



weatherwise

The Power, the Beauty, The Excitement

General Information

America's only magazine devoted to weather provides intriguing articles and spectacular photographs that showcase the power, beauty, and excitement of weather. **Weatherwise** presents the latest discoveries and hot topics in meteorology and climatology and focuses on the connection between weather and technology, history, culture, art, and society.

Each issue features expert columnists who answer readers' questions; explore weather history; review weather-related books, videos, or products; test readers' forecasting skills; and summarize recent weather events. Popular features include the Annual Photo Contest issue, a sensational gallery of prizewinning weather photography submitted by readers, and the Annual Weather In Review issue which takes a look back at the year's most interesting weather stories.

Issuance: 6 issues per annum

Circulation: 10,635

Staff:

Editor-in-Chief:

Margaret Benner,
margaret.benner@taylorandfrancis.com, 202-352-1156

Advertising Sales:

Regan Pickett,
regan.pickett@taylorandfrancis.com, 540-349-5736

Advertising Rates

	1X	3X	6X
Full page b&w	\$870	\$840	\$795
4-color	\$1,470	\$1,440	\$1,395
2/3 page b&w	\$695	\$675	\$635
4-color	\$1,295	\$1,275	\$1,235
1/2 page b&w	\$550	\$525	\$500
4-color	\$1,000	\$975	\$950
1/3 page b&w	\$445	\$425	\$400
4-color	\$745	\$725	\$700
1/4 page b&w	\$375	\$340	\$320
4-color	\$625	\$590	\$570
1/6 page b&w	\$295	\$270	\$250
4-color	\$495	\$470	\$450

Covers (4-color only):

Cover 2	\$1,850
Cover 3	\$1,700
Cover 4	\$2,100

*Internet Directory Rates:

Up to 20 words	\$45
21 – 60 words	\$60
61 – 100 words	\$70
Over 101 words	\$80

*Classifieds:

Up to 20 words	\$35
21 – 60 words	\$45
61 – 200 words	\$55

*Grad. Program Page:

Flat Rate	\$450
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Discounts:

Agency	15%
Association	10%

Special Position: + 15%

2010 Advertising Deadlines

2010 Issue	Closing Date**	Materials Due***
Jan/Feb	Nov. 5, 2009	Nov. 19, 2009
Mar/Apr	Jan. 7, 2010	Jan. 21, 2010
May/Jun	Mar. 4, 2010	Mar. 18, 2010
Jul/Aug	May 6, 2010	May 20, 2010
Sep/Oct	Jul. 1, 2010	Jul. 15, 2010
Nov/Dec	Sep. 2, 2010	Sep. 16, 2010

- Rates are cost per insertion
- Base Design rate: \$100
- Inserts: Base rate is earned as stated above according to size. Inserts must be supplied by advertiser. Pricing is contingent upon insertion method preferred by advertiser. Testing copies of the insert must be supplied before pricing

* Internet Directory, Classifieds, and Graduate Program page ads must be paid for in advance, prior to first placement.

**Closing dates include the following materials: insertion orders, set copy, design requests, & cancellations.

***Material Deadline: Deadline for submission of ad materials and changes to copy. Materials not received by this date will incur a cancellation charge of 10% of ad price unless otherwise specified. All changes to copy must be typed.



Taylor & Francis
Taylor & Francis Group

Mechanical Requirements

	Horizontal Ads		Vertical Ads	
	Width	Height	Width	Height
Full page	N/A	N/A	7 3/8"	9 7/8"
2/3 page	N/A	N/A	4 3/4"	10"
1/2 page	7 1/4"	4 1/2"	3 1/2"	9 7/8"
1/3 page	N/A	N/A	2 1/4"	10"
1/3 page	N/A	N/A	4 5/8"	4 5/8"
1/4 page	N/A	N/A	3 1/2"	4 1/2"
1/6 page	4 5/8"	2 1/4"	2 1/4"	4 3/4"

Bleed Requirements: 8.375" x 11.125"

Live Image Area: 8.125" x 10.875"

Guidelines for Submitting Digital Ads: The submission of digital files for ads is preferred. Customer ad files will be pre-flighted, and customers will be asked to re-supply files if they are not of sufficient quality or contain errors in preparation. Additional pre-press charges may be incurred if files are not prepared properly.

Acceptable file formats: PDF, TIFF, EPS

Resolution: 300 dpi minimum. 1000 dpi maximum.

Fonts: Postscript fonts only. Fonts must be embedded.

Color: CMYK only unless paying for a specific Pantone color.

File size: Files should be 8 MB or less. If a file must be larger, please email the address below for assistance in providing it.

Submit artwork to:

advertisingmaterials@taylorandfrancis.com. You will receive confirmation of receipt.

Online Advertising

The site, www.weatherwise.org, sees approximately 17,000 hits per day and counts 21,000 unique visitors per month.

Online Advertising Rates:

One month run \$100
 Four month run \$300
 Eight month run \$700
 Twelve month run \$1,100

Box Ad Dimensions	Maximum File Size	Accepted File Types
Static 165 x 165	20 kb	JPG, GIF
Flash 165 x 165	40 kb	SWF
Skyscraper Ad Dimensions	Maximum File Size	Accepted File Types
Static 165 x 330	20 kb	JPG, GIF
Flash 165 x 330	40 kb	SWF

Additional Specifications:

- When clicked, creative should always open a new browser.
- All Flash creative must be accompanied by a back-up GIF file to be served if the user does not have the correct plug-in.

