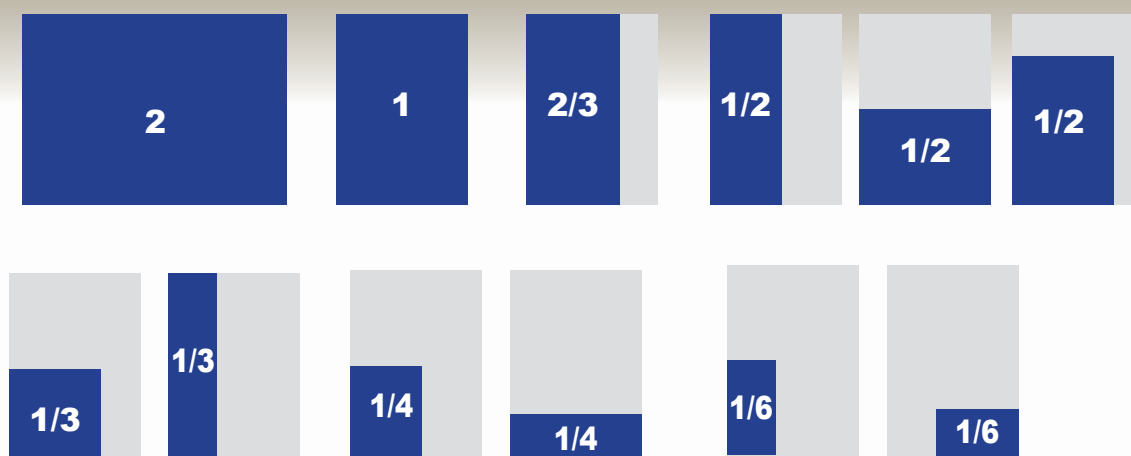




# Advertising

## Ad Sizes

**Nuclear  
Plant  
Journal**



**Custom e-mail marketing campaigns available to  
over 5,000 subscribers!**

### Frequency (black & white ads)

	1x	3x	6x	12x
2	\$7,935	\$7,575	\$7,204	\$6,806
1	\$3,968	\$3,788	\$3,602	\$3,403
2/3	\$3,178	\$3,014	\$2,955	\$2,689
1/2	\$2,510	\$2,449	\$2,375	\$2,116
1/3	\$1,698	\$1,621	\$1,584	\$1,434
1/4	\$1,292	\$1,222	\$1,179	\$1,106
1/6	\$996	\$950	\$895	\$855

### Frequency (4-color ads)

	1x	3x	6x	12x
2	\$9,435	\$9,075	\$8,704	\$8,306
1	\$4,818	\$4,638	\$4,452	\$4,253
2/3	\$4,028	\$3,864	\$3,805	\$3,539
1/2	\$3,360	\$3,299	\$3,225	\$2,966
1/3	\$2,548	\$2,471	\$2,434	\$2,284
1/4	\$2,142	\$2,072	\$2,029	\$1,956
1/6	\$1,846	\$1,800	\$1,745	\$1,705

### Select Advertising Terms:

- Premium positions for full page ads available for an extra charge.
- Prices provided are gross amounts, agency discounts available.
- Additional complimentary marketing opportunities are available for frequent advertisers, including digital banner advertising.

Issue	Editorial Topic	Ad Reservation Deadline	Size
Jan.-Feb. 2021	Instrumentation & Control	January 25	_____
Mar.-Apr. 2021	Plant Maintenance & Plant Life Extension	March 5	_____
May-June 2021	Outage Management & Health Physics	May 14	_____
July-Aug. 2021	New Plants and Vendor Advertorial	July 9	_____
Sep.-Oct. 2021	Plant Maintenance & SMRs	September 17	_____
Nov.-Dec. 2021	Product & Service Directory	November 19	_____

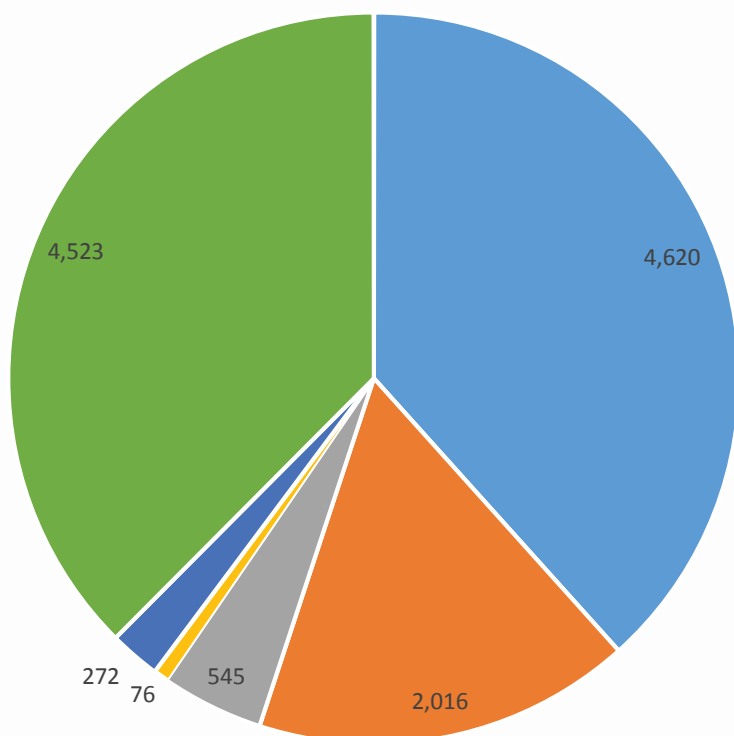
Our advertising plans are indicated above, ad materials will be provided by the deadline.

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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# Circulation & Social Media

- Total circulation: ..... 11,000  
(inclusive of print and digital versions)



Reader Title Breakdown

- 10-Manager or Supervisor
- 20-Engineer
- 30-Scientist or Analyst
- 40-Plant Operator
- 80-Health Physicist
- 60-Other

Reader Industry Breakdown

- 01-Utility
- 02-Architect Engineer
- 03-Manufacturer or Supplier
- 04-Constructor
- 05-Government Agency
- 06-Test Laboratory
- 07-Research Laboratory
- 08-Education Institute
- 09-Library
- 10-Other
- 11-Industry Organization

