

BRANDBLOCKS

2010

WEB ADVERTISING

www.physicstoday.org

520,000 page views/month

80,000 unique visitors/month

Brandblocks give your company exclusive exposure... no other companies will appear on your pages during your week!

HOME PAGE BrandBlock

Impressions/week = 20,000
\$700/week (net) CPM=\$35

MAGAZINE BrandBlock

Includes all the articles and archival material from the printed issue.
Impressions/week = 60,000
\$900/week (net) CPM=\$15

The screenshot shows the physics today homepage with several brandblocks highlighted:

- Top Right:** A banner for Hiden Analytical quadrupole mass spectrometers.
- Center:** A featured article titled "Subarctic seawater flows south in an unexpectedly wide, messy pattern" with a photo of icebergs.
- Right Side:** A vertical sidebar for Hiden Analytical featuring "ADVANCED PLASMA DIAGNOSTICS", "CATALYSIS CHARACTERIZATION", and "UHV SURFACE ANALYSIS".
- Bottom Left:** A "Research Today" section with a list of categories like "ACUSTICS(43)", "APPLIED PHYSICS(201)", etc.
- Bottom Center:** A "Buyer's Guide" section for finding instruments and suppliers.
- Other sections:** "Politics and Policy", "Physics Update", "News Picks", "We Hear That", and "Events/Obituaries".

DAILY BrandBlock

Includes pages from several different sections updated on a daily bases: Politics & Policy, Physics Updates, NewsPicks, We Hear That, the Events Calendar and Obituaries. Impressions/week = 20,000
\$500/week (net) CPM=\$25

The daily brandblock for Origin features an article titled "Industrial R&D in transition" with a photo of a person working at a computer. A sidebar on the right contains a "Click here for a free demo download or to see an overview of Origin" button and a list of "Free this month" items including "Industrial R&D in transition", "Need for clean energy", "Science at General Electric", "Supernatural Magnetism", "Free research", "New books", and "New products".

ART

BrandBlocks consist of two ads, a leaderboard (728 x 90 pixels) across the top and a wide skyscraper (160 x 600 pixels) along the right side.

Send art as GIF, HTML or JPG files less than 40kB to ucarter@aip.org
Flash files must include a click tag. Maximum loops = 3.

The daily brandblock for MMR Technologies features an article titled "A nanocomposite for electronic skin" with a photo of a hand holding a device. A sidebar on the right lists various products and services such as "Hall Effect Measurements", "Sebeck Measurements", "Microprobe Systems", and "Modular, Reliable, Affordable, Easy to Use!".