

# Ad Planning & Reservation Form (APARF) January-February 2018 Instrumentation & Control Issue



## Highlights

1. An international publication editorially focused to the nuclear power industry.
2. Digital distribution of sales leads for advertisers.
3. The Journal reaches all plants worldwide.
4. Free vendor advertorials in the July-August issue. Buy one ad space, get one free.
5. Annual Directory is published in December.

# Nuclear Plant Journal

Now in its 35th year

**Ad Commitment Deadline is January 19, 2018.**

### 2017 Advertising Rates

(Price in US\$ per black & white advertisement)

Size	1x	3x	6x	12x
Full page	\$3,968	\$3,788	\$3,602	\$3,403
2/3 page	\$3,178	\$3,014	\$2,955	\$2,689
1/2 page	\$2,510	\$2,449	\$2,375	\$2,116
1/3 page	\$1,698	\$1,621	\$1,584	\$1,434
1/4 page	\$1,292	\$1,222	\$1,179	\$1,106
1/6 page	\$996	\$950	\$895	\$855

### Additional Rates for Color:

- Second color: ..... \$500
- Four-color: ..... \$850
- Four-color (2-page spread) ... \$1,500
- Bleed ..... No charge

### Circulation Data

- Total Qualified: 12,000
- Utilities: 2,970

**2018  
Advertising at  
2017 Rates!**

Until January 19, 2018.

Editorial Schedule	Issue	Commitment Date	Bonus Distribution	Ad Size/Color
Instrumentation & Control	Jan.-Feb. 2018	January 19, 2018	WM <sup>1</sup> 18, Phoenix, AZ	_____
Plant Maintenance & PLEX <sup>1</sup>	Mar.-Apr. 2018	March 9, 2018	NEI <sup>2</sup> , Boston, MA	_____
Outage Mgmt. & Health Physics	May-June 2018	May 4, 2018	ANS, Amelia Island, FL	_____
New Plants and Vendor Advertorial*	July-Aug. 2018	July 13, 2018	WNA <sup>3</sup> , London, U.K.	_____
Plant Maint. & Advanced Reactors	Sep.-Oct. 2018	September 7, 2018	ANS, Orlando, FL	_____
Product & Service Directory 2019	Nov.-Dec. 2018	November 16, 2018	Various Meetings in 2019	_____

<sup>1</sup> PLEX: Plant Life Extension

<sup>2</sup> NEI: Nuclear Energy Institute's Annual Assembly

<sup>3</sup> WNA: World Nuclear Association

\* Advertisers receive cost-free advertorial space equivalent to their paid advertising.

**Nuclear Plant Journal**

**Note our new address:**

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(Print Full Name) \_\_\_\_\_ (Signature) \_\_\_\_\_ (Date) \_\_\_\_\_

(Organization) \_\_\_\_\_ (E-mail Address) \_\_\_\_\_

(Telephone Number) \_\_\_\_\_ (Fax Number) \_\_\_\_\_