

# THE INDUSTRIAL PHYSICIST

[www.tipmagazine.com](http://www.tipmagazine.com)



A single ad in *The Industrial Physicist* reaches thousands of buyers at leading technology companies

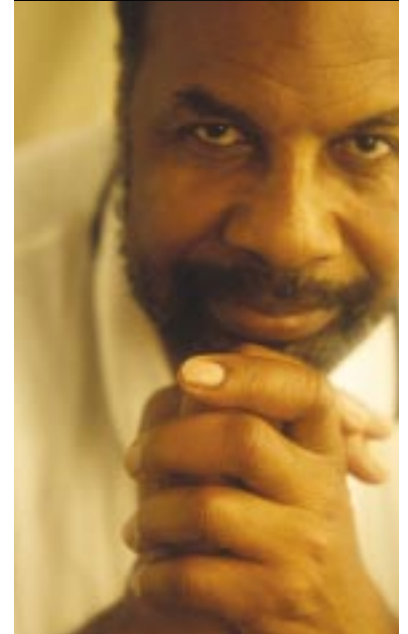
## Why “The Industrial Physicist?”

Ask anyone involved in the development of **advanced technologies** . . . They will tell you that physics – or the application and manipulation of physical phenomena – is at the core of their work. In fact, today’s and tomorrow’s **most promising markets** are being driven by **advances in physical science**. As developing technologies become **smaller and more complex**, the discovery and manipulation of materials and phenomena on **sub-molecular and atomic levels** has come to dominate the advanced technology sector.

Instrumentation and processes at **micro- and nano- scales** are the leading edge of technological development. Advances in semiconductors, photonics, pharmaceuticals and medical diagnosis all depend on miniaturization – a more complete **understanding of materials and properties** on an increasingly smaller scale.

Market sectors like security, communications, data storage, transportation, and sensors are all **poised for growth** in the micro- and nano- spheres, as advances in instrumentation and processes enable scientists and engineers to delve further into the physics of materials.

*The Industrial Physicist* reports on advances in physics-related technological developments, **reaching more than 60,000** scientists, engineers and professionals in the advanced technology sector. Given the nature of today’s technology markets, we argue that there is no more appropriate and effective advertising medium available for advancing your marketing objectives.



## Top Physics Companies

- |                        |                         |
|------------------------|-------------------------|
| 1 Boeing               | 11 General Motors       |
| 2 Lockheed Martin      | 12 Delphi Automotive    |
| 3 TRW/Northrop Grumman | 13 Rockwell             |
| 4 Raytheon             | 14 Seagate              |
| 5 IBM                  | 15 Ford                 |
| 6 Honeywell            | 16 3M                   |
| 7 General Electric     | 17 Eastman Kodak        |
| 8 Corning              | 18 DuPont               |
| 9 Motorola             | 19 Hewlett-Packard      |
| 10 Lucent Technologies | 20 Agilent Technologies |

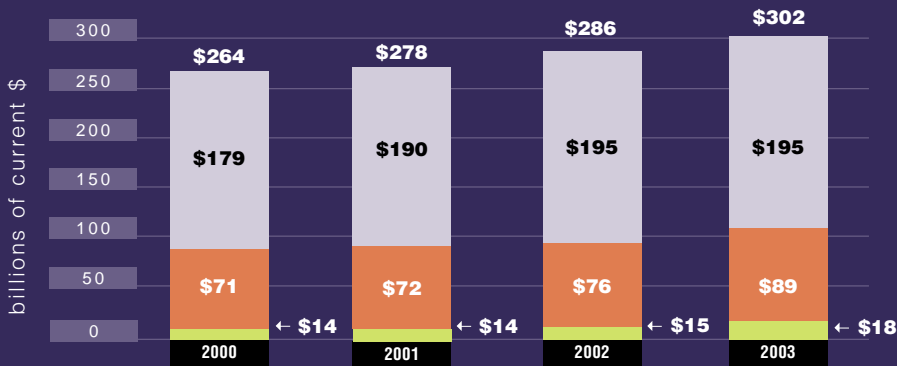
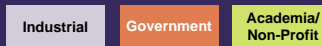
**T**echnology leaders in today's fast paced commercial research environments rely on *The Industrial Physicist* (TIP) for the latest information in **commercial product development**. The readership is comprised of scientists and engineers throughout today's advanced technology sector, from **firmly established bellwethers** like Boeing and IBM to **emerging start ups**, in **markets as diverse** as security, computing, transportation, and biotechnology. The common thread is expertise – readers are adept in the discovery, application and manipulation of physical phenomena, and are in turn **highly influential** in establishing and further developing the direction of **tomorrow's most promising growth markets**.



## Big-Money

Source: Battelle, 2003 Projections.

Industry continues to drive R & D



TIP represents a \$142 billion market. Research & development is a huge \$302 billion investment, and 47% of this market involves physics and the scientists, engineers and researchers who read TIP.

In companies ranked by research and development spending, TIP subscribers are at 93 out of the top 100 companies. The top 100 companies account for 66% of the total R&D spending.

The *Industrial Physicist* gives you horizontal reach into many markets.

Our readers buy an average of **7 different product categories**. Not just data acquisition, lasers, semiconductors, test & measurement, photonics or vacuum, but buyers of your products in all of those markets.

Source: TIP qualification cards.

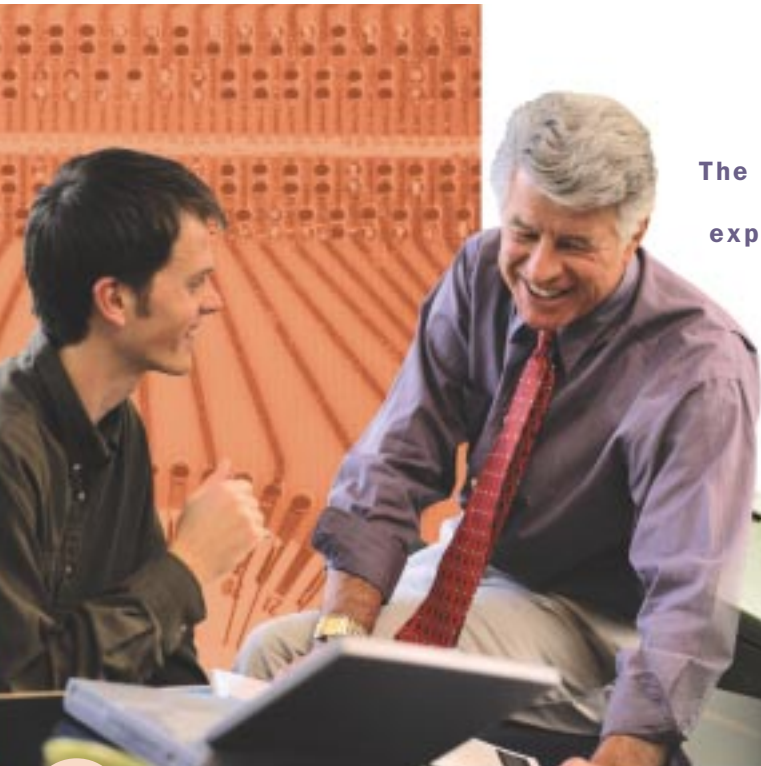
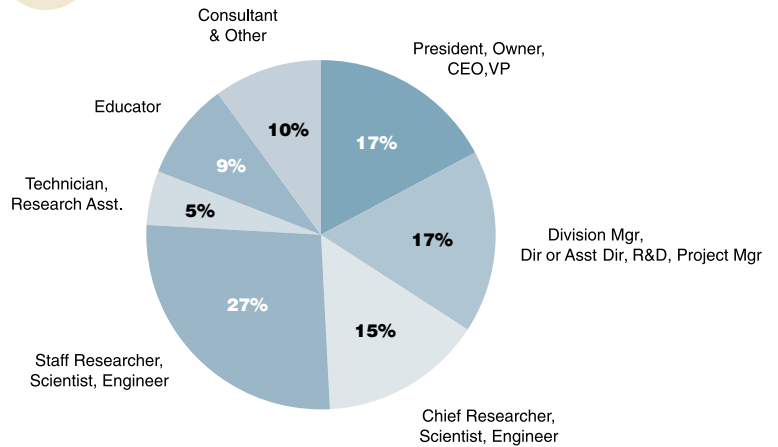


# Industrial Focus

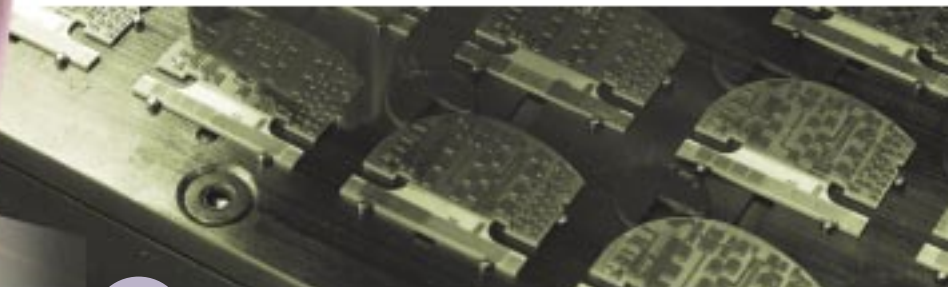
| JOB FUNCTIONS                | Count  |
|------------------------------|--------|
| R&D                          | 28,882 |
| Product design & development | 25,741 |
| Testing & Evaluation         | 20,995 |
| Management                   | 16,255 |
| Process design & development | 16,028 |
| Manufacturing & production   | 13,752 |

Source: BPA Circulation Statement, June 2003.  
Some readers perform more than a single job function.

# Job Titles



The average TIP subscriber is personally involved with expenditures of **\$1.41 million** per year. Nearly 70% of TIP readers took buying actions as a result of reading or looking through TIP. **96%** of TIP subscribers are involved in the buying process.



# Application Tip

Imagine reaching **60,000** scientists and engineers with a discounted two-page spread composed of your editorial copy and your color ad! Contact the Publisher, Randolph A. Nanna, at 301-209-3102, or e-mail [rnanna@aip.org](mailto:rnanna@aip.org) to discuss this powerful marketing tool.

Your Editorial!

Your Ad!



# Product Guide

The Product Guide section is where readers turn to find brief product descriptions from vendors of components, equipment and services. The Product Guide appears in every issue in a 4-color format. You supply the copy and photo, we'll do the rest. Contact Wanda Richardson at (800) 247-2242!



## THE INDUSTRIAL PHYSICIST 2004 ADVERTISING RATES

| Ad size    | 1x   | 3x   | 6x   | 12x  | 18x  | 24x  | 36x  |
|------------|------|------|------|------|------|------|------|
| Full page  | 6165 | 5920 | 5670 | 5550 | 5430 | 5290 | 5175 |
| 2/3 page   | 4800 | 4610 | 4415 | 4315 | 4225 | 4110 | 4030 |
| 1/2 island | 4135 | 3965 | 3805 | 3715 | 3635 | 3535 | 3470 |
| 1/2 page   | 3825 | 3670 | 3520 | 3440 | 3370 | 3275 | 3210 |
| 1/3 page   | 2585 | 2485 | 2390 | 2325 | 2285 | 2215 | 2175 |
| 1/4 page   | 2045 | 1960 | 1875 | 1835 | 1790 | 1745 | 1710 |
| 1/6 page   | 1600 | 1540 | 1470 | 1440 | 1415 | 1375 | 1345 |

| Cover Rates            | 3x   | 6x   |
|------------------------|------|------|
| Cover 4 (back)         | 9190 | 8890 |
| Cover 2 (inside front) | 8820 | 8530 |
| Cover 3 (inside back)  | 8240 | 8170 |

| Additional for Color Rates | Page | Spread |
|----------------------------|------|--------|
| Standard 2-color           | 775  | 1200   |
| Matched 2-color            | 975  | 1400   |
| 4-color                    | 1475 | 2100   |
| 5-color                    | 1600 | 2400   |

| Product Guide | 1x   | 3x  | 6x  |
|---------------|------|-----|-----|
| 1/8 page unit | 1020 | 990 | 910 |

Product Guide rates are non-commissionable.

## CLASSIFIED/MARKETPLACE ADVERTISING

Advertise in this industry source for Career Opportunities, Positions Wanted, Conferences, Seminars, Symposia, Publications, Business Opportunities, Legal/Patent Services, and more. **Send insertion orders and materials**—film, digital files, and hard copy to: Wanda Richardson, Classified Advertising Representative, AIP, Two Huntington Quadrangle, Ste. 1N01, Melville, NY 11747-4502. Phone: 1-800-247-2242, 1-516-576-2456; Fax: 1-516-576-2481; email: [wrichard@aip.org](mailto:wrichard@aip.org). Check or money order payable to the American Institute of Physics must accompany order.

**Line classifieds** are \$27 per line or fraction, minimum charge \$150. Estimated 88 characters per line.

**Display classifieds:** Standard display ads in the classified section are available and commissionable at the 2004 display advertising rates above.

## DIGITAL AD SPECIFICATIONS

The *Industrial Physicist* prefers to receive high-resolution PDF files electronically.

### What's Acceptable:

- PDF files must include images of at least 300 dpi, with all fonts embedded
- PDF files must be transmitted electronically to [cdipasca@aip.org](mailto:cdipasca@aip.org)
- Application files, EPS and TIFF files may be sent via [ftp.aip.org](ftp://ftp.aip.org)
- EPS or TIFF files

### Applications:

**Macintosh** (Following versions or higher) Adobe Illustrator 6.0, Adobe Pagemaker 6.5, Adobe Photoshop 4.0, Quark Xpress 3.3, Macromedia Freehand 5.0

**Windows** (Following versions or higher) Adobe Photoshop 4.0, Quark Xpress 4.1, Adobe Illustrator 6.0, Macro. Freehand 5.0

**Compression:** PKZIP, WINZIP, Stuffit (Mac), or any other self-extracting compression software.

**Media:** Mac or PC formatted CD-ROM, or Zip disks (100mB and 250mB)

### Requirements:

- PRINTED PROOFS MUST BE MAILED IN TO ACCOMPANY ALL FILES, EVEN PDFS.
- All digital art must be in finished, final form – properly sized, cropped and tooled. The advertisers who create images are wholly responsible for the quality of their material, including color and halftone accuracy.
- Resolution must be at least 300 dpi for halftones, 1200 dpi for type, 1200 dpi for line art.
- Image/Scans - prefer CMYK EPS or TIFF
- Fonts (Mac Only) Postscript Type 1, Postscript Type 3, True Types acceptable if 100% subset in PDF.
- Include all fonts, (screen & printer versions) images/scans, logos/artwork.
- Do not nest EPS files, in other EPS files.
- Pantone colors must be converted to CMYK mode if being output to CMYK.
- All images/scans must be in CMYK mode. (RGB not accepted)
- ANY ADS NOT MEETING THE ABOVE SPECIFICATIONS ARE SUBJECT TO PRODUCTION CHARGES OF \$100/HOUR.
- Questions, e-mail [cdipasca@aip.org](mailto:cdipasca@aip.org).

### Unacceptable Applications:

- Microsoft Office:** PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Publisher's 2000.
- Lotus SmartSuite:** Freelance Graphics, 1-2-3, Approach WordPro.
- Corel Perfect Office:** Corel WordPerfect, Corel Quattro Pro, Corel Presentations.
- SigmaPlot**

## OFFSET PRINTING SPECIFICATIONS

- Film**—Negatives should be RRED with four crop marks. Ad films will be copy-dot scanned.
- Proofs**—One comprehensive proof and/or one set of progressive proofs, complete with color bars or matchprints, cromalins, or color keys with density swatches are required for all material.
- Selection of Inks**—AAAA/MPA/ABP offset standards apply. Matched colors require the PMS number to match. SWOP standards are used for four-color process.
- Screen**—It is recommended that a maximum of 133 lines/inch be used for magazine ads.
- Density of Tone**—Total dot density should be limited to 300%.
- Rotation of Colors**—Web-fed rotation is black, cyan, magenta, and yellow.
- Binding**—Saddle-stitched.

## INSERTS AND SHIPPING INSTRUCTIONS

All pre-printed inserts must be sent to the Publisher for prior approval. Approved inserts should be folded in cartons or skid-packed and sent directly to: Bill Gaydosh, Fry Communications, 15 Pleasant View Dr, Mechanicsburg, PA 17050. Mark packages: The Industrial Physicist, Issue Date \_\_\_ / 2004, and please note the quantity of inserts on accompanying paperwork.

## STORAGE

Ad materials will be stored for 12 months and then destroyed unless otherwise advised in writing by advertiser or agency.

## MECHANICAL REQUIREMENTS

Publication Trim Size: 8" (203.2mm) x 10 1/2" (266.7mm)

| Space Unit            | Width           | Depth           |
|-----------------------|-----------------|-----------------|
| Spread (non-bleed)    | 14 3/4" (375mm) | 9 3/4" (248mm)  |
| Spread (bleed)*       | 16 3/8" (416mm) | 10 7/8" (276mm) |
| Full Page (non-bleed) | 6 7/8" (175mm)  | 9 3/4" (248mm)  |
| Full Page (bleed)*    | 8 3/8" (213mm)  | 10 7/8" (276mm) |
| 2/3 Page              | 4 9/16" (116mm) | 9 3/4" (248mm)  |
| 1/2 Page (island)     | 4 9/16" (116mm) | 7 1/4" (184mm)  |
| 1/2 Page (horizontal) | 6 7/8" (175mm)  | 4 3/4" (121mm)  |
| 1/2 Page (vertical)   | 3 1/4" (83mm)   | 9 3/4" (248mm)  |
| 1/3 Page (square)     | 4 9/16" (116mm) | 4 3/4" (121mm)  |
| 1/3 Page (vertical)   | 2 3/16" (56mm)  | 9 3/4" (248mm)  |
| 1/4 Page              | 3 1/4" (83mm)   | 4 3/4" (121mm)  |
| 1/6 Page              | 2 3/16" (56mm)  | 4 3/4" (121mm)  |

\***Bleed**—must be extended at least 3/16" (4.8mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3mm) from the gutter and 5/16" (8mm) from three outer edges.

## ONLINE ADVERTISING

|                   | 1 Qtrs | 2 Qtrs | 3 Qtrs | 4 Qtrs |
|-------------------|--------|--------|--------|--------|
| Rotating Banner   | \$2205 | \$2095 | \$2030 | \$1940 |
| Skyscraper Banner | \$2205 | \$2095 | \$2030 | \$1940 |
| Company Spotlight | \$1500 | \$1425 | \$1350 | \$1285 |
| Info Link         | \$1105 | \$1045 | \$1015 | \$970  |
| Featured Company  | \$1050 | \$998  | \$950  | \$905  |
| Direct Link       | \$660  | \$630  | \$605  | \$585  |
| Text Link         | \$300  |        |        |        |

## GENERAL ADVERTISING RATE POLICY

Rates are determined by the total space used within a 12-month period, including space used in combination with *Physics Today*. Earned frequency is determined by the total number of insertions, not issues.

### Short Rates and Rebates

Advertisers who do not use the amount of space on which their billing rate is based within the 12-month contract period will be short-rated. Advertisers who, within the 12-month contract period, use sufficient additional space to earn a rate lower than their billing rate will be rebated.

### Cancellation Policy

Cancellations will not be accepted after the space reservation deadline; the 25th of the second month preceding month of issue. All cancellations must be in writing.

## COMMISSION AND DISCOUNTS

Recognized agencies receive 15% of gross billing on space, color, and preferred position only if the account is paid within 30 days of the invoice date.

Production charges, Classified, and Product Guide ads are non-commissionable. *The Industrial Physicist* does not give cash discounts.

## PUBLISHER'S COPY PROTECTIVE CLAUSE

All advertising is subject to approval. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards.

Advertisers and their agencies assume liability for all content of advertisements – both printed and online – and assume responsibility for any claims that may arise against publisher for their advertising. The publisher is not liable for errors in key numbers, the index to advertising, or reader service numbers.

Publisher states that both advertisers and advertising agencies are equally responsible for payment of advertising appearing in this publication. Default by either party does not remove the burden of payment by the remaining party.

*The Industrial Physicist* will not accept advertising for an upcoming issue where the advertiser and/or the advertiser's agency has not paid for advertising in a prior issue.



## The Industrial Physicist—2004 Editorial Calendar

| ISSUE   | FEATURE                         | NEW PRODUCT FOCUS             | BONUS DISTRIBUTION   | SPACE RESERVATIONS | AD MATERIALS DUE |
|---------|---------------------------------|-------------------------------|--|--------------------|------------------|
| FEB/MAR | Spectroscopy                    | Scientific Instruments        | Optical Fiber Conference Feb 24-26 Los Angeles, CA<br>Nanotech 2004 Mar 7-11 Boston, MA<br>Pittcon Mar 8-11 Chicago, IL<br>Amer Physical Society Mar 22-26 Montreal, Quebec  | January 2          | January 8        |
| APR/MAY | Optical Coatings & Thin Films   | Vacuum Technology             | MRS Spring Apr 13-15 San Francisco, CA<br>ICMCTF Apr 19-23 San Diego, CA<br>Society Vacuum Coaters Apr 26-27 Dallas, TX<br>Conf Lasers & Electro-Optics May 18-20 San Francisco, CA<br>Acoustical Society America May 24-28 New York, NY | March 1            | March 8          |
| JUN/JUL | Nanotechnology                  | Metrology Tools               | SemiconWest Jul 12-14 San Francisco, CA<br>SemiconWest Jul 14-16 San Jose, CA<br>Amer Crystallographic Assn Jul 17-22 Chicago, IL<br>Intl Conf Physics Semiconductors Jul 26-30 Flagstaff, AZ  | May 3              | May 10           |
| AUG/SEP | Life Sciences/<br>Biotechnology | Microscopy                    | Denver X-Ray Aug 2-6 Steamboat Springs, CO<br>SPIE Aug 3-5 Denver, CO<br>Nat'l Fiber Optic Engineers Conf Sep 13-15 Anaheim, CA  | July 1             | July 8           |
| OCT/NOV | Materials                       | Data Acquisition              | Optical Soc Amer Oct 10-14 Rochester, NY<br>Industrial Physics Forum Oct 24-26 Yorktown Heights, NY<br>Compound Semiconductor Max Oct TBD San Jose, CA<br>Supercomputing Nov 9-11 Pittsburgh, PA<br>AVS Nov 16-18 Anaheim, CA            | September 1        | September 8      |
| DEC/JAN | Photonics                       | Laser & Optical<br>Components | Materials Research Soc Nov 30-Dec 2 Boston, MA<br>Photonics West Jan 27-29, 2005 San Jose, CA  | November 1         | November 8       |

Published bi-monthly, *The Industrial Physicist* is mailed the 5th of the first month of publication, that is, February 5th for the February/March issue.



## Advertising Sales Offices

(800) 247-2242

Richard Kobel  
Advertising Director  
516-576-2440 Tel  
516-576-2481 Fax  
[rkobel@aip.org](mailto:rkobel@aip.org)

Randolph A. Nanna  
Publisher  
301-209-3102 Tel  
[rnanna@aip.org](mailto:rnanna@aip.org)

Ken McNaughton  
Editor/Associate Publisher  
301-209-3051 Tel  
[kmcnaugh@aip.org](mailto:kmcnaugh@aip.org)

Jeff Bebee  
Circulation/Marketing  
301-209-3005 Tel  
[jbebee@aip.org](mailto:jbebee@aip.org)

Email: [advts@aip.org](mailto:advts@aip.org)

Contact one of the advertising divisions below for further information on sales representation in your area.

### Mid-Atlantic USA

DC, DE, MD, NJ,  
NY, PA, VA, WV  
John Waller  
215-822-7600 Tel  
215-822-0450 Fax  
[johnwaller@attglobal.net](mailto:johnwaller@attglobal.net)

### Midwest USA

AL, AR, IA, IL, IN, KS, KY,  
LA, MI, MN, MS, MO, ND, NE,  
OH, OK, SD, TN, WI  
Mike Shevlin  
847-498-4520 Tel  
847-498-5911 Fax  
[shevlin@didierandbroderick.com](mailto:shevlin@didierandbroderick.com)

### Northeast USA

CT, MA, ME, NH, RI, VT,  
Canada  
Merrie Lynch  
781-848-9306 Tel  
781-848-2063 Fax  
[merrie@quik.com](mailto:merrie@quik.com)

### Southeast USA

FL, GA, NC, SC  
Steven Goodman  
516-576-2449 Tel  
516-576-2481 Fax  
[sgoodman@aip.org](mailto:sgoodman@aip.org)

### West USA

AK, AZ, CA, CO, HI, ID, MT,  
NM, NV, OR, TX, UT, WA, WY  
Mike Sabo  
310-375-2197 Tel  
310-375-2037 Fax  
[msabo@earthlink.net](mailto:msabo@earthlink.net)

### Online Advertising

Debbie Bott  
800-247-2242  
516-576-2430 Tel  
516-576-2481 Fax  
[dbott@aip.org](mailto:dbott@aip.org)

### UK, Ireland, France, Scandinavia, Netherlands, Belgium

John Gold  
National:  
020-641-7717 Tel/Fax  
International:  
+44-208-641-7717 Tel/Fax  
[johngoldspace@aol.com](mailto:johngoldspace@aol.com)

### Australia, New Zealand

Keith Sandell  
+61-2-9873-2444 Tel  
+61-2-9873-3555 Fax  
[keith@sssw.com.au](mailto:keith@sssw.com.au)

### Germany, Austria, Switzerland

Mediaagentur Adela Ploner  
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+49-8131-366-9920 Tel  
+49-8131-366-9929 Fax  
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