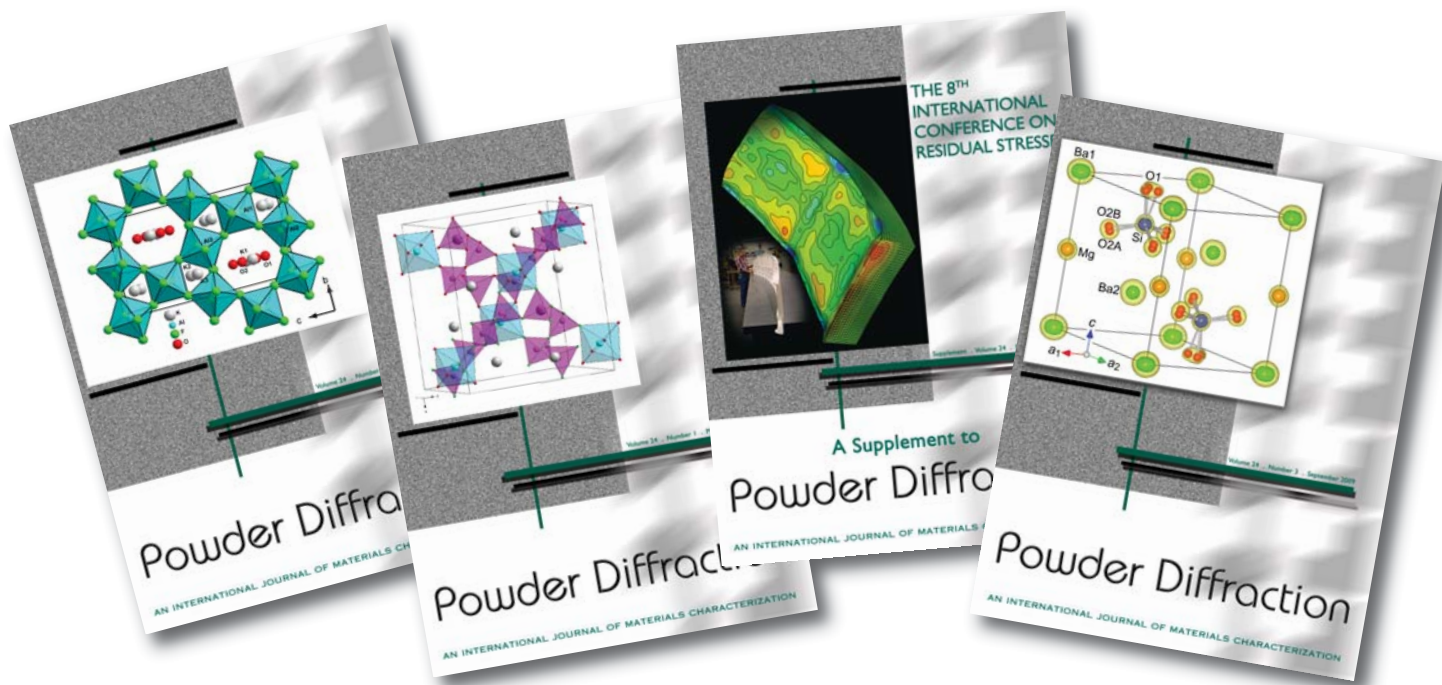


Powder Diffraction

The leading journal for powder diffraction



Media Information 2011
In Print and Online

<https://scitation.aip.org/pdj/>



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Editorial Coverage

Powder Diffraction is an international journal published quarterly (four issues and one supplement) by the International Centre for Diffraction Data (ICDD). *Powder Diffraction* is a journal dedicated to publishing articles of materials characterization employing X-ray powder diffraction and related techniques.

In ICDD's Global Customer Survey 2009 (and 2006), *Powder Diffraction* was ranked first out of 17 international material science journals as the journal used to aid material identification and analysis. X-ray powder diffraction identification is used in many fields from forensics to pharmaceuticals to the identification of building materials. *Powder Diffraction* articles cover a wide range of applications, from crystal structure determination of polycrystalline materials to epitaxial growth of thin films to advances in application software and hardware, the journal offers a diverse selection of practical applications.

The editorial focus is of practical applications of powder diffraction methods analysis, standard reference materials, search/match methods utilizing powder data coupled with computer procedures, the indexing of powder data, and structure solutions from powders. Also included are book reviews, meeting announcements, coverage of new instrumentation and accessories for use in X-ray powder diffraction.

Special Supplement

In 2008, *Powder Diffraction* introduced a special supplement issue. Each year, the papers chosen for this issue are from a recent conference/workshop. The supplement issues not only represent the commitment to bring the very best in materials characterization and techniques, but also emphasize the international scope of *Powder Diffraction*.

Bonus Distribution

Powder Diffraction has bonus distribution at the following events: American Association of Pharmaceutical Sciences Conference (AAPS); American Academy of Forensic Sciences Meeting (AAFS); Latin American Seminar of Analysis by X-ray Techniques Meeting (SARX); Spring and Fall Materials Research Society Meetings (MRS); British Crystallographic Association Annual Meeting (BCA); as well as the Denver X-ray Conference (DXC).

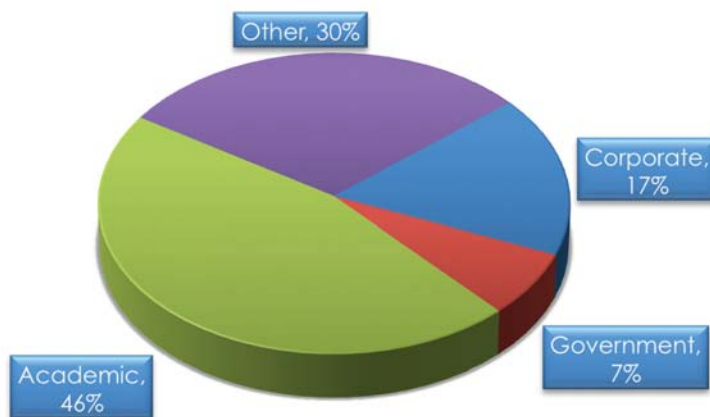
Increased Subscriber Services

ICDD, in collaboration with the Denver X-ray Conference Organizing Committee, has increased services for the subscribers of *Powder Diffraction* and authors of *Advances in X-ray Analysis*. *Powder Diffraction* institutional subscribers who receive either print or joint print/online versions will receive the latest volume of *Advances in X-ray Analysis*. This effectively doubles the number of articles annually available to *Powder Diffraction* subscribers.

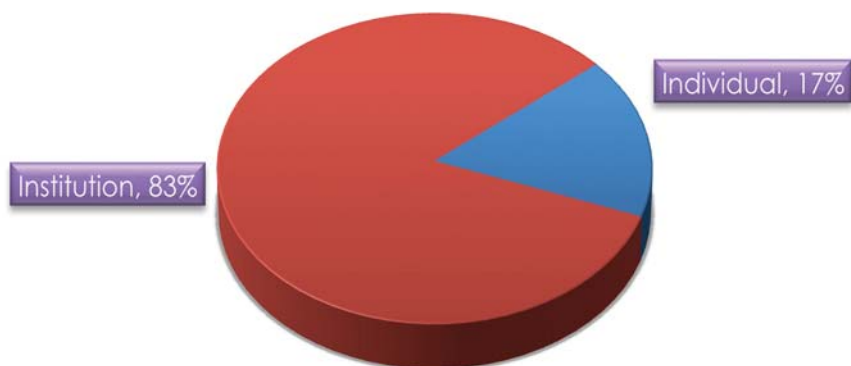
Circulation

- Ranked first out of 17 journals surveyed
- Focus on materials characterization
- Print and online advertising
- Four issues plus a special supplement
- Bonus distribution at meetings:
DXC, AAPS, AAFS, SARX, MRS, BCA
- Increasing online readership

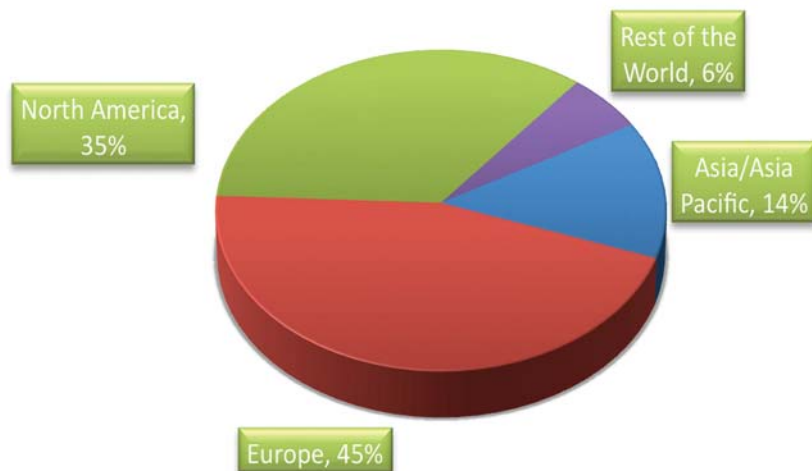
Circulation by Industry



Circulation by Type



Geographic

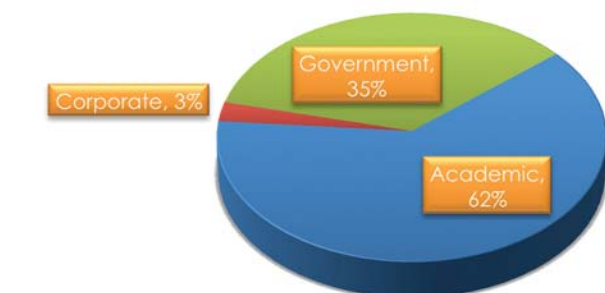


Online Advertising

In addition to our individual and institutional subscribers, *Powder Diffraction* is available online through the AIP online service Scitation®. Online readership has increased 45% since 2005 due to *Powder Diffraction*'s participation in a number of large AIP publishing consortia. By contract, these consortia provide access to a large number of users solely by online access. The web site is also visited thousands of times per month by non-subscribers who view the contents and abstracts. For 2009 alone, consortia market segments increased by 10%. Online advertising is a service designed to expand the value of your advertising and reward frequent print advertisers with deep discounts. Consortia circulation has effectively increased *Powder Diffraction* subscribers, your target audience.

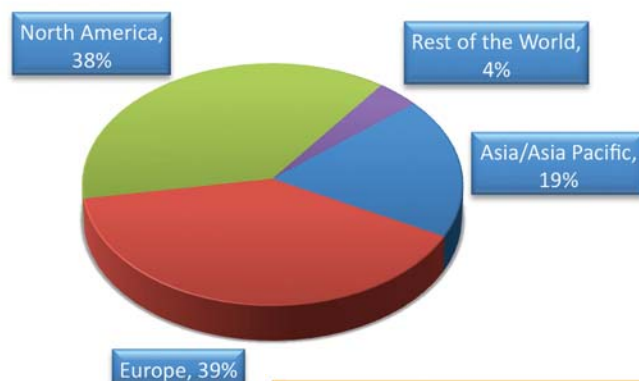
- Agency for Science Tech. Research (A*Star in Singapore)
- Army Research Lab (ARL)
- Australia's Commonwealth Sci. and Industrial Research Organization (CSIRO)
- California Digital Library (CDL)
- Canada Institute for STI (CISTI)
- CEA (a government research organization in France)
- Consorci de Biblioteques Universitaries de Catalunya (CBUC)
- Curtin University (Australia)
- Danish National Library (DNL)
- Georgetown University
- GlaxoSmithKline
- Hellenic Academic Libraries (HEAL-Link in Greece)
- INFLIBNET (in India)
- Max Planck (in Germany)
- National Institute of Adv. Industrial Science and Tech. (NIAIST)
- Ontario Council of University Libraries (OCUL)
- Spain Consortium
- University of Georgia Libraries
- University of New South Wales
- University of Queensland
- University of South Florida
- US Geology Survey Library

Consortia Market Segments



Increased by 10% in 2009

Online Subscribers



Increased by 45% since 2005

Advertising Rates

Effective 1 January 2011

Print

Black/White Rates	1x	2x	4x
Full Page	\$1,640	\$1,520	\$1,425
Half Page	\$1,135	\$1,060	\$980
Quarter Page	\$860	\$795	\$755

Two Color Rates	1x	2x	4x
Full Page	\$2,365	\$2,240	\$2,140
Half Page	\$1,855	\$1,780	\$1,695
Quarter Page	\$1,580	\$1,515	\$1,475

Four Color Rates	1x	2x	4x
Full Page	\$2,940	\$2,815	\$2,720
Half Page	\$2,430	\$2,360	\$2,275
Quarter Page	\$2,160	\$2,090	\$2,055

Special Positions	1x	2x	4x
Covers Earned	\$3,820	\$3,660	\$3,535

Online

Online Rates per Quarter

1 Quarter	\$1,205
2 Quarters	\$1,145
3 Quarters	\$1,115
4 Quarters	\$1,060

Online Discounts for Print Advertisers

1x	25%
2x	59%
3x	75%

Mechanical Details

Print	Width	Depth
Page	7"	9 3/4"
1/2 page (horizontal)	7"	4 3/4"
1/2 page (vertical)	3 3/8"	9 3/4"
1/4 page	3 3/8"	4 3/4"

Bleed size: 8 1/2" x 11 1/4"
 Trim size: 8 1/4" x 11"

Live matter should be kept at least 1/4" inside all four edges from trim.

Copy Requirements

- *Powder Diffraction* production is 100% digital
- High resolution PDF files with images at 300 dpi is required
- All fonts embedded is required
- All black type must be 100% black
- Ads must be built out of cmyk
- Only PDF and TIFF files can be received
- Microsoft Word or WordPerfect files are not acceptable

Please send them by email to cdipasca@aip.org. Files larger than 10 MB must be sent via FTP. For instructions on FTP or for further assistance, please contact Chris DiPasca, Senior Production Manager, at 516-576-2434.

Banner Requirements

- Banner ad files should be sized 120 x 240 pixels
- Files accepted: .gif or .jpeg
- Can accept banners with multiple frames as long as the file size does not exceed 30 KB in hard drive space
- Email to Mary Ellen Mormile at mmormile@aip.org

Commission

Terms: 30 days. 15% of gross billing (excluding back-up charges) granted to recognized agencies, only if paid within 30 days of 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.

Issuance and Closing Dates

Issue	Space Deadline	Copy Deadline
March	January 26	February 2
June	April 27	May 4
September	July 27	August 4
December	October 26	November 7

Cancellations are not accepted after space deadline.

General Policy

All advertising is subject to approval. The publisher (ICDD) reserves the right to reject any advertising which is not in keeping with the publications' standards.

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, tables, trademarks or other copyrighted matter) of advertisements published, and also assume responsibility for any claims arising therefrom made against the publishers. The publishers' liability for any error will not exceed the charge for the advertisement in question.

Mailing Instructions

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