

# Ad Specifications

## PRINT AD SIZES

Publication Trim Size: 8" wide x 10-1/2" high (203 mm x 267 mm)

Space Unit	Width	Depth
<b>Spread</b>	<b>15-1/4"</b> <b>387 mm</b>	<b>9-3/4"</b> <b>248 mm</b>
<b>Spread with bleed</b> <i>Bleed must extend at least 3/16" (4.8 mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3 mm) from the gutter and 5/16" (8 mm) from three outer edges.</i>	<b>16-3/8"</b> <b>416 mm</b>	<b>10-7/8"</b> <b>276 mm</b>
<b>Full Page</b>	<b>6-7/8"</b> <b>175 mm</b>	<b>9-3/4"</b> <b>248 mm</b>
<b>Full Page with bleed</b> <i>Bleed must extend at least 3/16" (4.8 mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3 mm) from the gutter and 5/16" (8 mm) from three outer edges.</i>	<b>8-3/8"</b> <b>213 mm</b>	<b>10-7/8"</b> <b>276 mm</b>
<b>2/3 Page</b>	<b>4-9/16"</b> <b>116 mm</b>	<b>9-3/4"</b> <b>248 mm</b>
<b>1/2 Page-island</b>	<b>4-9/16"</b> <b>116 mm</b>	<b>7-1/4"</b> <b>184 mm</b>
<b>1/2 Page-horizontal</b>	<b>6-7/8"</b> <b>175 mm</b>	<b>4-3/4"</b> <b>121 mm</b>
<b>1/2 Page-vertical</b>	<b>3-1/4"</b> <b>83 mm</b>	<b>9-3/4"</b> <b>248 mm</b>
<b>1/3 Page-square</b>	<b>4-9/16"</b> <b>116 mm</b>	<b>4-3/4"</b> <b>121 mm</b>
<b>1/3 Page-horizontal</b>	<b>6-7/8"</b> <b>175 mm</b>	<b>3"</b> <b>76 mm</b>
<b>1/3 Page-vertical</b>	<b>2-3/16"</b> <b>56 mm</b>	<b>9-3/4"</b> <b>248 mm</b>
<b>1/4 Page</b>	<b>3-1/4"</b> <b>83 mm</b>	<b>4-3/4"</b> <b>121 mm</b>
<b>1/4 Page-horizontal</b>	<b>6-7/8"</b> <b>175 mm</b>	<b>2-3/8"</b> <b>60 mm</b>
<b>1/6 Page</b>	<b>2-3/16"</b> <b>56 mm</b>	<b>4-3/4"</b> <b>121 mm</b>
<b>1/8 Horizontal Banner Ad</b>	<b>6-5/6"</b> <b>173.567 mm</b>	<b>1-1/6"</b> <b>29.633 mm</b>
<b>1/8 Horizontal Banner Ad with Bleed</b> <i>Bleed must extend at least 3/16" (4.8 mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3 mm) from the gutter and 5/16" (8 mm) from three outer edges.</i>	<b>8-3/8"</b> <b>212.725 mm</b>	<b>1-5/8"</b> <b>41.275 mm</b>

## INSERTS & SHIPPING

All pre-printed inserts must be sent to the Publisher for prior approval. Include 1/8" extra on all sides for a final saddle-stitched size of 16-5/8" wide x 10-3/4" high. 2-page inserts (a single sheet) are possible provided there is a 4" hanger. The final size would be 12-1/8 x 10-3/4" folded to 8-1/8 x 10-3/4." Approved inserts should be FOLDED in cartons or skid-packed and sent directly to: Bill Gaydosh, Fry Communications, Building 4, 101 Fry Dr, Mechanicsburg, PA 17050. Mark packages: Physics Today, Issue Date \_\_\_\_\_. Please note the quantity of inserts on accompanying paperwork.

## PRINT



### ACCEPTABLE FILE FORMATS:

- PDF files that have been flattened (no transparencies) with all fonts embedded
- EPS files
- TIFF files

*Physics Today* prefers to receive PDF files electronically.

### REQUIREMENTS:

All digital art must be in finished, press-ready form, properly sized, cropped, and tooled. Advertisers are wholly responsible for the quality of their material, including color and halftone accuracy.

- Images must be CMYK, grayscale, or black and white. RGB images are not acceptable.
- Resolution must be at least 300 dpi at size, 1200 dpi for type, and 1200 dpi for line art.
- Pantone (spot) colors must be converted to CMYK if the ad is to run as 2- or 4-color.
- All fonts must be embedded.
- Transparency is not supported.

Ads that are improperly sized will be reduced, enlarged, or "floated" to achieve the best fit possible.

**Reformatting:** Files that do not follow the above specs will be sent back to the advertiser for correction. If the advertiser cannot make the correction, *Physics Today* will convert RGB files to CMYK and flatten files with transparencies at the advertiser's expense. *Physics Today* will not be responsible for color accuracy or flattening artifacts.

**Reformatting charges: \$250.**

## ONLINE



**ACCEPTABLE FILE FORMATS:** GIF, PNG and JPG files less than 40 kB for Alerts & BrandBlocks.

**Alert Banners:** 728 x 90 pixels

**BrandBlocks:** 728 x 90 pixels, 160 x 600 pixels, and 300 x 250 pixels

**Sponsored Content Image:** 160 x 160 pixels

**Product Spotlight Sponsorship Banner:** 468 x 60 pixels

Please indicate a click-to URL, and send your files 1 week prior to the start of your ad run.

### Caveats

- 1: Flash files can be used for BrandBlock ads. However, tablet users will not see them, and the click tags have to be set up a certain way so that clicks can be counted.
- 2: Flash files CANNOT be used for e-mail alert ads.
- 3: Because Outlook does not support animation, we recommend that you AVOID ANIMATION in e-mail alerts.

## SENDING ART:

**EMAIL:** [adfiles@aip.org](mailto:adfiles@aip.org) (for files up to 10 MB)

**FTP:** point your web browser to <ftp://ftp.aip.org>, log-in as "anonymous" and use your email address as the password. Once in, select the "PT" directory and then the sub-directory "incoming" for posting. We will send confirmation within 3 days; if you don't receive confirmation, please call 301-209-3001.

## PRODUCTION QUESTIONS?

**UNIQUE CARTER**  
**AD TRAFFIC PRINT & ONLINE**  
**301-209-3163 Direct**  
**[adfiles@aip.org](mailto:adfiles@aip.org)**

**Physics Today**  
**One Physics Ellipse**  
**College Park, MD**  
**20740-3842**

# Plan Your Advertising Program

# 82%

OF OUR READERS HAVE  
POSITIVE IMPRESSIONS OF  
VENDORS ADVERTISING IN  
*PHYSICS TODAY\**

## 2017 EDITORIAL CALENDAR

ISSUE	AD DEADLINES	NEW PRODUCT FOCUS	BONUS DISTRIBUTION
<b>JANUARY</b>	December 1 <i>Recruitment—Dec 14</i>	Biotechnologies & Biomedical Optics, Microscopy	<ul style="list-style-type: none"> <li>— American Astronomical Society Jan 3-7, Grapevine, TX</li> <li>— American Meteorological Society Jan 22-26, Seattle, WA</li> <li>— SPIE Photonics West Jan 28-Feb 2, San Francisco, CA</li> </ul>
<b>FEBRUARY</b>	January 2 <i>Recruitment—Jan 13</i>	Analytical Equipment, Sensors & Detectors	<ul style="list-style-type: none"> <li>— Society of Laboratory Automation &amp; Screening(SLAS) Feb 4-8, Washington, DC</li> <li>— Biophysical Society Feb 11-Feb 15, New Orleans, LA</li> <li>— Society of Rheology Feb 12-Feb 16, Tampa, FL</li> <li>— American Association of Physics Teachers Feb 18-21, Atlanta, GA</li> </ul>
<b>MARCH</b>	February 1 <i>Recruitment—Feb 14</i>	Test & Measurement	<ul style="list-style-type: none"> <li>— Pittcon Mar 5-9, Chicago, IL</li> <li>— American Physical Society Mar 13-17, New Orleans, LA</li> <li>— Optical Fiber Conference(OFC) Mar 21-23, Los Angeles, CA</li> </ul>
<b>APRIL</b>	March 1 <i>Recruitment—Mar 14</i>	Lasers and imaging	<ul style="list-style-type: none"> <li>— American Chemical Society Spring Apr 2-6, San Francisco, CA</li> <li>— Materials Research Society Spring Apr 17-21, Phoenix, AZ</li> <li>— SVC Techcon Spring Apr 29-May 4, Providence, RI</li> </ul>
<b>MAY</b>	April 3 <i>Recruitment—Apr 14</i>	Materials, Semiconductors, Vacuum & Cryogenics	<ul style="list-style-type: none"> <li>— Conf Lasers &amp; Electro-Optics (CLEO) May 14-19, San Jose, CA</li> <li>— American Crystallographic Association May 26-May 30, New Orleans, LA</li> </ul>
<b>JUNE</b>	May 1 <i>Recruitment—May 12</i>	Software & Instrumentation	<ul style="list-style-type: none"> <li>— Sensors Expo Jun 22-23, San Jose, CA</li> <li>— Laser World of Photonics Jun 26-29, Munich, Germany</li> </ul> <p><b>Free 3rd party ad study for all June print advertisers!</b></p>
<b>JULY</b>	June 1 <i>Recruitment—Jun 14</i>	Spectroscopy & Photonics	<ul style="list-style-type: none"> <li>— Cryogenic Engineering Conf (CEC/ICMC) Jul 9 - Jul 13, Madison, WI</li> <li>— Semicon West Jul 11-13, San Francisco, CA</li> <li>— American Association of Physicists in Medicine Jul 30-Aug 30, Denver, CO</li> </ul>
<b>AUGUST</b>	July 5 <i>Recruitment—July 14</i>	Test, Measurement & Analytical Equipment	<ul style="list-style-type: none"> <li>— Microscopy &amp; Microanalysis Aug 6-10, St. Louis, MO</li> <li>— SPIE Optics &amp; Photonics Aug 6-10, San Diego, CA</li> <li>— American Chemical Society Fall Aug 20-24, Washington, DC</li> </ul>
<b>SEPTEMBER</b>	August 1 <i>Recruitment—Aug 14</i>	Microscopy, Imaging & Nanotechnology	<ul style="list-style-type: none"> <li>— Frontiers in Optics (FiO) Sept 17-21, Washington, DC</li> </ul>
<b>OCTOBER</b>	September 1 <i>Recruitment—Sept 14</i>	Materials, Semiconductors, Vacuum & Cryogenics	<ul style="list-style-type: none"> <li>— AVS Oct 29-Nov 3, Tampa, FL</li> </ul>
<b>NOVEMBER</b>	October 2 <i>Recruitment—Oct 13</i>	Lasers, Imaging & Photonics	<ul style="list-style-type: none"> <li>— Materials Research Society Fall Nov 26-Dec 1, Boston, MA</li> </ul>
<b>DECEMBER</b>	November 1 <i>Recruitment—Nov 14</i>	Software & Data Acquisition	<ul style="list-style-type: none"> <li>— Acoustical Society of America Dec 4-8, New Orleans, LA</li> </ul> <p><b>Free 3rd party ad study for all December print advertisers!</b></p>

# Rate Card

## 2017 PRINT DISPLAY RATES (\$US, GROSS)

Ad size	1x	3x	6x	12x	18x	24x	36x
Full	\$11,299	\$10,547	\$9,857	\$9,219	\$8,601	\$8,034	\$7,540
2/3rd	\$8,652	\$8,086	\$7,560	\$7,056	\$6,602	\$6,159	\$5,747
1/2 island	\$7,828	\$7,323	\$6,850	\$6,417	\$5,984	\$5,603	\$5,222
1/2 pg	\$7,107	\$6,674	\$6,232	\$5,830	\$5,449	\$5,088	\$4,748
1/3rd	\$5,129	\$4,810	\$4,481	\$4,202	\$3,935	\$3,677	\$3,440
1/4th	\$4,130	\$3,883	\$3,615	\$3,389	\$3,183	\$2,977	\$2,802
1/6th	\$2,936	\$2,719	\$2,554	\$2,379	\$2,235	\$2,091	\$1,957
Frequency Discount	6% Off	13% Off	18% Off	24% Off	29% Off	33% Off	

## PAGE BANNER ADS (\$US GROSS)

Ad size	Rate
Page banner ad	\$3,900

## SNAPSHOT ADS (\$US, Net)

Ad size	1x	3x	6x	12x
Snapshot ad	\$1,669	\$1,545	\$1,442	\$1,226
Frequency Discount	-	7%	14%	27%

These rates are non-commissionable.

2 Page Spreads, Inserts, Blow-ins, Tip-ons & Polybagging For options and pricing contact publisher

Cover Ad Rates	6x	12x	Additional for Color	Per Page
Cover 4 (Back)	\$15,234	\$14,317	Standard 2-color	\$900
Cover 2 (inside front)	\$14,636	\$13,781	4-color	\$1,600
Cover 3 (inside back)	\$14,008	\$13,163	5-color	\$1,700

## GENERAL ADVERTISING RATE POLICY

Frequency is earned by the total number of insertions, not issues, in a 12-month period.

### 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, e.g. August 1 for the September 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. Product & Catalog Guide ads, recruitment line ads and reformatting charges are non-commissionable. *Physics Today* 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 the publisher for their advertising. The publisher is not liable for errors in the index to advertising or reader service URLs. 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. *Physics Today* 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.

## 2017 ONLINE ADVERTISING RATES (\$US, Net)

BrandBlocks	Rate(weekly)
Daily	\$900
Home page	\$600
Magazine	\$1,000

E-Mail Alerts	Weekly	Sponsored Content Rate (weekly)
Table of Contents (TOC)	\$950	\$1,500
The Week in Physics (TWIP)	\$950	\$1,500

E-Blast	Rate(per blast)
Product Spotlight	Included w print ad purchase/\$850 without print ad
Product Spotlight Sponsorship	Included w print ad purchase/listing in Product Spotlight

## PRINT RECRUITMENT

**Display Ads:** Available and commissionable at the print display rates.

**Line Ads (2-column):** \$55 per line or fraction thereof. 88 characters per line. Minimum charge for 10 lines or less is \$550; maximum length is 60 lines. These rates are non-commissionable.

Includes FREE 30-day online posting.

## ONLINE RECRUITMENT

## 2017 ONLINE RECRUITMENT RATES (\$US, Net)

Product	Rate	Savings
30-day job posting	\$550	
60-day job posting	\$750	
90-day job posting	\$925	
Three 30-day postings	\$1,550	6%
Five 30-day postings	\$2,500	9%
Ten 30-day postings	\$4,400	20%
Upgrade to "Featured Job"	\$200	

Free Access to 6,000 resumes when you purchase most of these packages.

# PHYSICS TODAY

## Advertising Sales Consultants

**West USA, West Canada**  
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NM, NV, OR, TX, UT, WA, WY  
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msabo@earthlink.net

**Midwest & Southeast USA**  
AL, AR, DC, DE, FL, GA, IA, IL, IN,  
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NC, ND, NE, OH, OK, SC, SD, TN,  
VA, WI, WV  
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The full complement of *Physics Today* advertising materials are available  
online at [www.physicstoday.org/advertising](http://www.physicstoday.org/advertising)