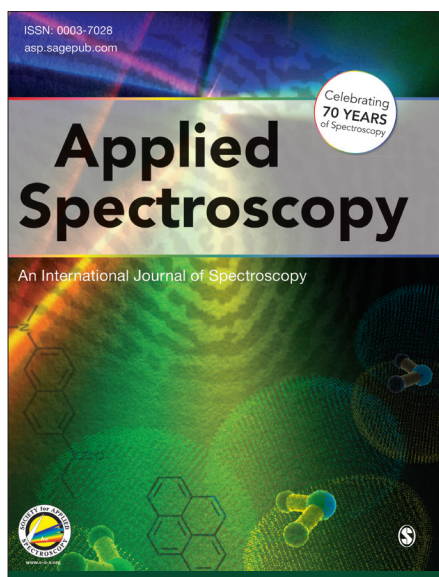


Advertising Rates And Specifications - 2017



Editor: **Michael W. Blades**, *The University of British Columbia, Canada*

Applied Spectroscopy is one of the world's leading spectroscopy journals, publishing high-quality articles, both fundamental and applied, covering all aspects of spectroscopy. Established in 1951, the journal is owned by the Society for Applied Spectroscopy and is published monthly. The journal is dedicated to fulfilling the mission of the Society to "...advance and disseminate knowledge and information concerning the art and science of spectroscopy and other allied sciences." All manuscripts are rigorously peer-reviewed.

The journal publishes high-impact reviews, original research papers, and technical notes. In keeping with the society mandate, review papers are made freely available to download. This means that the articles will be accessible at the time of publication to scientists, students, and the general public worldwide.

Applied Spectroscopy is in the top quartile of journals in the Instruments and Instrumentation category and in the top half of the Spectroscopy category.

Journal Statistics

Volume: 71

2015 Impact Factor: 1.798

Ranking: 20/56 in Instrumentation,
21/43 in Spectroscopy

Print

Circulation: 819

Frequency: The journal is published 12 times per year.

Online - asp.sagepub.com

Average Monthly Page views: 20,000*

Average Monthly Unique Visitors: 5,000

**Online Statistics refer to the number of advert impressions served by one banner position*

Advertising Rates & Information - 2017

Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
January	09 November 2016	16 November 2016	23 December 2017
February	09 December 2016	16 December 2016	20 January 2017
March	09 January 2017	16 January 2017	22 February 2017
April	09 February 2017	16 February 2017	23 March 2017
May	10 March 2017	17 March 2017	21 April 2017
June	10 April 2017	17 April 2017	19 May 2017
July	10 May 2017	17 May 2017	21 June 2017
August	09 June 2017	16 June 2017	21 July 2017
September	10 July 2017	17 July 2017	22 August 2017
October	10 August 2017	17 August 2017	21 September 2017
November	11 September 2017	18 September 2017	24 October 2017
December	10 October 2017	17 October 2017	23 November 2017

Print advertising rates – 2017:

Colour Rates

Frequency	1x	3x	6x
Full Page	\$1,600	\$1,500	\$1,400
2/3 Page	\$1,115	\$1,055	\$1,030
1/2 Page	\$920	\$870	\$850
1/3 Page	\$730	\$680	\$655
1/4 Page	\$515	\$490	\$470
1/6 Page	\$430	\$410	\$390

Other rates

Frequency	1x
Inside Front Cover	\$1,500
Back Cover	\$2,500

Other Promotional Opportunities

Belly band: A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

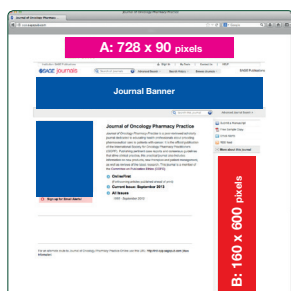
Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

available. A sample must be submitted to the publisher for approval.

Outserts (product samples, brochures): Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity— only one advertising outsert is permitted per issue.

Online Advertising

Available locations/sizes:



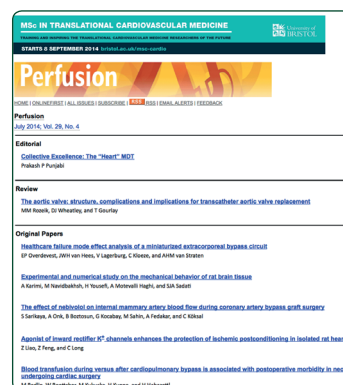
- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels

- Our standard rate is £49 per 1,000 impressions, with a minimum of £490/10,000 impressions per booking.
- Banner advertising may be available across multiple publications.
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
 - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
 - Maximum size of banners: 100KB

E-Toc alert sponsorship:

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB



Policy and Guidelines

General policy on acceptance of advertising

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

Mechanical requirements for print advertisements

Available on request

Requirements for electronic delivery

Please submit advertisements as print-ready PDFs. Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size. Colour graphics must be in CMYK.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Double Spread

Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per normal full page adverts, including the bleed and cropmark requirements.

Agency commission 10%

Related Journals



European Journal of Mass Spectrometry



Journal of Near Infrared Spectroscopy



NIR News

Contact Details

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