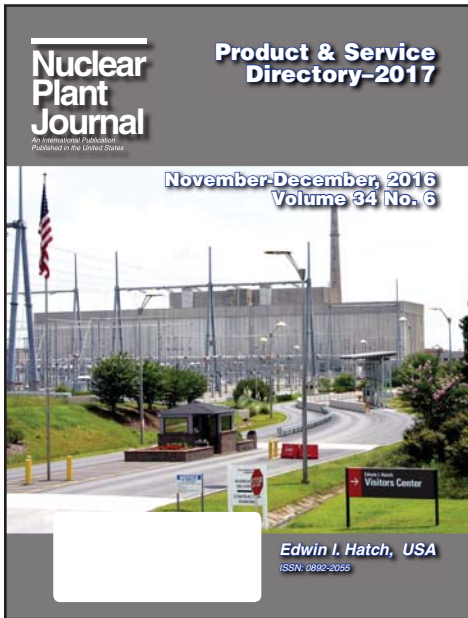


Ad Planning & Reservation Form (APARF) November-December 2017 Product & Service Directory 2018 Issue



2018 Product & Service Directory

November-December 2017 Issue

Annual Product & Service Directory

Free Listings

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

Bonus Distribution

Bonus distribution at all 2018 shows where Nuclear Plant Journal exhibits.

Ad space reservation deadline:

November 17, 2017

Ad Placement Preference

Indicate the product/service category in which to place your advertisement, from the Consolidated Listing. Consolidated Listing is also provided on the journal's web site: NuclearPlantJournal.com, "Directories" button.

1st choice: _____

2nd choice: _____

Nuclear Plant Journal

An International Publication
Published in the United States

Now in its 35th year

Ad Commitment Deadline is November 17, 2017.

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

Free Product
& Service
Listings for
Advertisers!

Editorial Schedule	Issue	Commitment Date	Bonus Distribution	Ad Size/Color
Product & Service Directory 2018	Nov.-Dec. 2017	November 17, 2017	Various Meetings in 2018	_____
Instrumentation & Control	Jan.-Feb. 2018	January 19, 2018	WM'18, Phoenix, AZ	_____
Plant Maintenance & PLEX ¹	Mar.-Apr. 2018	March 9, 2018	NEI ² , 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 ³ , 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	_____

¹ PLEX: Plant Life Extension

² NEI: Nuclear Energy Institute's Annual Assembly

³ 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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www.NuclearPlantJournal.com

(Print Full Name) (Signature) (Date)

(Organization) (E-mail Address)

(Telephone Number) (Fax Number)