

THE INDUSTRIAL PHYSICIST 2004 ADVERTISING RATES

Ad size	1x	3x	6x	12x	18x	24x	36x
Full page	6165	5920	5670	5550	5430	5290	5175
2/3 page	4800	4610	4415	4315	4225	4110	4030
1/2 island	4135	3965	3805	3715	3635	3535	3470
1/2 page	3825	3670	3520	3440	3370	3275	3210
1/3 page	2585	2485	2390	2325	2285	2215	2175
1/4 page	2045	1960	1875	1835	1790	1745	1710
1/6 page	1600	1540	1470	1440	1415	1375	1345

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	775	1200
Matched 2-color	975	1400
4-color	1475	2100
5-color	1600	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: Wanda Richardson, Classified Advertising Representative, AIP, Two Huntington Quadrangle, Ste. 1N01, Melville, NY 11747-4502. Phone: 1-800-247-2242, 1-516-576-2456; Fax: 1-516-576-2481; email: wrichard@aip.org. Check or money order payable to the American Institute of Physics must accompany order.

Line classifieds are \$27 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 2004 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 cdipasca@aip.org
- Application files, EPS and TIFF files may be sent via [ftp.aip.org](ftp://ftp.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, e-mail cdipasca@aip.org.

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

- Film**—Negatives should be RRED with four crop marks. Ad films will be copy-dot scanned.
- 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.
- 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.
- Screen**—It is recommended that a maximum of 133 lines/inch be used for magazine ads.
- Density of Tone**—Total dot density should be limited to 300%.
- Rotation of Colors**—Web-fed rotation is black, cyan, magenta, and yellow.
- Binding**—Saddle-stitched.

INSERTS AND SHIPPING INSTRUCTIONS

All pre-printed inserts must be sent to the Publisher for prior approval. Approved inserts should be folded in cartons or skid-packed and sent directly to: Bill Gaydosh, Fry Communications, 15 Pleasant View Dr, Mechanicsburg, PA 17050. Mark packages: The Industrial Physicist, Issue Date ___ / 2004, 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.

ONLINE ADVERTISING

	1 Qtrs	2 Qtrs	3 Qtrs	4 Qtrs
Rotating Banner	\$2205	\$2095	\$2030	\$1940
Skyscraper Banner	\$2205	\$2095	\$2030	\$1940
Company Spotlight	\$1500	\$1425	\$1350	\$1285
Info Link	\$1105	\$1045	\$1015	\$970
Featured Company	\$1050	\$998	\$950	\$905
Direct Link	\$660	\$630	\$605	\$585
Text Link	\$300			

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.