

## THE INDUSTRIAL PHYSICIST 2005 ADVERTISING RATES

Ad size	1x	3x	6x	12x	18x	24x	36x
Full page	6475	6215	5955	5830	5700	5555	5435
2/3 page	5040	4840	4640	4530	4440	4315	4235
1/2 island	4345	4165	3995	3900	3810	3725	3645
1/2 page	4020	3855	3695	3615	3540	3440	3370
1/3 page	2715	2610	2510	2440	2400	2325	2285
1/4 page	2145	2055	1970	1930	1880	1835	1795
1/6 page	1675	1615	1545	1515	1485	1445	1415

Cover Rates	3x	6x
Cover 4 (back)	9190	8890
Cover 2 (inside front)	8820	8530
Cover 3 (inside back)	8240	8170

Additional for Color Rates	Page	Spread
Standard 2-color	815	1200
Matched 2-color	1025	1400
4-color	1550	2100
5-color	1680	2400

Product Guide	1x	3x	6x
1/8 page unit	1020	990	910

Product Guide rates are non-commissionable.

## CLASSIFIED/MARKETPLACE ADVERTISING

Advertise in this industry source for Career Opportunities, Positions Wanted, Conferences, Seminars, Symposia, Publications, Business Opportunities, Legal/Patent Services, and more.

**Send insertion orders and materials**—film, digital files, and hard copy to: Ken Pagliuca, AIP, Two Huntington Quadrangle, Ste. 1N01, Melville, NY 11747-4502. Phone: 1-800-247-2242, 1-516-576-2439; Fax: 1-516-576-2481; email: [classads@aip.org](mailto:classads@aip.org). Check or money order payable to the American Institute of Physics must accompany order.

**Line classifieds** are \$29 per line or fraction, minimum charge \$150. Estimated 88 characters per line.

**Display classifieds:** Standard display ads in the classified section are available and commissionable at the display advertising rates above.

## DIGITAL AD SPECIFICATIONS

The *Industrial Physicist* prefers to receive high-resolution PDF files electronically.

### What's Acceptable:

- PDF files must include images of at least 300 dpi, with all fonts embedded
- PDF files must be transmitted electronically to [adfiles@aip.org](mailto:adfiles@aip.org)
- EPS or TIFF files

### Applications:

**Macintosh** (Following versions or higher) Adobe Illustrator 6.0, Adobe Pagemaker 6.5, Adobe Photoshop 4.0, Quark Xpress 3.3, Macromedia Freehand 5.0

**Windows** (Following versions or higher) Adobe Photoshop 4.0, Quark Xpress 4.1, Adobe Illustrator 6.0, Macro. Freehand 5.0

**Compression:** PKZIP, WINZIP, Stuffit (Mac), or any other self-extracting compression software.

**Media:** Mac or PC formatted CD-ROM, or Zip disks (100mB and 250mB)

### Requirements:

- PRINTED PROOFS MUST BE MAILED IN TO ACCOMPANY ALL FILES, EVEN PDFS.
- All digital art must be in finished, final form – properly sized, cropped and tooled. The advertisers who create images are wholly responsible for the quality of their material, including color and halftone accuracy.
- Resolution must be at least 300 dpi for halftones, 1200 dpi for type, 1200 dpi for line art.
- Image/Scans - prefer CMYK EPS or TIFF
- Fonts (Mac Only) Postscript Type 1, Postscript Type 3, True Types acceptable if 100% subset in PDF.
- Include all fonts, (screen & printer versions) images/scans, logos/artwork.
- Do not nest EPS files, in other EPS files.
- Pantone colors must be converted to CMYK mode if being output to CMYK.
- All images/scans must be in CMYK mode. (RGB not accepted)
- ANY ADS NOT MEETING THE ABOVE SPECIFICATIONS ARE SUBJECT TO PRODUCTION CHARGES OF \$100/HOUR.
- Questions? Call 1-800-437-5285 or 301-209-3393.

### Unacceptable Applications:

- **Microsoft Office:** PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Publisher's 2000.
- **Lotus SmartSuite:** Freelance Graphics, 1-2-3, Approach WordPro.
- **Corel Perfect Office:** Corel WordPerfect, Corel Quattro Pro, Corel Presentations.
- **SigmaPlot**

## OFFSET PRINTING SPECIFICATIONS

1. **Film**—Negatives should be RRED with four crop marks. Ad films will be copy-dot scanned.
2. **Proofs**—One comprehensive proof and/or one set of progressive proofs, complete with color bars or matchprints, cromalins, or color keys with density swatches are required for all material.
3. **Selection of Inks**—AAAA/MPA/ABP offset standards apply. Matched colors require the PMS number to match. SWOP standards are used for four-color process.
4. **Screen**—It is recommended that a maximum of 133 lines/inch be used for magazine ads.
5. **Density of Tone**—Total dot density should be limited to 300%.
6. **Rotation of Colors**—Web-fed rotation is black, cyan, magenta, and yellow.
7. **Binding**—Saddle-stitched.

## INSERTS AND SHIPPING INSTRUCTIONS

All pre-printed inserts must be sent to the Publisher for prior approval. Include 1/8" extra on 3 sides for trim, plus 3/8" high folio lip (final size 16 1/2" x 10 3/4"). Approved inserts should be folded in cartons or skid-packed and sent directly to: Michelle Zeiders, Fry Communications, Building 3, 15 Pleasant View Dr, Mechanicsburg, PA 17050. Mark packages: The Industrial Physicist, Issue Date\_\_\_\_, and please note the quantity of inserts on accompanying paperwork.

## STORAGE

Ad materials will be stored for 12 months and then destroyed unless otherwise advised in writing by advertiser or agency.

## MECHANICAL REQUIREMENTS

Publication Trim Size: 8" (203.2mm) x 10 1/2" (266.7mm)

Space Unit	Width		Depth		
Spread (non-bleed)	14	3/4"	375mm	9 3/4"	248mm
Spread (bleed)*	16	3/8"	416mm	10 7/8"	276mm
Full Page (non-bleed)	6	7/8"	175mm	9 3/4"	248mm
Full Page (bleed)*	8	3/8"	213mm	10 7/8"	276mm
2/3 Page	4	9/16"	116mm	9 3/4"	248mm
1/2 Page (island)	4	9/16"	116mm	7 1/4"	184mm
1/2 Page (horizontal)	6	7/8"	175mm	4 3/4"	121mm
1/2 Page (vertical)	3	1/4"	83mm	9 3/4"	248mm
1/3 Page (square)	4	9/16"	116mm	4 3/4"	121mm
1/3 Page (vertical)	2	3/16"	56mm	9 3/4"	248mm
1/4 Page	3	1/4"	83mm	4 3/4"	121mm
1/6 Page	2	3/16"	56mm	4 3/4"	121mm

\***Bleed**—must be extended at least 3/16" (4.8mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3mm) from the gutter and 5/16" (8mm) from three outer edges.

## 2005 ONLINE ADVERTISING RATES [www.tipmagazine.com](http://www.tipmagazine.com)

	1 Qtrs	2 Qtrs	3 Qtrs	4 Qtrs	Pixels
Rotating Banner	\$2205	\$2095	\$2030	\$1940	468x60
Skyscraper Banner	\$2205	\$2095	\$2030	\$1940	120x600
Company Spotlight	\$1500	\$1425	\$1350	\$1285	120x90
Info Link	\$1105	\$1045	\$1015	\$970	
Featured Company	\$1050	\$995	\$950	\$905	120x60
Direct Link	\$660	\$630	\$605	\$585	

Text Link Ads – \$400/month

E-mail sponsorships – \$3000/month for 40,000 e-mail readers

BANNER: Files accepted are .gif, .jpg, .html and flash files up to 20 kb

INFO LINK: HTML or PDF file of one page embedded with unlimited hyperlinks..

## GENERAL ADVERTISING RATE POLICY

Rates are determined by the total space used within a 12-month period, including space used in combination with Physics Today. Earned frequency is determined by the total number of insertions, not issues.

### Short Rates and Rebates

Advertisers who do not use the amount of space on which their billing rate is based within the 12-month contract period will be short-rated. Advertisers who, within the 12-month contract period, use sufficient additional space to earn a rate lower than their billing rate will be rebated.

### Cancellation Policy

Cancellations will not be accepted after the space reservation deadline; the 25th of the second month preceding month of issue. All cancellations must be in writing.

## COMMISSION AND DISCOUNTS

Recognized agencies receive 15% of gross billing on space, color, and preferred position only if the account is paid within 30 days of the invoice date.

Production charges, Classified, and Product Guide ads are non-commissionable. *The Industrial Physicist* does not give cash discounts.

## 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 publisher for their advertising. The publisher is not liable for errors in key numbers, the index to advertising, or reader service numbers.

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.

*The Industrial Physicist* 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.