

# 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, a sensational gallery of prizewinning weather photography submitted by readers and published in the Sep/Oct issue. The Annual Weather in Review issue is published in the May/Jun issue and takes a look back at the year's most interesting weather stories.

**Issuance:** 6 issues per annum

**Circulation:** 8,000

### Staff:

Editor-in-Chief:  
Margaret Benner,  
margaret.benner@taylorandfrancis.com, 202-352-1156

Advertising Sales:  
Susan Steiner,  
susan.steiner@taylorandfrancis.com, 215-625-8900 x364

## Advertising Rates

	1X	3X	6X
Full page b&w	\$915	\$885	\$835
4-color	\$1,545	\$1,515	\$1,465
2/3 page b&w	\$730	\$710	\$670
4-color	\$1,360	\$1,340	\$1,300
1/2 page b&w	\$580	\$555	\$525
4-color	\$1,050	\$1,025	\$1,000
1/3 page b&w	\$470	\$450	\$420
4-color	\$785	\$765	\$735
1/4 page b&w	\$395	\$360	\$340
4-color	\$660	\$620	\$600
1/6 page b&w	\$310	\$285	\$265
4-color	\$520	\$495	\$475

### Covers (4-color only):

Cover 2	\$1,945	Up to 20 words	\$50
Cover 3	\$1,785	21 – 60 words	\$65
Cover 4	\$2,205	61 – 100 words	\$75
		Over 101 words	\$85

### Internet Directory:

Up to 20 words	\$50
21 – 60 words	\$65
61 – 100 words	\$75
Over 101 words	\$85

### Classifieds:

Up to 20 words	\$40
21 – 60 words	\$50
61 – 200 words	\$60

### Meteorological Programs page:

Flat Rate	\$475
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### Discounts:

Agency	15%
Association	10%

### Special Position: + 15%

- Internet Directory, Classifieds, and Graduate Programs page ads must be paid for in advance, prior to first placement.
- Base Design rate: \$100. Please contact your sales representative regarding design requests. It is expected that design requests will be made by the Closing Date for any issue. A proof will be provided for review prior to publication.
- 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

## 2012 Advertising Deadlines

2012 Issue	Closing Date*	Materials Due**
Jan/Feb	10/31/2011	11/14/2011
Mar/Apr	1/2/2012	1/16/2012
May/Jun	3/5/2012	3/19/2012
Jul/Aug	5/1/2012	5/15/2012
Sep/Oct	7/2/2012	7/16/2012
Nov/Dec	9/4/2012	9/18/2012

\*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.



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## Mechanical Requirements

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

**Trim Size:** 8" x 11"

**Press Type:** Offset

**Binding:** Saddle-stitched

**Bleed Requirements:** 8 1/4" x 11 1/4"

**Live Image Area:** 7 3/4" x 10 3/4"

### Artwork Preparation:

**Acceptable file types:** TIFF, PDF, EPS

Fonts must be embedded and optimized for print. Colors should be CMYK only. Optimum ink density is 300 dpi.

**Artwork Submission:** When naming artwork files, please include: the advertiser name, abbreviated journal title, volume and issue. Artwork may be submitted via e-mail (advertisingmaterials@taylorandfrancis.com) or ftp (provided upon request). Files must be received by the Materials Due Date or risk being converted to a pickup for previously run ads; or cancellation for new ads.

If the above specifications are not met, the publisher cannot guarantee quality reproduction. The publisher will not be responsible for files supplied that do not meet the above specifications. Please contact production prior to the due dates listed should you have questions regarding file preparation (e-mail: advertisingmaterials@taylorandfrancis.com). A member of the production department will contact you.

### Meteorological Programs page:

2 1/4" x 1 5/8" box ad includes the following:

- Name of school/logo
- Department/degrees offered
- Complete mailing address
- Telephone, fax, e-mail address
- Web address

## Online Advertising

Advertising space is available on [www.weatherwise.org](http://www.weatherwise.org).

### Online Advertising Rates:

One month run \$105

Four month run \$315

Eight month run \$735

Twelve month run \$1,155

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.