

MEDIA KIT

ISSUES
IN SCIENCE AND TECHNOLOGY

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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 and influential community of readers and contributors. Every member of the National Academy of Sciences and National Academy of Engineering receives a copy. Subscribers include staffers and members of Congress, executive branch officials, university presidents, heads of research labs, corporate executives, and other luminaries in academia, business, and government. These 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 issues.org, which averages tens of thousands of monthly readers, and a dedicated social media following, along with a weekly newsletter and dedicated podcast listenership.

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
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2023–2024 PUBLICATION SCHEDULE

ISSUE	INSERTION ORDER DUE	MATERIALS DUE	ON SALE DATE
Fall	September 1, 2023	September 18, 2023	October 16, 2023
Winter	November 30, 2023	December 13, 2023	January 8, 2024
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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

PDF: High resolution with all fonts and images embedded in file. PDF files should be saved using PDF X-1A, "Highest Quality Print," or "Press" settings in Acrobat to ensure high resolution PDF.

OR

TIFF image: 300 DPI minimum resolution

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ONLINE BANNER ADS

Issues has a broad and growing digital presence. The website issues.org currently averages approximately 75,000 monthly visitors, and *Issues* maintains a dedicated social media following on LinkedIn, Twitter, and Facebook.

POSITION: Lower portion of 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 at no additional cost. Contact Marina Akins for frequent advertiser discounts.

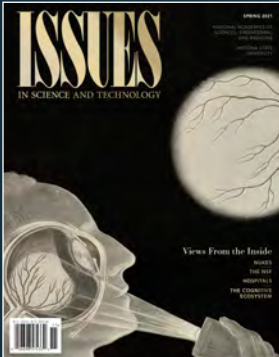
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