AIP PUBLISHING
ADVERTISING MEDIA KIT
2016

DELIVERING YOUR TARGET MARKET

Global Research, Global Reach, World-Class Results.

www.aip.org/pubs/advertising
Target your market accurately and cost-effectively by placing your advertising in these specialized publications – online and in print:

Refer to individual title rate cards for information about:
- Available advertising options
- Overview of content and editorial leadership
- Readership and demographics
- Rates
- Deadlines
- Specifications
- Terms & Conditions

Additional Titles – Contact Robert Finnegan or Michelle Janin for rates (see page 8):
- Chaos: An Interdisciplinary Journal of Nonlinear Science
- Chinese Journal of Chemical Physics
- Journal of Laser Applications
- Journal of Physical and Chemical Reference Data
- Low Temperature Physics
- Theoretical & Applied Mechanics Letters

For over eighty years AIP has been one of the world’s premier publishers in the physical sciences. Today its mission remains the same: to inspire and inform the scientific community by providing content of outstanding quality.

That’s why researchers in academia, industry, and government labs around the world turn to AIP Publishing journals for the authoritative, reliable information they need to drive innovation.

Our journals’ readership comes from:

DECISION MAKERS – each responsible for an average of $689,000 in scientific equipment purchases annually

Engaged readers convert to responsive buyers — Place your advertising where physicists will see it and act on it!

* Signet Research Inc. Reader Survey 2012
Encompassing the World of Physics

Whether you’re looking to reach out to potential buyers across the globe or in specific geographic regions, AIP Publishing journals deliver the readership you want.

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On Online Advertising

Banner advertising on our journal websites enables you to position your messaging in an engaging environment where researchers routinely turn for high-quality content. AIP Publishing now offers skyscraper (120 pixels x 600 pixels) and banner (120 pixels x 240 pixels) ad positions. We provide you with periodic tracking reports of impressions and click-through rates (CTR).

eTOC Email Alerts

Put your message directly into readers’ inboxes with banner advertising on eTOC email alerts with high open rates and CTR. You can advertise to thousands of scientists who have opted to receive email notifications of tables of contents of newly published issues of their favorite journals. Top and bottom positions of 728 pixels x 90 pixels are available (non-animated).

Research Highlights eNewsletters

A Research Highlights eNewsletter is distributed on behalf of every journal in the program. These provide thousands of readers and active contributors with news tailored specifically to their interests. This opt-in program delivers high open rates and CTR. An exclusive skyscraper (non-animated, 160 pixels x 600 pixels) position is available to a single advertiser in each issue.
Advertising Options

Print Advertising

AIP Publishing offers print advertising in Applied Physics Letters and Review of Scientific Instruments. This gives you the opportunity to place your messaging within high-quality publications that physicists turn to every month and rely on for leading-edge information.

Article Cover Sheet – Exclusive to AIP Publishing

Many researchers today prefer to access journal articles online and download PDFs. AIP Publishing offers a unique opportunity to place your advertising on a cover sheet provided for each article download — more than 1 million downloads per month across the entire portfolio. These large format ads (1640 pixels x 440 pixels) grab readers’ attention. Select the journals and run times that support your campaign.

Other Services to Advertisers

Package deals and discounts:
- Frequency Discounts
- Multiple Publication Discounts

Editorial Reprints

Purchase bulk quantities of printed reprints or license PDFs for distribution to your current or prospective customers. Both print and electronic options can carry your product messaging.

Offerings vary per journal title; refer to individual title rate cards for more information.
About AIP Publishing

AIP Publishing LLC is a scholarly publisher in the physical and related sciences, providing the global science community with a comprehensive collection of highly-cited peer-reviewed scientific information. Accessed by researchers at nearly 4,000 institutions worldwide, AIP Publishing’s portfolio of 17 journals includes prestigious titles such as *Applied Physics Letters*, *Journal of Applied Physics*, *The Journal of Chemical Physics*, and *Review of Scientific Instruments*. AIP Publishing is a wholly owned subsidiary of the American Institute of Physics, and publishes on behalf of several of AIP’s Member Societies and other publishing partners. http://journals.aip.org

About AIP

The American Institute of Physics is an organization of 10 physical science societies, representing more than 135,000 scientists, engineers, and educators. Through its Physics Resources Center, AIP delivers valuable services and expertise in education and student programs, science communications, government relations, career services for science and engineering professionals, statistical research in physics employment and education, industrial outreach, and the history of physics and allied fields. AIP owns AIP Publishing LLC, a scholarly publisher in the physical and related sciences. www.aip.org

Specifications

**Digital Ad Specifications for Print**

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.

Send files via email to Chris DiPasca at cdipasca@aip.org.

**Online Ad Specifications**

<table>
<thead>
<tr>
<th>Online Journal Sizes:</th>
<th>Skyscraper ads – 120 pixels x 600 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Banner ads – 120 pixels x 240 pixels</td>
</tr>
<tr>
<td>Email Alert Size:</td>
<td>Leaderboard ads – 728 pixels x 90 pixels</td>
</tr>
<tr>
<td>Newsletter Ad Size:</td>
<td>Skyscraper ads – 160 pixels x 600 pixels</td>
</tr>
<tr>
<td>Article Cover</td>
<td>Large Format ads —</td>
</tr>
<tr>
<td>Sheet Size:</td>
<td>1640 pixels x 440 pixels</td>
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</tbody>
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Acceptable file formats: GIF, JPG, and HTML files less than 40 kB Flash files are acceptable for online advertising but cannot be used in Newsletter and e-mail alerts.

Terms & Conditions

**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. 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. AIP Publishing 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.

**General Advertising Rate Policy**

Frequency is earned by the total number of insertions in a 12-month period.

**Online Banner Ad Rotation Policy**

Banner ads on AIP Publishing journal pages are placed in rotation with ads from our current advertisers and are delivered to ad spaces in random order. However, each advertiser is guaranteed a minimum number of impressions per month as outlined in individual title Rate Cards.

**Cancellation Policy**

Cancellations on print advertising 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 premium position only if the account is paid within 30 days of the invoice date.
Advertising Contacts

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Contact Us for More Information
Submit contracts, space reservations, and materials

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www.aip.org/pubs/advertising