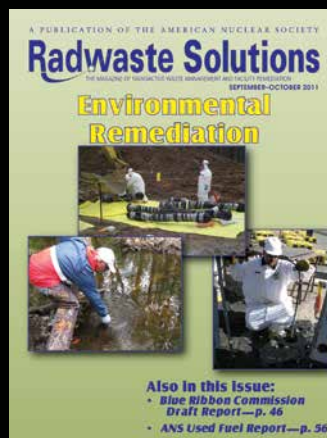
Advertiser and/or agency assume liability for all content (including text, representation, and illustrations) of advertisement and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising that is not in keeping with the publication's specifications.

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. Specialty print opportunities are non-commissionable, but can be grossed up by request. **Invoices that remain unpaid beyond 60 days will be held 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 the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been previously billed.



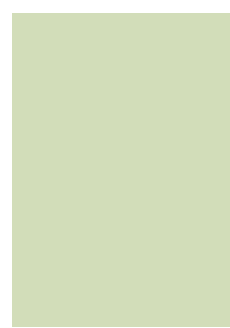
MECHANICAL SPECIFICATIONS

Trim:
16.5" x 10.875"
Bleed:
16.75" x 11.125"
Live:
15.5" x 9.875"

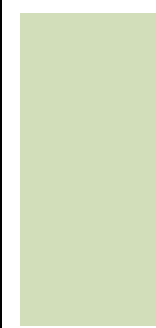
2-page spread w/bleed**

Trim:
8.25" x 10.875"
Bleed:
8.5" x 11.125"
Live:
7.25" x 9.875"

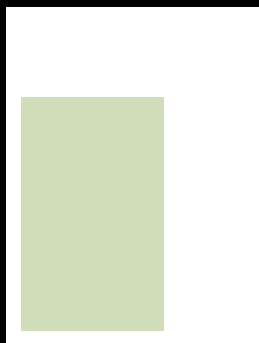
Full page w/ bleed



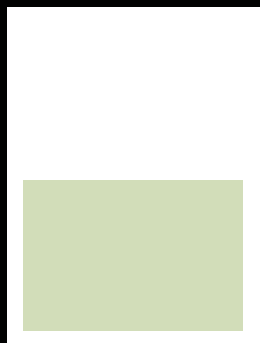
Full page no bleed
7.0" x 10.0"



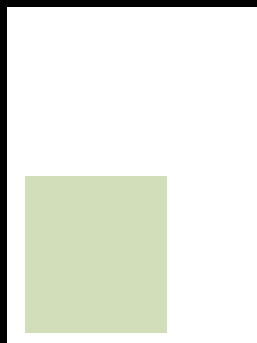
2/3 page
4.667" x 10.0"



1/2 page island
4.667" x 7.375"



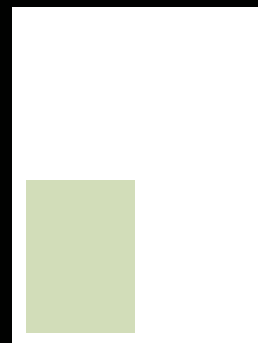
1/2 page horizontal
7.0" x 4.875"



1/3 page square
4.667" x 4.875"



1/3 page vertical
2.25" x 10.0"



1/4 page vertical
3.375" x 4.875"

Column widths: 2.25" and 3.375"
Column length: 10.0"

Screen: 133 screen
Printing: Offset

Binding: saddle-stitched or perfect bound
(depends on issue)

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.

All ad material should be at least 300 dpi at the desired print size.

All supporting documents (Fonts, Pictures, Plug-ins, Xtentions) 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 that 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.

WHERE TO SEND ELECTRONIC FILES

WEB: WWW.ANS.ORG/ADVERTISING/UPLOAD

E-MAIL: ADVERTISING@ANS.ORG

** Due to the complexities of the printing process, please contact the Advertising Department (800-682-6397) as soon as possible if you are interested in running a 2-page spread ad.

ONLINE AD RATES & OPPORTUNITIES

The American Nuclear Society (ANS) is the recognized credible advocate for advancing and promoting nuclear science and technology. ANS provides its members with opportunities for professional development and serves the nuclear community by creating a forum for sharing information and advancements in technology, and by engaging the public and policymakers through communication outreach. For the last 12 months (through August 2012), the ANS Web site has generated 1,610,422 unique visits, corresponding to 13,564,359 page/banner views.

In addition to *Radwaste Solutions* magazine, companies can further promote their nuclear-related capabilities, products and services, or conferences through the following electronic media offered by ANS:

Banner Ads*

Leaderboard banners are displayed and simultaneously rotated throughout the more than 20,000 public and private registered web pages—including the ANS home page at www.ans.org.

Net Rates

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

Broadcast E-mail Banner Ads*

Founded in 1954, ANS was established to unify the professional activities within the diverse fields of nuclear science and technology. *Notes & Deadlines* is the monthly E-newsletter that highlights the most important Society news and activities. Your leaderboard banner ad will reach more than 10,000 OPT-IN engineers, scientists, administrators, and educators representing 1,600 plus corporations, educational institutions, and government agencies throughout 40 countries.

Net Rates

Top/Bottom	\$ 2,500
Embedded	\$ 2,000

Blog Ads*

Launched in September of 2010, the ANS Nuclear Café is the social media outlet for bloggers to submit articles on various nuclear topics. Companies can purchase ad positions at the top left/right of page. In addition, your square button banner is embedded within a daily e-mail sent to blog subscribers highlighting new blog postings. Over the last 12 months (through August 2012), click-through rates for blog advertisers have been recorded at more than three times the industry average!

Net Rates

1st—15th of the month	\$ 860
16th—end of the month	\$ 860

Online Ad Specifications

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

Blog ad size: 200 x 200 pixels; resolution: 72 dpi (max 40 kb)

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

Notes & Deadlines Banner ad size: 468 x 60 pixels; resolution: 72 dpi (max 40 kb)

Acceptable File Formats: JPG or PNG only (no animation)

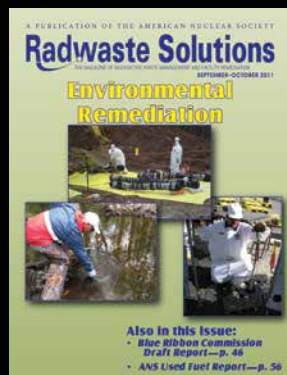
Note: Must be non-Flash images; no tags allowed.

* Customized reports showing your views and links are available upon request.

Advertisers must meet a minimum print ad requirement to be eligible to advertise online.

2013 EDITORIAL CALENDAR & ADVERTISING PLANNING GUIDE

Issue	Editorial Cover Stories
January-April[†] Ad close: January 7, 2013 Material due: January 14, 2013 Bonus Distribution	High-Level Waste/Spent Fuel Ship date: Feb 25, 2013 Advertiser Feature – A copy of this issue will be included in all attendee and exhibitor registration packets at the annual WM2013 Conference. Waste Management (WM2013) Conference • Phoenix, AZ • Feb 24–28 International High-Level Radioactive Waste Management Conference • Albuquerque, NM • Apr 28–May 2
May-June Ad close: April 18, 2013 Material due: April 25, 2013 Bonus Distribution	Low-Level Waste Ship date: May 16, 2013 2013 ANS Annual Meeting • Atlanta, GA • Jun 16–20 EPRI International Low Level Waste Conference & Exhibit Show • Westminster, CO • June
July-August Ad close: June 24, 2013 Material due: July 1, 2013 Bonus Distribution	Decontamination & Decommissioning Ship date: Jul 22, 2013 Seventh Annual RadWaste Summit • Summerlin, NV • Sep 3–6
September-October Ad close: August 12, 2013 Material due: August 19, 2013 Bonus Distribution	Environmental Remediation Ship date: Sep 10, 2013 25th Annual Waste Management & Cleanup Decisionmakers' Forum • Amelia Island, FL
November-December[†] Ad close: October 7, 2013 Material due: October 15, 2013 Bonus Distribution	9th Annual Buyers Guide - Products, Materials & Services Directory This annual 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. Ship date: Nov 8, 2013 ANS Winter Meeting and Nuclear Technology Expo • Washington, DC • Nov 10–14 Nuclear Power International (Power-Gen International) • Orlando, FL • Nov 12–14



[†]Special ad rates apply to January-April and November-December issues.

REGIONAL AD SALES REPRESENTATIVES

United States and Canada

Region	MID-ATLANTIC/MIDWEST	NORTHEAST	SOUTHEAST	NORTHWEST	SOUTHWEST
Rep	Barry Kingwill Jim Kingwill	Lee Fernandez	Bill Powell	Warren DeGraff	Ken Jordan
Tel	847-537-9196	617-722-8333	281-376-2368	415-721-0644	972-540-2122
Fax	847-537-6519	617-722-8334	281-251-8555	415-721-0665	972-540-2127
E-mail	barry@kingwillco.com jim@kingwillco.com	advertising@ans.org	citadel62@aol.com	wdegraff@jjhs.net	kenjordan3@yahoo.com
Territory	DC, DE, IA, IL, IN, KS, KY, MD, MI, MN, MO, NC, ND, NE, NJ, OH, OK, PA, SC, SD, TN, VA, WI & WV	CT, MA, ME, NH, NY, RI, VT & Canada (Manitoba & east)	AL, AR, FL, GA, LA, MS & TX	CA (zip codes 93101 & above), CO, ID, MT, NV (zip codes 89501 & above), OR, UT, WA, WY & Canada (Saskatchewan & west)	AZ, CA (zip codes 93099 & below), NM & NV (zip codes 89496 & below)

International

Region	EUROPE	EUROPE	ASIA
Rep	Andrew Baker	Doris Weinberg	Kazuhiko Tanaka
Tel	44 1372 278 411	33 1 3964 1450	81 3 3584 6420
Fax	44 1372 278 412	33 1 3964 1450	81 3 3505 5628
E-mail	abakeruk@aol.com	doris.weinberg4@gmail.com	kazuji@bunkoh.com
Territory	Europe & United Kingdom	European Assistant	Japan & Korea

Sales Manager

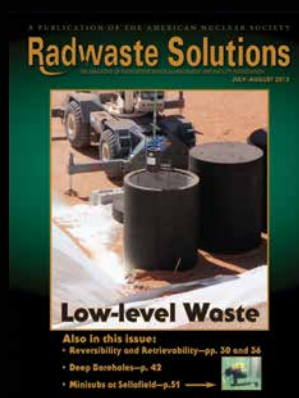
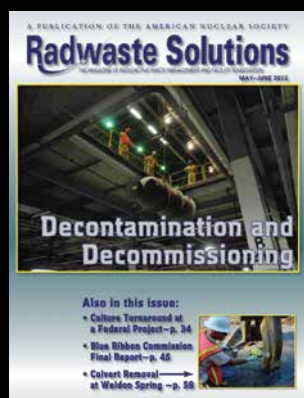
ANS HEADQUARTERS

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Location ID: 7 BLST 117