Delivering Your Target Market

The #1 Journal in Applied Physics*

http://apl.aip.org
www.aip.org/pubs/advertising

* 2014 Journal Citation Reports © 2015 Thomson Reuters
Applied Physics Letters (APL) features concise, up-to-the-minute reports of significant new findings in applied physics. New content is added to the APL site daily, driving traffic to the online journal site.

**JOURNAL PROFILE**

The most up-to-date experimental and theoretical results impacting applications of physics to all branches of science and technology. Coverage includes a range of topics in:
- Biophysics and Bio-inspired Systems
- Device Physics
- Dielectrics, Ferroelectrics, and Multiferroics
- Energy Conversion and Storage
- Interdisciplinary and General Physics
- Magnetics and Spintronics
- Nanoscale Science and Technology
- Organic Electronics and Photonics
- Photonics and Optoelectronics
- Semiconductors
- Structural, Mechanical, Optical, and Thermodynamic Properties of Advanced Materials
- Superconductivity and Superconducting Electronics
- Surfaces and Interfaces

**PURCHASING DECISION MAKERS**

APL offers a unique opportunity to position your products in the #1 journal in Applied Physics. Your advertising reaches an influential and targeted audience at a fraction of the cost of other journals. Our readership routinely purchases the following products:
- Optics
- Lasers
- Detectors and Sensors
- Imaging Software
- Data Acquisition Systems
- Spectrometers
- Microscopes
- Materials
- Nanovoltmeters
- Vacuum Systems and Components
- And much more...

**Involvement in Purchasing**

More than 8 out of 10 involved in the scientific equipment or services purchasing process
- 49% recommend
- 47% initiate the need
- 42% select
- 30% purchase

Each of our readers is responsible for an average of $689,000 in scientific equipment purchases annually**

**DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Place of Work</th>
<th>Primary Field of Interest</th>
<th>Geographic Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>5% Other</td>
<td>17% Nanoscale Science</td>
<td>31% USA &amp; Canada</td>
</tr>
<tr>
<td>4% Commercial Company</td>
<td>15% Condensed Matter</td>
<td>3% Rest of World</td>
</tr>
<tr>
<td>18% University/College Labs</td>
<td>10% Lasers &amp; Optoelectronics</td>
<td>36% Asia &amp; Oceana</td>
</tr>
<tr>
<td>73% University/College Labs</td>
<td>13% Semiconductors</td>
<td>30% Europe</td>
</tr>
<tr>
<td>9% Magnetism &amp; Superconductivity</td>
<td>15% Condensed Matter</td>
<td></td>
</tr>
<tr>
<td>37% Other</td>
<td>9% Magnetism &amp; Superconductivity</td>
<td></td>
</tr>
</tbody>
</table>

**READERSHIP PROFILE**

Our readers are engaged in APL content and convert to responsive buyers.

In a recent survey** of APL readership:
- On average, respondents visit APL 5.6 times per month and spend an average of 30 minutes accessing content
- 100% of respondents find APL content useful to their research, with more than half (52%) finding it very useful
- Relative to other scientific journals, 84% of respondents rate APL as superior or above average
- Over 90% of respondents installing or planning to purchase one or more scientific equipment systems

* 2014 Journal Citation Reports © 2015 Thomson Reuters
** SiNet Research Inc. APL Reader Survey 2012
Advertising Options

ONLINE ADVERTISING

With over 187,000 unique users each month, achieve maximum exposure with banner advertising on APL (http://apl.aip.org). New content is published online daily.

2016 Rates

<table>
<thead>
<tr>
<th>Runtime Options</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper/Month</td>
<td>$1,055</td>
<td>$995</td>
<td>$945</td>
<td>$885</td>
</tr>
<tr>
<td>Banner/Month</td>
<td>$890</td>
<td>$835</td>
<td>$775</td>
<td>$725</td>
</tr>
</tbody>
</table>

Placement in rotation with other advertising possible

Specifications

Skyscraper: 160 pixels x 600 pixels
Banner: 180 pixels x 150 pixels

Accepted files: GIF, JPG, HTML
Maximum size: 40 KB

In 2014:
Close to 12 million page views
More than 6.8 million full-text downloads

eTOC EMAIL ALERTS

Advertise to over 11,000 opt-in email subscribers via APL’s Table of Contents Alerts. The link to your ad within this information-rich environment will provide you with high impact exposure to the applied physics community.

2016 Rates

<table>
<thead>
<tr>
<th>Released 4x Per Month</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard/Month</td>
<td>$1,495</td>
<td>$1,365</td>
<td>$1,245</td>
<td>$1,125</td>
</tr>
<tr>
<td>Bottom Leaderboard/Month</td>
<td>$995</td>
<td>$925</td>
<td>$850</td>
<td>$770</td>
</tr>
</tbody>
</table>

Specifications

Leaderboard: 728 pixels x 90 pixels
Non-animated ads only
Top and bottom positions available

Accepted files: GIF, JPEG, HTML
Maximum size: 40 KB

MEASURABLE RESULTS

We take the guess work out of your online advertising program by providing you with periodic tracking reports of impressions and click-through rates of your banner ads.
Printing Display Advertising

Place your messaging in Applied Physics Letters in print. Physicists turn to APL every week and rely on it for leading-edge information.

2016 Rates – Published 52x Per Year

Cost Per Insertion

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>13X</th>
<th>26X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Color, Full Page</td>
<td>$2,550</td>
<td>$2,490</td>
<td>$2,325</td>
<td>$2,205</td>
</tr>
<tr>
<td>2 Color, Full Page</td>
<td>$2,200</td>
<td>$2,140</td>
<td>$1,975</td>
<td>$1,855</td>
</tr>
<tr>
<td>B&amp;W, Full Page</td>
<td>$1,275</td>
<td>$1,215</td>
<td>$1,050</td>
<td>$930</td>
</tr>
</tbody>
</table>

- No fractional ads available
- Fee for color non-commissionable
- No charge for bleed
- 15% agency discount for qualified agencies
- Frequency rates are earned during a 12-month period
- Contact Advertising Sales Office for booking and materials deadlines
- Ad files due 4 weeks prior to issue publication date

Specifications

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Live Area)</td>
<td>7&quot;</td>
<td>9-3/4&quot;</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8-1/4&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>8-1/2&quot;</td>
<td>11-1/4&quot;</td>
</tr>
</tbody>
</table>

All advertising production for AIP Publishing journals is 100% digital: Properly sized, high resolution (300 dpi) PDF files, CMYK mode with all fonts embedded are required.

Rates effective from January 1, 2016
All rates are gross

Contacts

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Advertising Department
AIP Publishing
Toll-free: 1-800-247-2242
AIPadvertising@aip.org

Ask us about combined advertising opportunities

http://apl.aip.org
www.aip.org/pubs/advertising