WHY ADVERTISE IN PHYSICS TODAY'S EMAIL ALERTS?

77,000+
RECIPIENTS

1. Active Buyers
- 38% of recipients say they take action after seeing an ad in a Physics Today Email Alert

2. Active Researchers
- 87% are currently conducting research

3. Trusted, Relied Upon
- 67% say Physics Today alerts are an important resource

4. Highly Educated
- 63% of email recipients have a PhD

79%
SAY THE INFORMATION IN THE EMAIL ALERTS IS NOT EASILY FOUND ELSEWHERE

SOURCE: SIGNET RESEARCH, AUDIENCE STUDY: EMAIL ALERT RECIPIENTS, 2015

Email Alert Advertising Options

<table>
<thead>
<tr>
<th>EMAIL ALERT</th>
<th>FREQUENCY</th>
<th>REACH</th>
<th>PER BANNER RATE</th>
<th>SPONSORED CONTENT RATE</th>
<th>POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents (TOC)</td>
<td>Once per month</td>
<td>82,500 Recipients</td>
<td>$ 950</td>
<td>$ 1,500</td>
<td>Top, Middle or Bottom</td>
</tr>
<tr>
<td>The Week in Physics (TWIP)</td>
<td>Once per week</td>
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3 Ad Styles & Positions

Logo Banner—No Design Required!
Top, middle and bottom positions available.

Sponsored Content—No Design Required!
Our native advertising offering, this type of ad is crafted to appear seamlessly among editorial content. Top, middle and bottom positions available.

Classic Banner
Typical leaderboard banner ad. Top, middle or bottom positions available.

Submit art to adfiles@aip.org. Please indicate a click-to URL, and send your files at least one week prior to the start of your ad run. Flash ads are no longer accepted because many email clients and web browsers are not supporting them.

Sponsored Content Specifications:
- Image dimensions - 160 x 160 pixels
- Text: Up to 350 characters (including spaces) that will be displayed in a 14px font; title/headline will be bolded; no line breaks.

Logo Banner Specifications:
- Image dimensions – 135 x 60 pixels
- Text: Up to 300 characters (including spaces) that will be displayed in a 10px font; title/headline will be bolded; no line breaks.

Classic Banner Specifications:
- 728 x 90 pixel art as GIF, PNG or JPG files less than 40KB

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