

## 2010 Online Advertising — rates per month

### LEADERBOARD

1 Month	3 Months	6 Months	12 Months
\$600	\$575	\$550	\$500

### BANNER

1 Month	3 Months	6 Months	12 Months
\$400	\$375	\$350	\$300

### BUTTON AD

1 Month	3 Months	6 Months	12 Months
\$300	\$275	\$250	\$200

**\*Measurable results** — We provide you with periodic tracking reports of impressions and click through rates of your banner ads.

## GENERAL POLICY

### Terms – 30 days

15% of gross billing (excluding back-up charges) granted to recognized agencies, only if paid within 30 days from invoice date. For invoices not paid within 30 days of billing date, AIP reserves the right to hold the advertiser and/or the agency jointly and individually liable for the amount due and payable to the publisher and/or AIP.

### Cancellations

Not accepted after space deadline.

### Conditions

All advertising is subject to approval. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content (including text, representation, illustration, sketches, maps, labels, trademarks or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publishers. The publisher's liability for any error will not exceed the charge for the advertisement in question.

### Advertising Representative

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# JOURNAL OF RHEOLOGY®

## RHEOLOGY BULLETIN

PUBLISHED BY THE SOCIETY OF RHEOLOGY



**RATE CARD #17**  
Effective January 2010

See <http://scitation.aip.org/joro/>

## JOURNAL OF RHEOLOGY®

Published by the Society of Rheology through the American Institute of Physics.

The premier international forum covering research on flow and deformation of complex materials

For 50 years, this distinguished journal has been a vital resource for researchers working in fields as diverse as polymer physics and fluids mechanics, including foods, paints, ceramics, and glaciers. It presents experimental results, phenomenological models and microscopic theories of complex materials, including macromolecular, colloidal and particulate solids and fluids.

### The Journal of Rheology® features:

Rigorous technical review to ensure the highest editorial and production standards. Interdisciplinary coverage, incorporating theory and experiment, academia and industry. The Journal of Rheology® provides in-depth interdisciplinary coverage of theoretical and experimental issues drawn from industry and academia. It is published for professionals and students in chemistry, physics, engineering, materials science and mathematics.

ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE
Jan/Feb	Nov. 26	Dec. 7
Mar/April	Jan. 27	Feb. 3
May/June	Mar. 29	April 7
July/Aug	May 28	June 4
Sept/Oct	July 30	Aug. 6
Nov/Dec	Sept. 24	Oct. 6

### Advertising Rates 2010

	1x	3x	6x
Full Page	\$1645	\$1535	\$1445
Color: Standard	2/color	\$550	
	4/color	\$1000	

### Mechanical Requirements – JOR

Full page: 6" x 9"

Bleed page: 7" x 10 1/4"

Trim size: 6 3/4" x 10"

\*Live matter should be kept at least 3/8" inside all four edges of trim.

### Ad Materials

High resolution PDF files with images at 300 dpi and all fonts embedded are required. All black type must be 100% black and ads must be built out of CMYK. Only PDF and TIFF files can be received. Send files by email to Chris DiPasca, Sr. Production Manager, at [cdipasca@aip.org](mailto:cdipasca@aip.org) or via FTP.

## RHEOLOGY BULLETIN

Published by the Society of Rheology

The news and information publication of The Society of Rheology. With over 1,700 subscribers, the Rheology Bulletin is issued twice a year to provide news and inform members of Society affairs and matters of interest to rheologists. The Rheology Bulletin also publishes advance abstracts of all papers to be presented at Society meetings, as well as a calendar of rheology conferences and courses.

\*The Society of Rheology was founded in 1929 to foster the study of the mechanical properties of deformable materials and is dedicated to advancing the science of rheology.

ISSUE DATES	SPACE DEADLINE	MATERIAL DEADLINE
January	Nov. 25	Dec. 2
July	May 26	June 2

### Advertising Rates 2010

1x	\$1525	2x	\$2700
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### Mechanical Requirements – RB

Full page: 7 1/2" x 10"

Half page: 7 1/2" x 4 3/4"

Trim size: 8 1/2" x 11"

\*Live matter should be kept at least 3/8" inside all four edges of trim.

## JOURNAL OF RHEOLOGY® ONLINE

Take advantage of the Journal of Rheology's Online Banner advertising options and get maximum exposure and measurable results\*

### Banner Advertising

Maximum exposure can be achieved with any of the three online banner options on the Journal of Rheology® homepage and abstract pages: Leaderboard (468 x 60 pixels), Banner (120 x 240 pixels), and Button (125 x 125 pixels) ads.

These highly trafficked sites ensure tremendous visibility for your company and products. Files accepted are .gif, .jpg, and flash files up to 20 kilobytes.

### Classified Advertising

Attract the most qualified candidates by placing your recruitment ad online with Journal of Rheology®. Take advantage of the same formats and attractive rates as Product Advertising. Contact **Mary Ellen Mormile** at **516-576-2461** or **[mmormile@aip.org](mailto:mmormile@aip.org)**

(Online Advertising Rates on back page)