JOURNAL OF RHEOLOGY

THE PREMIER INTERNATIONAL FORUM COVERING RESEARCH ON FLOW AND DEFORMATION OF COMPLEX MATERIALS.

For over 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.

Features:

Rigorous technical review to ensure the highest editorial and production standards. Interdisciplinary coverage, incorporating theory and experiment, academia and industry. 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.

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<tr>
<th>ISSUE DATES</th>
<th>SPACE DEADLINE</th>
<th>MATERIAL DEADLINE</th>
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<td>Jan/Feb</td>
<td>Dec. 1</td>
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<td>Mar/April</td>
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<td>May/June</td>
<td>Mar. 25</td>
<td>April 1</td>
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<td>May 30</td>
<td>June 3</td>
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<td>Aug. 1</td>
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Mechanical Requirements
Journal of Rheology®

- 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.

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. Send files by e-mail to cdipasca@aip.org

Advertising Rates 2016

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Cover Page Advertising

Place your banner on the cover page of each downloaded article. Measurable downloads and clicks.

Large Banner size: 1640 pixels wide by 440 pixels high.

Rate: $475 per week.

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Journal of Rheology’s Online offers two advertising options for visibility on the homepage and abstract pages: 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 40 kilobytes.

### 2016 Online Advertising — rates per month

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<th>BANNER AD</th>
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**Measurable results** — We provide you with periodic tracking reports of impressions and click through rates of your banner ads.

### 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.

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**RHEOLOGY BULLETIN**

Published by The Society of Rheology

The news and information publication of The Society of Rheology. With over 1,700 subscribers, Rheology Bulletin is issued twice a year to provide news and inform members of Society affairs and matters of interest to rheologists. 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.

### Mechanical Requirements – Rheology Bulletin

- **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. High resolution PDF files with images at 300 dpi are required. Send files by e-mail to mjanin@aip.org

### Advertising Rates 2015

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