



AIP Publishing 2022 **Advertising Media Kit**

TARGET YOUR MARKET.

ENGAGE YOUR AUDIENCE.

GROW YOUR BUSINESS.

advertising.aip.org

About AIP Publishing

AIP Publishing is a wholly owned not-for-profit subsidiary of the American Institute of Physics (AIP). We support the charitable, scientific and educational purposes of AIP through scholarly publishing activities in the fields of the physical and related sciences on our own behalf, and on behalf of our publishing partners to help them proactively advance their missions.

AIP Publishing has some of the most highly regarded titles in the field, including:

- *Applied Physics Letters*
- *Journal of Applied Physics*
- *The Journal of Chemical Physics*
- *Review of Scientific Instruments*

We offer a broad range of advertising and sponsorship opportunities to target active scientists, researchers and engineers, and we'll work with you to provide a solution that meets both your needs and your budget.

90%

of readers view
AIP Publishing as a reliable
source for research

92%

of readers are actively
doing research

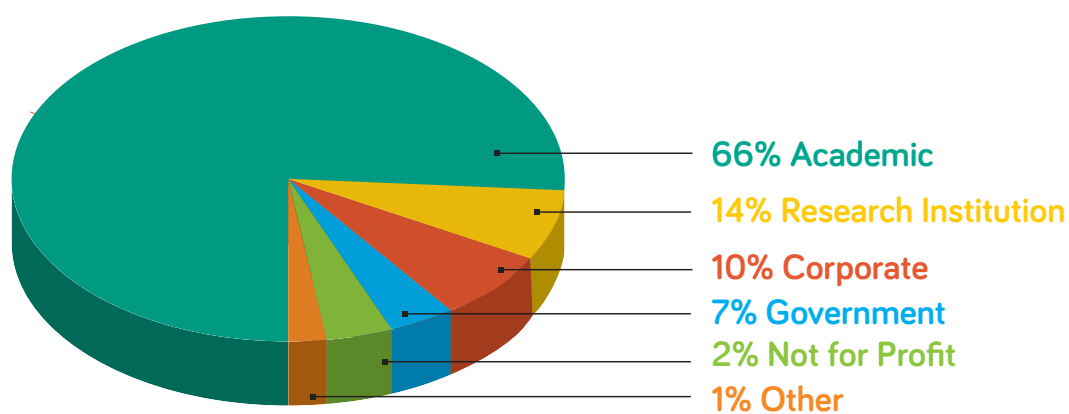
50%+

of readers have decision
making ability/influence
how their lab budget is spent

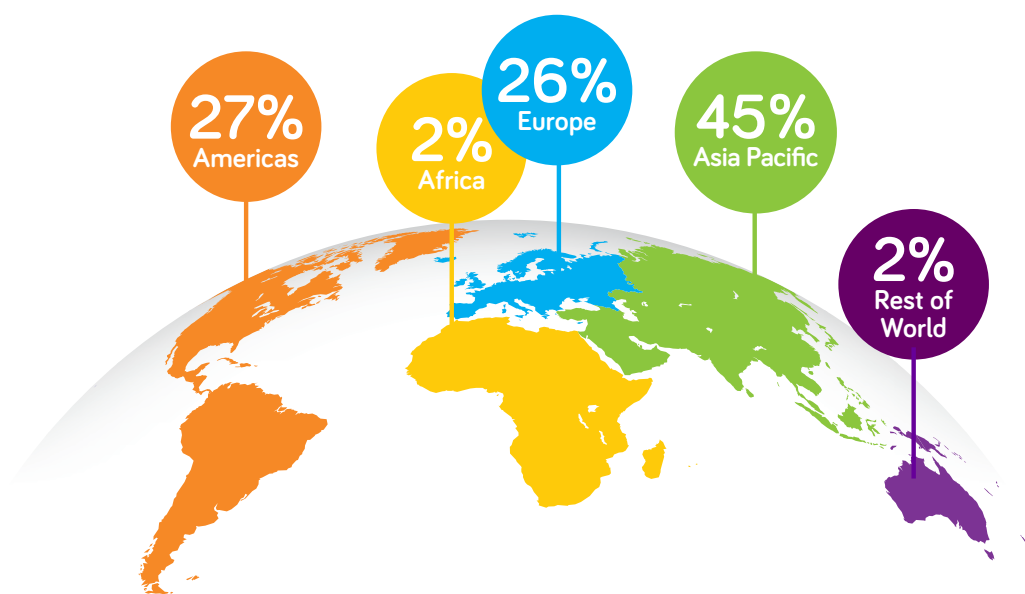


Reach Our Audience

Readership

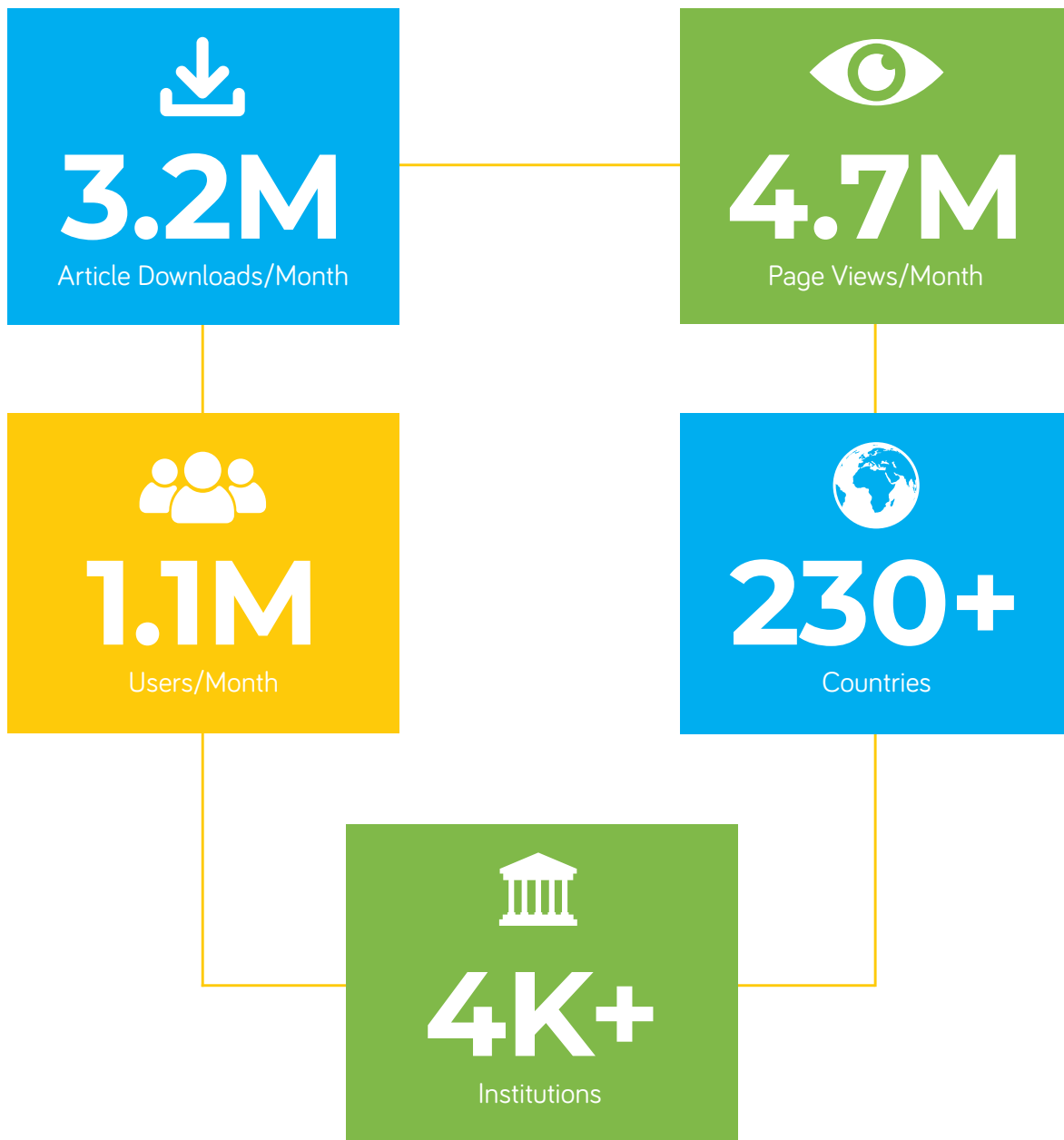


Global Usage



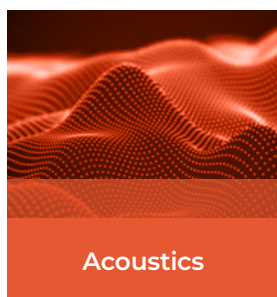
The Scitation Platform

Scitation.org is AIP Publishing's content platform housing over **1M articles**. It is a reliable resource that hosts a wealth of research, including the latest developments and scientific discoveries across the physical sciences.



Subject Areas

It is important that our advertisers can reach researchers and scientists based on relevant subject areas. The AIP Publishing portfolio includes **30+ publications** which cover these ten major subject areas.



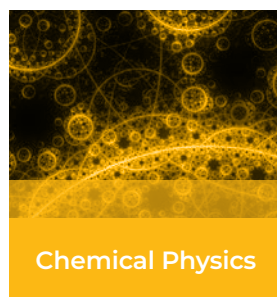
Acoustics

- The Journal of the Acoustical Society of America



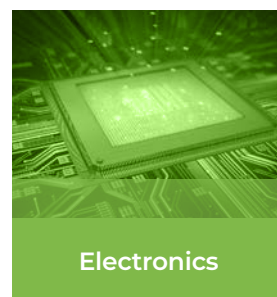
Biophysics & Bioengineering

- APL Bioengineering
- Biomicrofluidics
- Biophysics Reviews



Chemical Physics

- The Journal of Chemical Physics
- APL Materials
- Chemical Physics Reviews



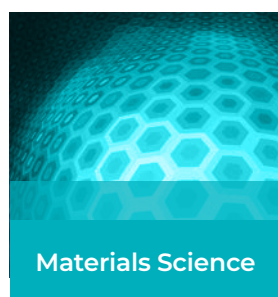
Electronics

- Applied Physics Letters
- Journal of Applied Physics
- AIP Advances



Energy Conversion & Storage

- Journal of Renewable and Sustainable Energy
- APL Materials
- Applied Physics Reviews



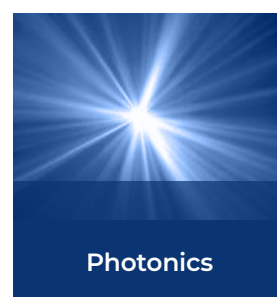
Materials Science

- APL Materials
- Applied Physics Reviews
- Journal of Applied Physics



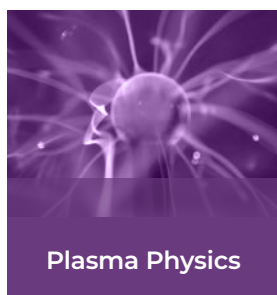
Nanotechnology

- Applied Physics Reviews
- APL Materials
- APL Photonics



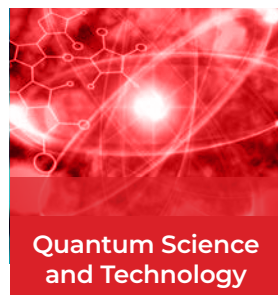
Photonics

- APL Photonics
- Applied Physics Letters
- Journal of Applied Physics



Plasma Physics

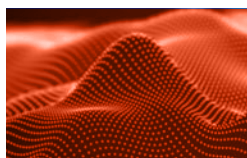
- Physics of Plasmas
- Journal of Applied Physics
- AIP Advances



Quantum Science and Technology

- APL Photonics
- Journal of Mathematical Physics
- AVS Quantum Science

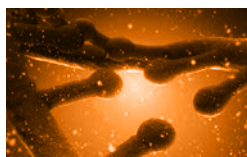
**Featured journals
by subject area**
**Contact your sales manager
for the full list of titles**



Acoustics

Coverage:

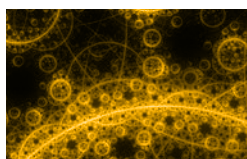
- Linear and nonlinear acoustics
- Aeroacoustics
- Underwater sound and acoustical oceanography
- Ultrasonics and quantum acoustics
- Architectural and structural acoustics and vibration
- Speech, music, and noise
- Psychology and physiology of hearing
- Engineering acoustics, sound transducers, and measurements
- Bioacoustics, animal bioacoustics, and bioresponse to vibration



Biophysics & Bioengineering

Coverage:

- Biomaterials
- Biophotonics
- Biomedical optics
- Bio-inspired systems
- Tissue engineering
- Drug delivery
- Biosensors and biomedical devices
- Plasma medicine
- Microfluidic and nanofluidic actuation
- Biofluid mechanics
- Biological networks
- Chemical physics of biological systems



Chemical Physics

Coverage:

- Polymers and soft matter
- Atoms, molecules, and clusters
- Liquids, glasses, and crystals
- Surfaces, interfaces, and materials
- Biological molecules and networks
- Spectroscopies
- Theoretical methods and algorithms
- Molecular dynamics
- Quantum chemistry



Electronics

Coverage:

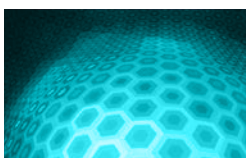
- Electronic devices
- Electrical circuits
- Electrical properties and parameters
- Bioelectronics
- Power electronics
- Microelectronics
- Nanoelectronics
- Quantum electronics
- Optical electronics
- Spintronics



Energy Conversion & Storage

Coverage:

- Energy materials
- Photovoltaics
- Fuel cells
- Wind energy
- Hydroelectric
- Geothermal
- Bioenergy
- Power distribution
- Economics of renewable energy
- Policy
- Energy efficiency



Materials Science

Coverage:

- Nanomaterials and nanostructures
- Electronic materials
- Magnetic materials
- Optical and photonics materials
- Organic materials
- Polymers
- Bio and bio-inspired materials
- Energy materials
- Functional materials
- Physics of materials
- Materials synthesis and processing



Nanotechnology

Coverage:

- Nanomaterials and nanostructures
- Nanoelectronics and devices
- Nanometrology
- Molecular engineering and self-assembly
- Nanomedicine
- Nanoplasmonics
- Nanophotonics and nano-optics
- Single-molecule nanoelectronics
- Solid state nanoelectronics
- Nanotechnologies for energy



Photonics

Coverage:

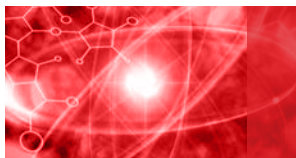
- Photovoltaics
- Nonlinear optics
- Optoelectronics
- Nanophotonics
- Biophotonics and biomedical optics
- Optical communication
- Guided wave optics
- Light sources
- Plasmonics
- Ultrafast photonics
- Quantum photonics
- Optical imaging
- Sensors
- Terahertz



Plasma Physics

Coverage:

- Basic plasma phenomena, waves, instabilities
- Nonlinear phenomena, turbulence, transport
- Magnetically confined plasmas, heating, confinement
- Inertially confined plasmas, high-energy density plasma science, warm dense matter
- Ionospheric, solar-system, and astrophysical plasmas
- Lasers, particle beams, accelerators, radiation generation
- Radiation emission, absorption, and transport
- Low-temperature plasmas, plasma applications, plasma sources, sheaths
- Dusty plasmas



Quantum Science & Technology

Coverage:

- Quantum engineering
- Quantum materials
- Quantum photonics
- Quantum biology
- Quantum communication
- Quantum sensing and metrology
- Quantum measurement technology
- Atoms and molecules in quantum devices
- Superfluid and superconductors in quantum devices
- Quantum computers and software
- Materials and methods for quantum devices
- Macroscopic and hybrid quantum systems

Advertising Options

Customize the perfect solution for your advertising, marketing, or recruitment programs from the array of options offered.

26 Topics

- Acoustics
- Astronomy and astrophysics
- Atomic and molecular physics
- Biological physics
- Chemical physics
- Condensed matter physics
- Electronics
- Education Energy
- General physics
- Geophysics
- Interdisciplinary physics
- Materials science
- Mathematical physics
- Nanotechnology
- Nonlinear dynamics
- Nuclear physics
- Optics and optical physics
- Particle physics
- Photonics
- Plasma physics
- Quantum chemistry
- Quantum mechanics
- Rheology and fluid dynamics
- Society and organization
- Statistical physics

Contextual Advertising

Contextual Advertising is a cost effective way to deliver customized, targeted messages based on relevant keywords across 30+ publications on scitation.org. Refine your reach by selecting one of the 26 topics.

Contact your sales manager for a list of specific keywords that deliver the most impressions within each topic.

- *Leaderboard: 728 X 90 px*
- *Skyscraper: 120 X 600 px*
- *Maximum size: 40KB*

Email Alert Advertising

Target your message to an engaged audience who've opted in to receive emails.

- **Topic Alerts:** Subject-specific emails highlighting recently published content from across our portfolio of journals. Alerts will be sent weekly for all 26 topics offered to thousands of opt-in readers.

- *Leaderboard: 728 X 90 px*
- *Maximum size: 40KB*

- **TOC Alerts:** Journal-specific email alerts of newly published issues

- *Leaderboard: 728 X 90 px*
- *Maximum size: 40KB*





Journal Article Downloads

Put your message directly in front of researchers with an ad on the cover page of a journal article PDF. Scientists often prefer to read PDFs of research articles and save them for future reference.

Approximately 331K+ articles are downloaded on average each week from Scitation. This exclusive ad space stays with the article for the life of the PDF, and your ad can be linked to drive traffic to your site.

- 1640 x 440 px
- GIF (non-animated) or JPEG less than 200KB
- Due one week prior to ad run with click through URL



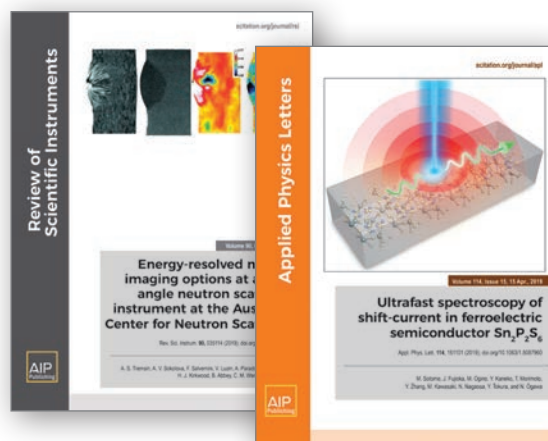
Banner Advertising

Banner ads targeted by journal, audience or geography

- Leaderboard: 728 X 90 px
- Skyscraper: 120 X 600 px
- Boombox: 300 X 250 px
- Maximum size: 40KB

Print Advertising

Place your message within high-quality publications that researchers and scientists turn to every month for leading-edge information.



Advertising Rate Card

Base rate: \$15 CPM – includes “run of site” advertising across scitation.org.

Custom targeting is also available for an additional CPM:

Target Option	Additional CPM
Journal Title	+\$5 CPM
Region	+\$5 CPM
Country	+\$10 CPM
Contextual/Keyword	+\$15 CPM

Pricing for Journal Article Downloads, Email Alert and Print Advertising is available upon request.

Contact us today for more information and customizable advertising package options. We'll work with you to provide a solution that meets both your needs and your budget.

Contact Us

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Contact Us for More Information

Request pricing, submit contracts,
space reservations, and materials

ADVERTISING DEPARTMENT

AIP Publishing
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aipadvertising@aip.org

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