

Ad Planning & Reservation Form (APARF) (November-December 2016) Product & Service Directory – 2017 Issue



2017 Product & Service Directory

November-December 2016 Issue

Annual Product & Service Directory 2017

Free Listings

All basic listings in the products and services section are included cost-free for advertisers.

Bonus Distribution

Bonus distribution at 2017 trade shows where Nuclear Plant Journal exhibits.

Ad space reservation deadline:

November 14, 2016

2016 Advertising Rates

(Gross price in US\$ per black & white advertisement)

Size	1x	3x	6x	12x
Full page	\$3,928	\$3,750	\$3,566	\$3,369
2/3 page	\$3,146	\$2,984	\$2,925	\$2,662
1/2 page	\$2,485	\$2,424	\$2,351	\$2,095
1/3 page	\$1,681	\$1,615	\$1,568	\$1,419
1/4 page	\$1,279	\$1,220	\$1,167	\$1,095
1/6 page	\$986	\$940	\$886	\$846

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

Free Product & Service Listings for Advertisers!

Advertising Commitment

Please reserve a _____ color, _____ page size advertisement for _____ in Nuclear Plant Journal's Product & Service Directory – 2017, November-December, 2016 issue.

Ad Placement Preference

Which product or service category would you like your advertisement placed in?

1st choice: _____

2nd choice: _____

(Print Full Name) (Signature) (Date)

(Organization) (E-mail Address)

(Telephone Number) (Fax Number)

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