

# MEDIA KIT

## ISSUES IN SCIENCE AND TECHNOLOGY

*Issues in Science and Technology* is the only national publication devoted to exploring advances in science, technology, and medicine as they relate to public policy. Published quarterly by Arizona State University and the National Academies of Sciences, Engineering, and Medicine, *Issues* informs opinion and decision-making by providing a forum for discussion and debate.

Every edition of *Issues* includes:

- Brilliant contributions from luminaries in academia, government, and industry
- Comprehensive essays written with clarity and nuance
- A depth of experience and range of viewpoints that can be found nowhere else
- Stunning artwork that brings the complexity of science and technology to life

The *Issues* audience comprises a diverse community of readers and contributors, many of whom occupy influential positions in their fields. Copies of the journal are as likely to be found on the desk of Harvard scholar Sheila Jasanoff (a contributor) as in the executive office of the president (Kelvin Droegemeier, the presidential science advisor, recently requested additional copies of the journal for the White House). These and other thought leaders find *Issues* to be critical for staying ahead of important trends in science and technology policy. *Issues* also has a broad and growing online presence at <http://issues.org>, which averages tens of thousands of monthly readers, and a dedicated social media following.

## THE NATIONAL ACADEMIES

The National Academy of Sciences has advised the federal government on matters of science and technology for more than 150 years. Today, the organization—which has expanded into the National Academies of Sciences, Engineering, and Medicine—is the most respected scientific institution in the United States. The National Academies provides independent, objective analysis and advice to the nation and conduct other activities to solve complex problems and inform public policy decisions. The National Academies' service to government has become so essential that Congress and the White House have issued legislation and executive orders over the years that reaffirm the institution's unique role.

## ARIZONA STATE UNIVERSITY

Recognized by *US News & World Report* as the country's most innovative school, Arizona State University is where nationally and internationally ranked programs prepare next-generation innovators to thrive while advancing pioneering research, strategic partnerships, entrepreneurship and economic development. ASU's nationally ranked programs inspire the top-qualified graduates and have positioned the university as a "top-tier" recruiting and hiring institution by more than 50 of the country's top corporations, according to professional recruiters and rankings services around the world. The university graduates more than 20,000 thinkers, innovators, and master learners every year as it builds the next generation of leaders.

## EDITORIAL PURPOSE

*Issues in Science and Technology* is a forum for discussion of public policy related to science, engineering, and medicine. This includes policy for science (how we nurture the health of the research enterprise) and science for policy (how we use knowledge more effectively to achieve social goals), with emphasis on the latter. *Issues* experts share their insights directly with a broad audience; it's a place where researchers, government officials, business leaders, and others with a stake in public policy can share ideas and offer specific suggestions. The journal's goal is to improve the effectiveness of public and private policy in making a better world, and to raise the level of debate and mutual respect among all those who appreciate the critical contributions of science and technology.

Arizona State University  
Walter Cronkite School of Journalism & Mass Communication  
555 N. Central Ave. | Suite 402N | Phoenix, AZ | 85004

**ISSUES**  
IN SCIENCE AND TECHNOLOGY



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## 2020 PUBLICATION SCHEDULE

ISSUE	INSERTION ORDER DUE	MATERIALS DUE	ON SALE DATE
Winter	December 2, 2019	December 5, 2019	January 8, 2020
Spring	March 2, 2020	March 6, 2020	April 6, 2020
Summer	June 1, 2020	June 5, 2020	July 6, 2020
Fall	August 31, 2020	September 4, 2020	October 5, 2020

## SEND INSERTION ORDERS AND MATERIALS TO:

Issues in Science & Technology  
 Att. Marina Akins  
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# MEDIA KIT

## PRINT SPECIFICATIONS

Text: Web offset

Cover: Sheetfed Binding: Perfect

Trim Size: 8-1/4" x 10-7/8"

SIZE	LIVE	BLEED
Full Page	7" x 10"	8-5/8" x 11-1/8"
2/3 Page	4-5/8" x 10"	5-5/8" x 11-1/8"
1/2 Page	7" x 5"	8-5/8" x 5-9/16"
1/3 Page Vertical	2-3/16" x 10"	2-7/8" x 11-1/8"
1/3 Page Horizontal	4-5/8" x 5"	
Spread	14" x 10"	17-1/4" x 11-1/8"

Keep live material .125" from trim edge or fold

## REPRODUCTION REQUIREMENTS

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OR

TIFF image: 300 DPI minimum resolution

Color images must be in CMYK. All type elements should be output from Illustrator or InDesign.

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## ONLINE BANNER ADS

*Issues* has a broad and growing digital presence. The website [issues.org](http://issues.org) currently averages approximately 50,000 monthly readers, and *Issues* maintains a dedicated social media following on Twitter and Facebook.

**POSITION:** Lower portion of [www.issues.org](http://www.issues.org)

**RATES:** \$150 per week  
\$500 per month

Frequent advertisers in the print edition of *Issues* (2x per year or more) may place banner ads on [issues.org](http://issues.org) at no additional cost. Contact Marina Akins for frequent advertiser discounts.

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## INSERTION ORDER

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