

The Physics Teacher

Published monthly for teachers of introductory physics courses.



eNNOUNCER June 2022
Privacy Statement

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AAPT News

Board Strategic Planning Retreat Aimed at AAPT Forward Thinking

Toni Saucy - 2022 AAPT Board President

On April 7-10, AAPT Board members and staff guests met in person for the first time in two years! The regular board meeting was followed by a 2 day strategic planning retreat, facilitated by Lowell Applebaum of Vista Cova, LLC. The purpose of the retreat was to set strategies for a broadened AAPT mission and vision to better meet the needs of AAPT members, and to enhance member engagement. The board worked to develop some key proposed strategies that will take the association into a future where AAPT can grow and learn how to better serve all those with an interest in physics through education. The meeting was productive - with five major themes bubbling to the top of the strategic priority list. The board will now move into a feedback phase, where these themes will be vetted to the membership, since one of the key identified strategies involves finding better ways to engage the full AAPT community to inform AAPT. Please check out coming updates on the COMMUNITIES platform so you can be involved in this process!

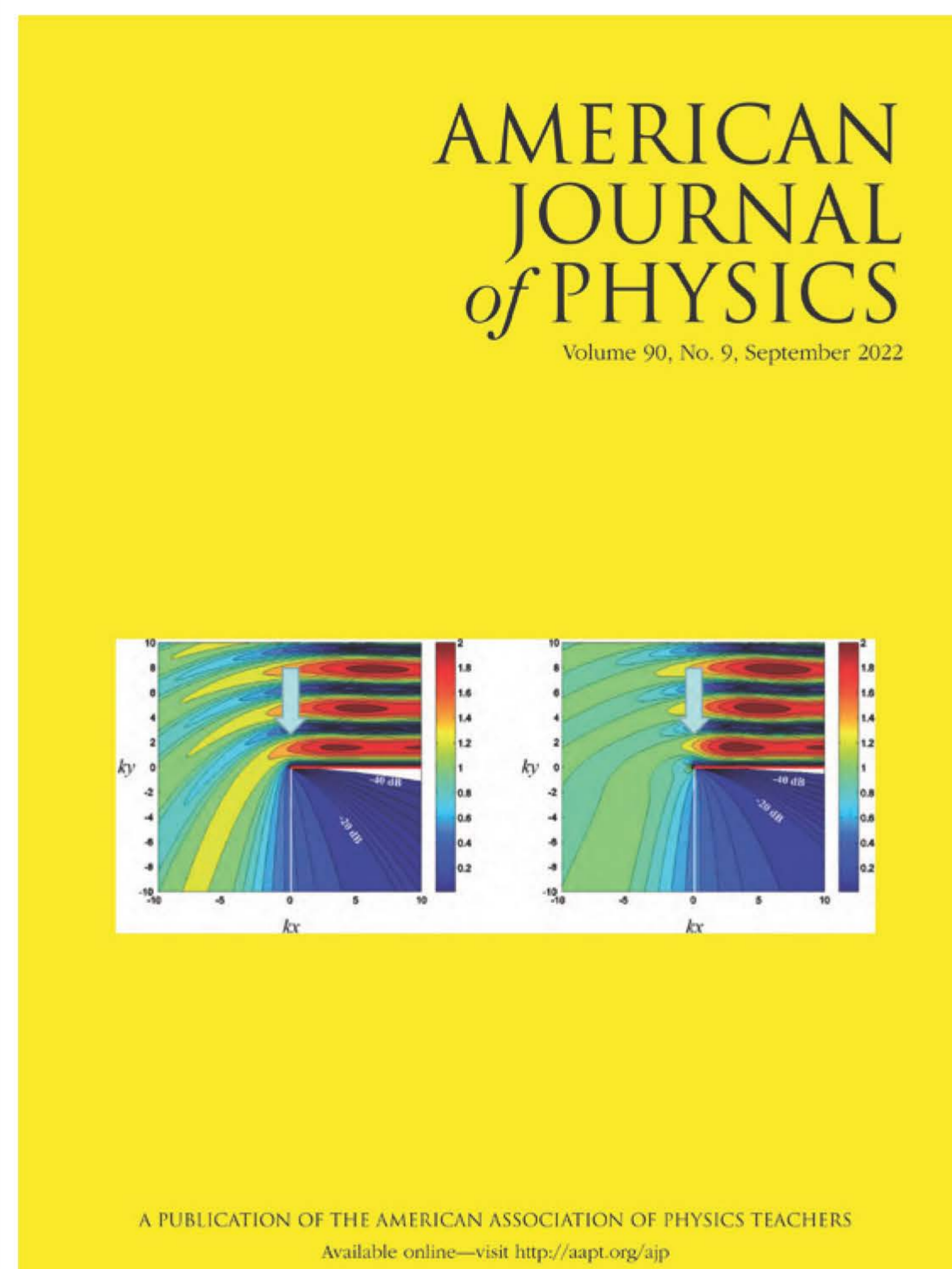
Diversity, Equity, and Inclusion at AAPT - An Update from the DEI Task Force

Over the last few months, the DEI Task Force has added new members and formed as a team. We want to thank our Task Force members for their effort and dedication over the past several months. We detailed the achievements to date in our

AAPT News

- Board Strategic Planning Retreat Aimed at AAPT Forward Thinking
- DEI Task Force
- 2022 Lillian McDermott Medal Awarded to Wolfgang Christian
- Sean J. Bentley to Receive the AAPT 2022 David Halliday and Robert Resnick Award for Excellence in Undergraduate Physics Teaching
- Debbie Stephanie Andres Named as 2022 Recipient of the Doc Brown Futures Award
- Andres R. Torres to Receive 2022 Paul W. Zitzewitz Excellence in K-12 Teaching Award
- 2022 Homer L. Dodge Citation for Distinguished Service to AAPT to be Awarded to Paula Hieron
- Summer 2022 AAPT Fellows
- 2021 Barbara Lotze Scholarship Winners
- 2022 AAPT Summer Meeting
- Enter the 2022 AAPT Apparatus Competition
- AAPT Participating in the AAAS SEA Change Professional

eNNOUNCER
Web-based newsletter published monthly for AAPT members.



American Journal of Physics
Geared towards teachers of advanced-level physics courses, published monthly.

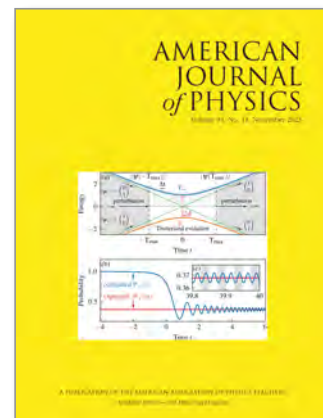




American Journal of Physics

American Journal of Physics is the archival journal of the American Association of Physics Teachers. The journal is devoted to the instructional and cultural aspects of physical science. Geared toward teaching at the college level, content covers novel approaches to laboratory and classroom instruction, insightful articles on topics in classical and modern physics, apparatus notes, historical and cultural topics, and book reviews.

Coverage: Physics topics taught at the undergraduate and graduate level; current research in physics and related areas; suggestions for instructional laboratory equipment; demonstrations and teaching methodologies; information on historical, philosophical, and cultural aspects of physics; annotated lists of resources; book reviews



Audience Reach



75,100

unique users per month



189,900

page views per month

Advertising Options



Banner Advertising—Journal Title Targeting

Super Leaderboard: 970 pixels x 90 pixels

1 Month	3 Months	6 Months	9 Months	12 Months
\$1,050	\$788	\$683	\$578	\$452

Rectangle: 300 x 250 pixels

1 Month	3 Months	6 Months	9 Months	12 Months
\$998	\$749	\$650	\$549	\$429



Email Alert Advertising

Table of Content Alerts

Reach **6,500+** scientists and researchers who have opted to receive newly published journal issues

Rate

Released Monthly

1 Month	3 Months	6 Months	12 Months
\$662	\$609	\$504	\$389

Specifications

Leaderboard (Top and bottom position available) 728 pixels x 90 pixels



Journal Article Downloads

Advertising slot available weekly.

Rate

\$809 per week

Specifications

1640 x 440 pixels, non-animated GIF or JPEG file

Ad File Submission

Send files via email to AIPadvertising@aip.org. Accepted Banner files: GIF, JPEG, HTML. 150kb for 300X250 banners, 200kb for 970X90 and 1640X440 banners. Print ad files larger than 10 MB must be sent via FTP.

Tracking reports of impressions and click through rates (CTR) available.

Contact

Debbie Bott

Advertising Sales Manager
dbott@aip.org
 516-576-2430

advertising.aip.org

Advertising Options, continued →

Advertising Options



Print Display Advertising

Place your message within *American Journal of Physics*, the high-quality publication that researchers and scientists turn to every month for leading-edge information.

2024 Rates – Published 12x Per Year

Frequency Rate	1-5x	6-10x	12x+
Full Page, B/W	\$1,200	\$1,083	\$1,033
1/2 Page, B/W	\$768	\$685	\$653
1/4 Page, B/W	\$417	\$354	\$317

Special Position Rates

Covers for the *American Journal of Physics* are charged at flat rates. Only full page ads are accepted and rates are as follows:

	Cover 2	Page 1
Cover, B/W	\$1,545	\$1,421

eNNOUNCER Newsletter

The eNNOUNCER newsletter is distributed monthly to **more than 7,500 subscribers** and features physics education news specific to AAPT members, including: programs, workshops and conferences, featured journal articles, physics store features, section news, members in the news, grant and fellowship opportunities, jobs and internships, as well as topical science-related news and information. The eNNOUNCER reaches teachers of introductory physics courses at all levels as well as advanced-level physics instructors and researchers in the fields of physics and physics education.

2024 Rates

Frequency	Prime Position	Skyscraper	Vertical Spot	Button Box
1 Month	\$790	\$739	\$431	\$291
3 Months	\$711	\$672	\$361	\$219
6 Months	\$606	\$577	\$290	\$154
9 Months	\$577	\$562	\$222	\$114
12 Months	\$561	\$509	\$156	\$75

Placement in rotation with other advertising possible.

Prime Position: 120 pixels x 240 pixels

Skyscraper: 120 pixels x 600 pixels

Vertical Spotlight: 120 pixels x 240 pixels

Button Box: 120 pixels x 120 pixels

Accepted files: GIF, JPG, HTML (Flash files acceptable)

Specifications

Offset	Width	Depth
Full Page	7"	10"
1/2 Page, Vertical	3-1/4"	9"
1/2 Page, Horizontal	7"	4-1/2"
1/4 Page	3-1/4"	4-1/2"
Trim Size	8-1/4"	11"
Bleed Size	8-1/2"	11-1/4"

Line Screen: 133

Columns to Page: 2;

Width: 3-3/8"; Height: 9-3/4"

Binding: Perfect

Ad File Submission

Properly sized, high resolution (300 dpi) PDF files, CMYK mode with all fonts embedded are required.

Reservations and ad materials are due on the 15th of the month, two months prior to the issue month; for example, the January issue will close out on November 15th. AAPT reserves the right to require prepayment or to refuse advertisements from any advertiser.

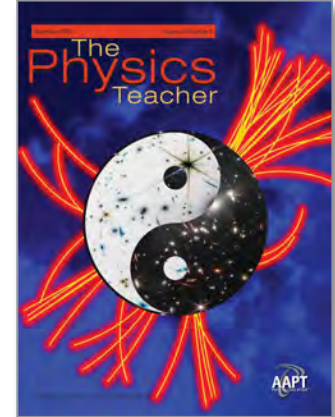
Cancellations must be made in writing by the insertion order due date. All cancellations received after this date will be liable for the full price of the ad.



The Physics Teacher

The Physics Teacher is dedicated to the strengthening of the teaching of introductory physics at all levels. The journal includes tutorial papers, articles on pedagogy, current research, and news in physics, as well as history, philosophy, and biography. Notes cover classroom techniques and columns feature demonstration apparatus, and book and film reviews.

Coverage: Tutorial papers; articles on pedagogy; current research or news in physics; articles on history and philosophy of science; biographies; demonstrations; apparatus; book reviews



Audience Reach



21,000

unique users per month



47,700

page views per month

Advertising Options



Banner Advertising – Journal Title Targeting

Specifications

Super Leaderboard: 970 pixels x 90 pixels

1 Month	3 Months	6 Months	9 Months	12 Months
\$830	\$747	\$631	\$606	\$556

Rectangle: 300 pixels x 250 pixels

1 Month	3 Months	6 Months	9 Months	12 Months
\$789	\$710	\$599	\$576	\$528

Ad File Submission

Send files via email to AIPadvertising@aip.org. Accepted Banner files: GIF, JPEG, HTML. Maximum size: 150kb for 300X250 banners, 200kb for 970X90 and 1640X440 banners. Print ad files larger than 10 MB must be sent via FTP.

Tracking reports of impressions and click through rates (CTR) available.



Email Alert Advertising

Table of Content Alerts

Reach 4,500+ scientists and researchers who have opted to receive newly published journal issues

Rate

Released Monthly

(excluding June, July, August)

1 Month	3 Months	6 Months	12 Months
\$331	\$304	\$238	\$160

Specifications

Leaderboard: (Top and bottom position available) 728 pixels x 90 pixels

Contact

Debbie Bott

Advertising Sales Manager
dbott@aip.org
516-576-2430

advertising.aip.org

Advertising Options



Journal Article Downloads

Advertising slot available weekly.

Rate

\$788 per week

Specifications

1640 x 440 pixels, non-animated GIF or JPEG file



Print Display Advertising

Place your message within *The Physics Teacher*, the high-quality publication that researchers and scientists turn to every month for leading-edge information.

2024 Rates – Published Monthly, Sept–May

Frequency Rate	1-5x	6-10x	12x+
Full Page			
4 Color	\$1,859	\$1,728	\$1,687
B/W	\$1,239	\$1,125	\$1,088
1/2 Page			
4 Color	\$1,103	\$1,018	\$989
B/W	\$783	\$699	\$667
1/4 Page			
4 Color	\$591	\$506	\$484
B/W	\$437	\$368	\$330

Special Position Rates

Covers for the *The Physics Teacher* are charged at flat rates. Only full page ads are accepted and rates are as follows:

	Cover 2	Cover 3	Cover 4	Page 1
Cover, B/W	\$1,560	\$1,496	\$1,621	\$1,436
Cover, 4 Color	\$2,163	\$2,107	\$2,233	\$2,049

Rates are gross and commissionable to recognized ad agencies.

Specifications

Offset	Width	Depth
Full Page* (bleed)	8-3/8"	11"
Full Page (no bleed)	7-5/8"	10-1/8"
1/2 Page, Vertical	3-1/4"	9"
1/2 Page, Horizontal	7"	4-3/4"
1/4 Page	3-1/4"	4-3/4"
1/6 Page	3-1/4"	3"
Trim Size	8-1/4"	10-3/4"

* Do not include text within 1/4" around the ad

Ad File Submission

Properly sized, high resolution (300 dpi) PDF files, CMYK mode with all fonts embedded are required.

Reservations and ad materials are due on the 15th of the month, two months prior to the issue month; for example, the January issue will close out on November 15th. AAPT reserves the right to require prepayment or to refuse advertisements from any advertiser.

Cancellations must be made in writing by the insertion order due date. All cancellations received after this date will be liable for the full price of the ad.

Advertising Options

eNNOUNCER Newsletter

The eNNOUNCER newsletter is distributed monthly to **more than 7,500 subscribers** and features physics education news specific to AAPT members, including: programs, workshops and conferences, featured journal articles, physics store features, section news, members in the news, grant and fellowship opportunities, jobs and internships, as well as topical science-related news and information. The eNNOUNCER reaches teachers of introductory physics courses at all levels as well as advanced-level physics instructors and researchers in the fields of physics and physics education.

2024 Rates

Frequency	Prime Position	Skyscraper	Vertical Spot	Button Box
1 Month	\$790	\$739	\$431	\$291
3 Months	\$711	\$672	\$361	\$219
6 Months	\$606	\$577	\$290	\$154
9 Months	\$577	\$562	\$222	\$114
12 Months	\$561	\$509	\$156	\$75

Placement in rotation with other advertising possible.

Classified Ads

Classified ads announcing available teaching positions are accepted for *The Physics Teacher's* "What's Happening" page. The cost is **\$1.35 per word** and is limited to 100 words, including contact information. Repeat ads in the same year incur a fee of **\$0.95 per word**. Display ads will not be accepted for the classified ads column.

Specifications

Prime Position:
120 pixels x 240 pixels

Skyscraper:
120 pixels x 600 pixels

Vertical Spotlight:
120 pixels x 240 pixels

Button Box:
120 pixels x 120 pixels

Accepted files:
GIF, JPG, HTML
(Flash files acceptable)

Maximum size: 40 KB for Prime Position and Skyscraper, 30 KB for Vertical Spotlight and Button Box

Contact

Debbie Bott
Advertising Sales Manager
dbott@aip.org
516-576-2430

advertising.aip.org

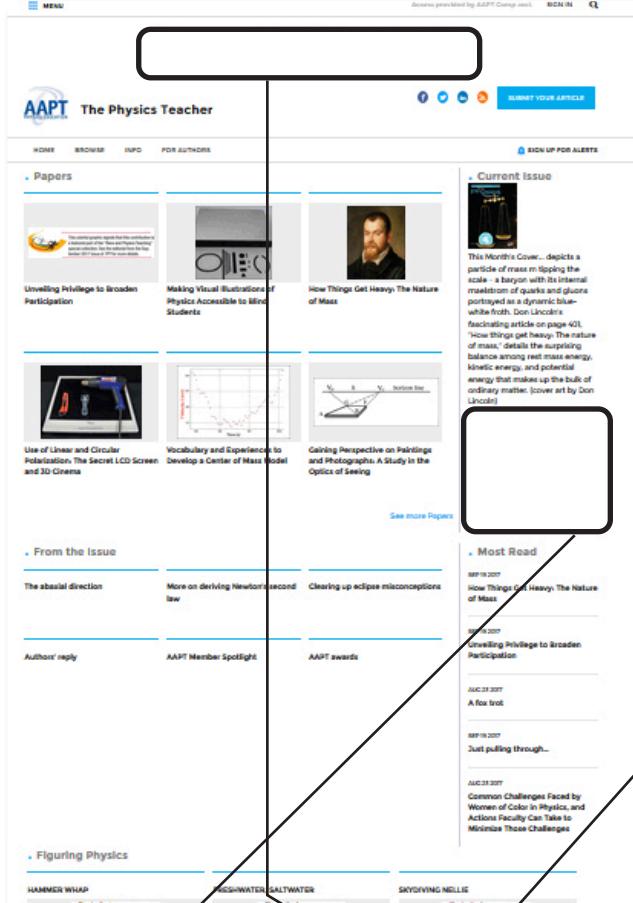
American Journal of Physics and The Physics Teacher Online

The AJP Online and TPT Online sites feature user-friendly and visually appealing home pages as well as additional functionality on the abstract pages. 100% of the print subscribers to either journal have access to the online version of both journals.

The new platform provides a landing page that is cleaner and more intuitively designed, with advertising visible on most pages. A comprehensive set of article tools is provided, including functions to download article data in a variety of citation styles and formats, to share the article with colleagues, to be alerted when an erratum is posted, to capture a preformatted, persistent link to embed in scientific blog or personal web site, and an article view optimized for personal handheld devices. These improvements are expected to drive increased traffic to already heavily-viewed pages.

Opportunities are available for leaderboards, skyscrapers, and boomboxes on both online publications.

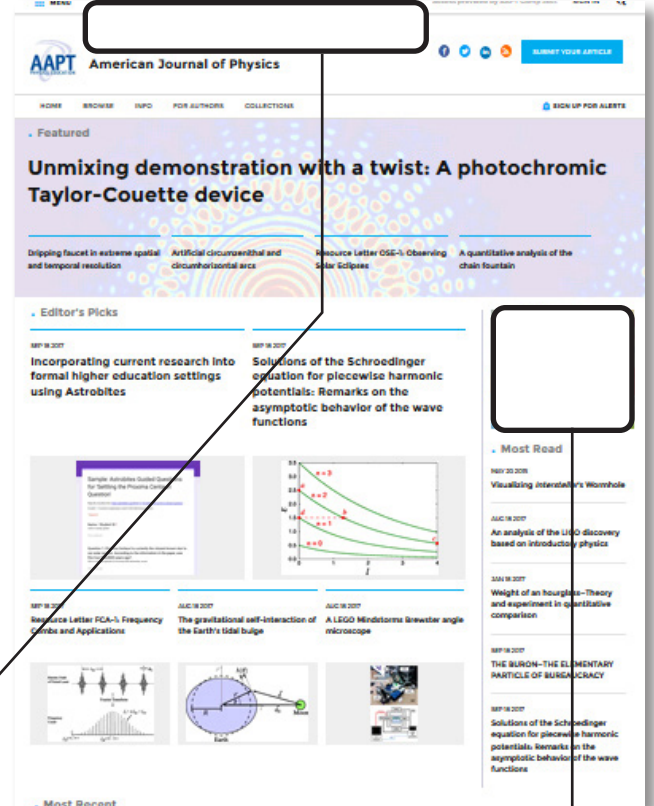
TPT Online averages 57,700 monthly pageviews.



Right Hand Side Boombox
300 x 250 pixels

Leaderboard
728 x 90 pixels
maximum size <=40kb

AJP Online averages 101,400 monthly pageviews.

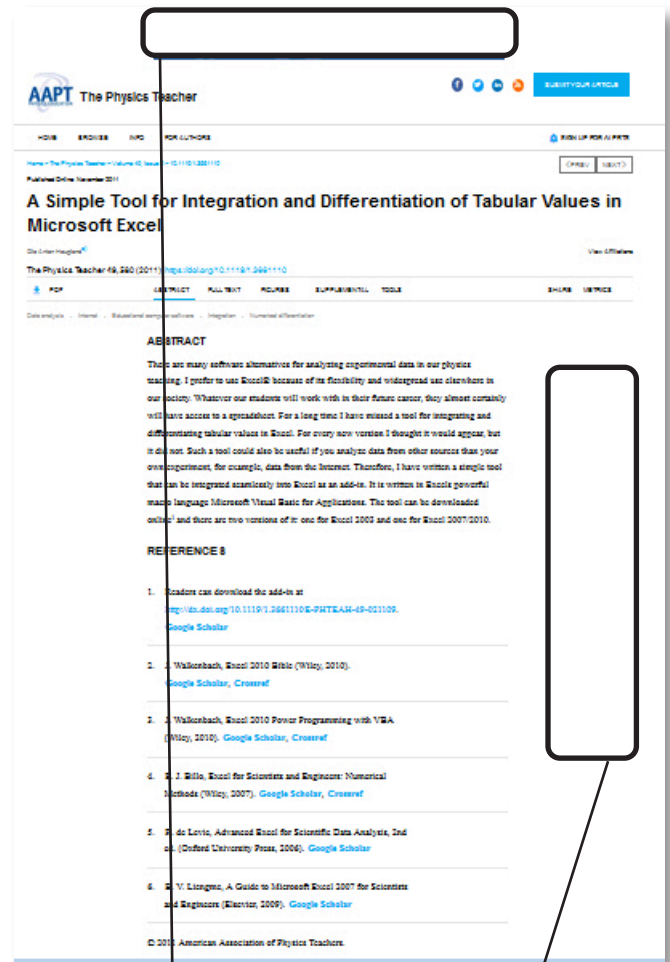
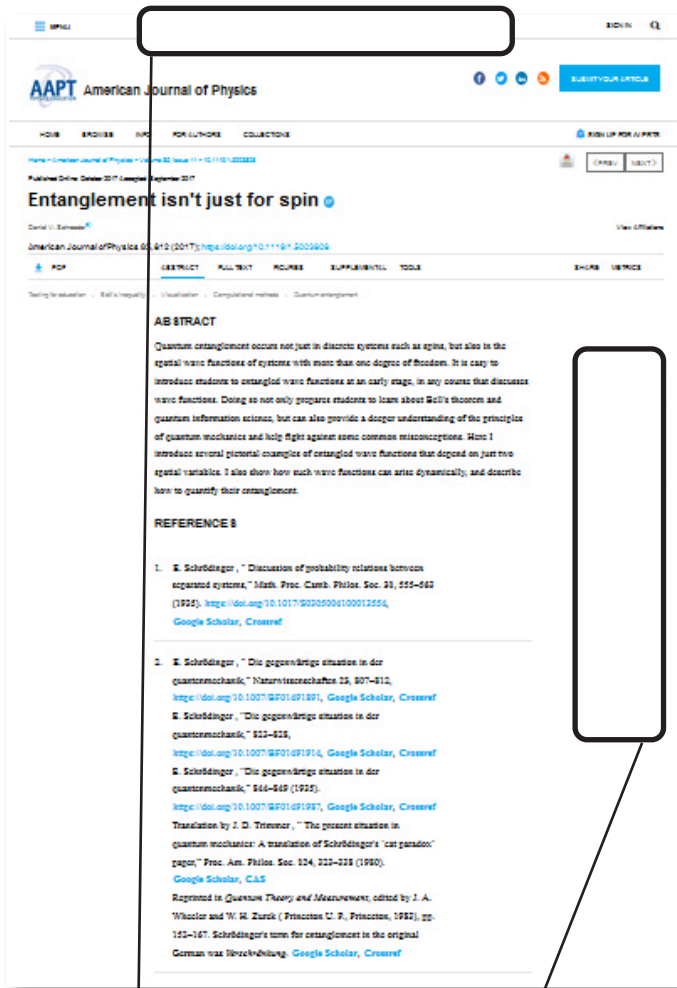


Right Hand Side Boombox
300 x 250 pixels

American Journal of Physics and The Physics Teacher Online Article Page ads

AJP Online averages **58,200** monthly visitors.

TPT Online averages **21,500** monthly visitors.



Leaderboard
720 x 90 pixels
maximum size <=40kb

Skyscraper
120 x 600 pixels
maximum size <=40kb

Leaderboard
720 x 90 pixels
maximum size <=40kb

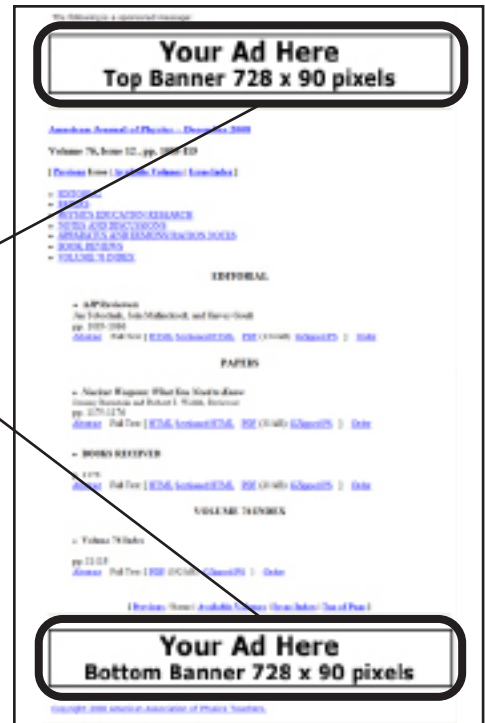
Skyscraper
120 x 600 pixels
maximum size <=40kb

TOC Alerts for *American Journal of Physics* and *The Physics Teacher*

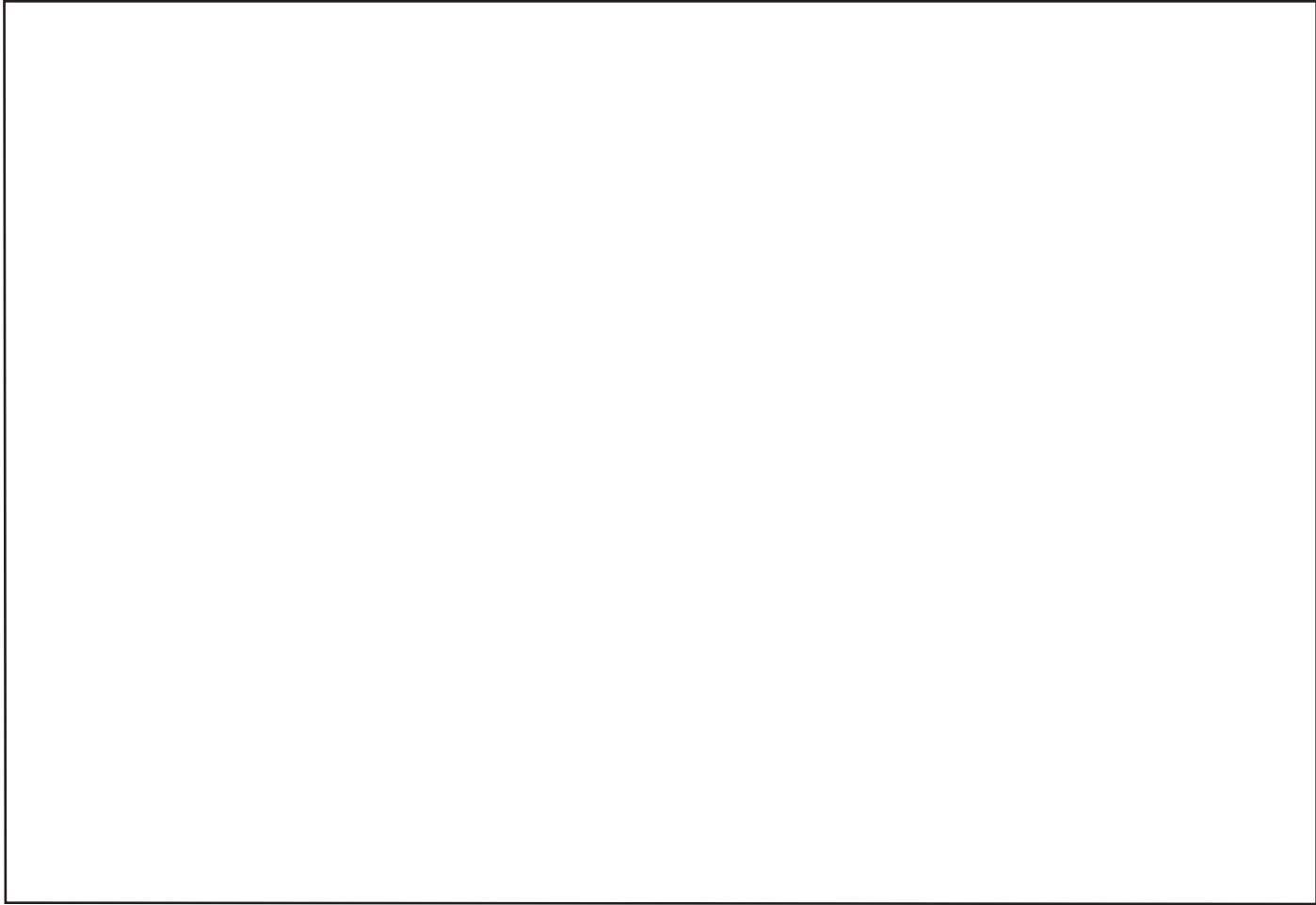
TOC Alerts of AJP and TPT editorial content is available monthly to all of our subscribers.

Opportunities are available for banner ads (728 x 90 pixels, maximum size <= 70 words).

Top Banner
Bottom Banner
 728 x 90 pixels
 maximum size <=70 words



We accept text ads and image Banners for TOC Alerts. Text ads are 70-word text blocks in richtext (.rtf) format.



eNNOUNCER web-based newsletter

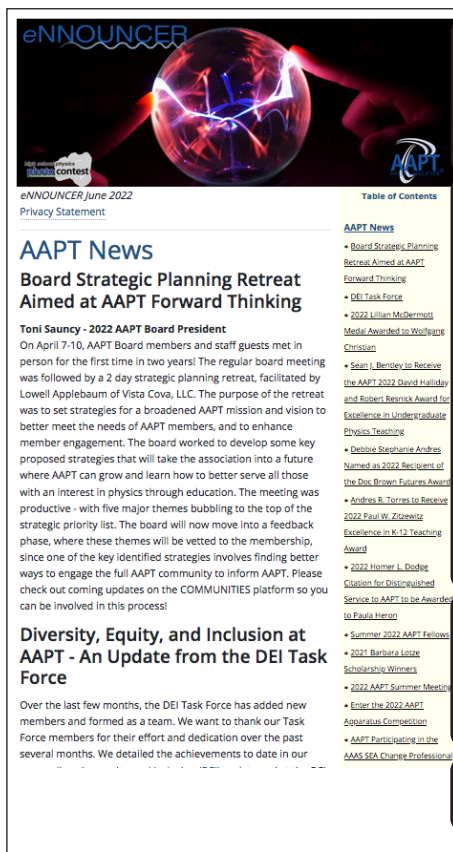
The eNNOUNCER is distributed via email, monthly to more than 6,500 subscribers. It features physics education news specific to AAPT members including programs, workshops and conferences, featured journal articles, physics store features, section news, members in the news, grant and fellowship opportunities, jobs and internships, as well as topical science-related news and information.

Opportunities are available for Prime Position ads (120 x 240 pixels, embedded in the header), Skyscrapers, Vertical Spotlights, Button Boxes as shown.

The eNNOUNCER averages **6,500** subscribers, and **98%** deliverability

The eNNOUNCER targets teachers of introductory physics courses at all levels as well as advanced-level physics instructors and researchers in the fields of physics and physics education.

All eNNOUNCER issues are archived on aapt.org and are available to members and non-members alike.



Prime Position
120 x 240 pixels
embedded in header
maximum size <=40kb

Skyscraper
120 x 600 pixels
maximum size <=40kb

Vertical Spotlight
120 x 240 pixels
maximum size <=30kb

Button Box
120 x 120 pixels
maximum size <=30kb



*Note: Prime Position ads are embedded in the eNNOUNCER header and are first come, first served. Contact Debbie Bott, dbott@aip.org at AIP Publishing Advertising for availability.

Journal Article Download Cover Page

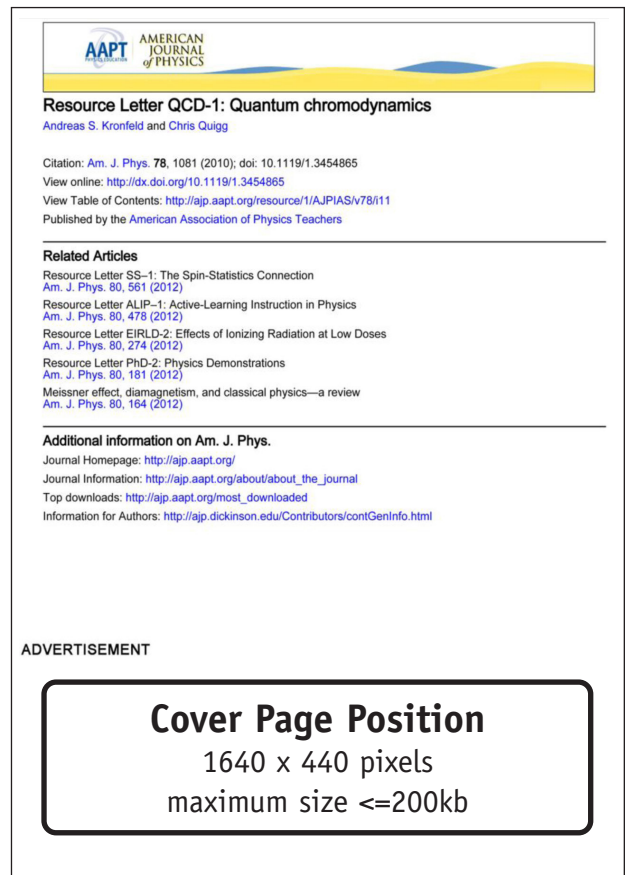
Physics teachers and students spend about 40 minutes each week reading journal articles, which they typically download in PDF format. When you add up all of these downloads, you get more than 30,000 PDF downloads each month.

A cover page is created for each downloaded PDF article. This new cover page offers advertisers an opportunity to expand their advertising reach with an exclusive banner on the lower section of each article pdf cover page—with a clickable link and measurable click-throughs.

This ideal advertising medium:

- appears on the cover page of the downloaded article.
- is larger than other online ads.
- is a fraction of typical print cost-per-thousand (CPMs).
- is highly targeted to your market.
- is a hybrid between print and online with fantastic impression and click rates that can be tracked.

Opportunities are now available for both *The Physics Teacher* and *American Journal of Physics* article downloads. Ads (1640 x 440 pixels, jpeg format) are run on a weekly basis and are first come, first served.



AMERICAN JOURNAL of PHYSICS

Resource Letter QCD-1: Quantum chromodynamics
Andreas S. Kronfeld and Chris Quigg

Citation: *Am. J. Phys.* **78**, 1081 (2010); doi: 10.1119/1.3454865
View online: <http://dx.doi.org/10.1119/1.3454865>
View Table of Contents: <http://ajp.aapt.org/resource/1/AJPIAS/v78/i11>
Published by the American Association of Physics Teachers

Related Articles

Resource Letter SS-1: The Spin-Statistics Connection
Am. J. Phys. **80**, 561 (2012)

Resource Letter ALIP-1: Active-Learning Instruction in Physics
Am. J. Phys. **80**, 478 (2012)

Resource Letter EIRLD-2: Effects of Ionizing Radiation at Low Doses
Am. J. Phys. **80**, 274 (2012)

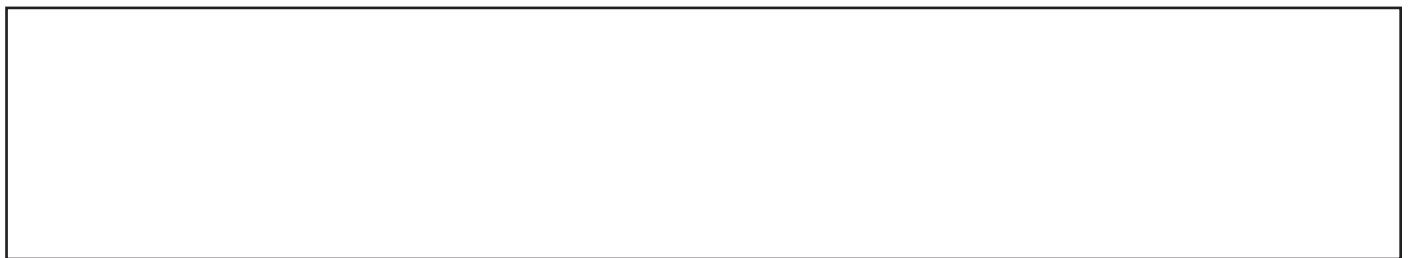
Resource Letter PhD-2: Physics Demonstrations
Am. J. Phys. **80**, 181 (2012)

Meissner effect, diamagnetism, and classical physics—a review
Am. J. Phys. **80**, 164 (2012)

Additional information on Am. J. Phys.
Journal Homepage: <http://ajp.aapt.org/>
Journal Information: http://ajp.aapt.org/about/about_the_journal
Top downloads: http://ajp.aapt.org/most_downloaded
Information for Authors: <http://ajp.dickinson.edu/Contributors/contGenInfo.html>

ADVERTISEMENT

Cover Page Position
1640 x 440 pixels
maximum size <=200kb



*Note: Contact Debbie Morrow Bott, dbott@aip.org at AIP Publishing Advertising for availability.

Mechanical Requirements

	<i>The Physics Teacher</i>	<i>American Journal of Physics</i>
Line screen:	175	133
Page trim size:	8.125" x 10.75"	8.25" x 11"
Bleed size:	8.375" x 11"	8.5" x 11.25"
Columns to pg:	2	2
Column width:	3.25"	3.375"
Column height:	9.75"	9.75"
Binding:	Saddle-stitched	Perfect

Preferred material: High resolution PDF files with images at 300 dpi and all fonts embedded, accompanied by a hard-copy proof. For more information contact the Advertising Department at 516.576.2430.

Acceptable material: InDesign CS4 files, high-resolution PDF files, TIFF or JPEG files 300 dpi or higher, or EPS files. All digital copy must include appropriate font and graphics files, and PDFs must have fonts embedded.

Please note: Publisher will not be held liable for reflow or font substitution changes that may occur when non-postscript files are submitted.

Unacceptable material: PDFs or other electronic files created from MS Word, Excel, or PowerPoint; laser prints that are less than 600 dpi; "photo-quality" ink-jet prints.

Submission instructions: Digital files under 10 MB can be emailed to dbott@aip.org.

	<i>The Physics Teacher</i>	<i>American Journal of Physics</i>
	Trim Size: 8.125" x 10.75"	Trim Size: 8.25" x 11"
Full Page	Non-bleed: 7.625"(w) x 10.125"(h) Bleed: 8.375" x 11"*	Non-bleed: 7"(w) x 10"(h) Bleed: 8.5" x 11.25"*
2/3 Page	Horizontal: 7" x 5.75"	—
1/2 Page	Vertical: 3.25" x 9" Horizontal: 7" x 4.75"	Vertical: 3.25" x 9" Horizontal: 7" x 4.5"
1/3 Page	Vertical: 3.25" x 5.75" Horizontal: 7" x 3"	—
1/4 Page	Vertical: 3.25" x 4.75"	Vertical: 3.25" x 4.5"
1/6 Page	Near Square: 3.25" x 3"	—

*Please keep live material at least 0.5" from outer edges.

Closing Dates & Cancellations

The closing date for each issue of *The Physics Teacher* and the *American Journal of Physics* is the 15th of the month, two months prior to the issue month; for example, the January issue will close out Reservations and Ad Materials on November 15th. Insertion orders and ads are due in the AAPT production office by this date. Telephone reservations are not accepted. AAPT reserves the right to require prepayment or to refuse advertisements from any advertiser. An insertion order is included in this packet.

Cancellations must be made in writing by the insertion order due date. All cancellations received after this date will be liable for the full price of the ad.

Advertising Policies

1. Advertisements are accepted upon the representation that the advertiser and its agency have a right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.
2. Publisher accepts advertising related to products and services, programs, and employment from private and public organizations if such ads are consistent with our not-for-profit character and advances our mission. We retain the right to refuse any advertising that does not fit our guidelines or purpose. The publisher reserves the right to insert the word "Advertisement" above and/or below any copy. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.
3. Advertisements not received by the closing date will not be subject to approval or revision by the advertiser or its agency.
4. Cancellations or changes in orders must be received in writing by the closing date. Cancellation of space order forfeits the right to position protection.
5. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
6. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike (legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
7. The advertiser and its agency shall be jointly and severally liable for all moneys due and payable to the publisher for advertising which the advertiser or its agency ordered and which was published.
8. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error shall not exceed the cost of the space occupied by the error.
9. AAPT reserves the right to require prepayment.
10. Unless specifically agreed to in writing by the publisher, the provisions of this media kit shall supersede and control any contrary provision of any contract, insertion order, or copy instructions.
11. The publisher does not guarantee any given level of circulation or readership for any advertisement.
12. Publisher reserves the right to alter any ads received if they vary from established mechanical requirements.
13. Publisher assumes no liability for film or mechanicals beyond the normal careful handling. Ads submitted in digital format will be kept on file for a maximum of one year.
14. AAPT will assess a late fee for payments not received within 60 days of invoice. A \$50 late fee will be applied for every month the bill is overdue.

The Physics Teacher

Company name: _____ Agency name: _____

Contact name: _____ Contact phone: _____

Contact fax: _____ *Contact email: _____

Address: _____

Is billing address the same? Yes No If no, correct billing address: _____

*AAPT will not sell your contact information to third parties. _____

Ad Title, Issue: _____

Sustaining Members check here.

Issue(s)	Ad sizes							Color		Preferred Placement			
	Full Pg	2/3 Pg	1/2 Pg	1/3 Pg	1/4 Pg	1/6 Pg	Classified	4 Color	Black	Cover 2	Cover 3	Cover 4	Pg 1
January													
February													
March													
April													
May													
September													
October													
November													
December													

Authorized Signature: _____ P.O. number (if applicable): _____

Please do *not* send me updates and special offers via email.

Please fax or mail to the AIPP Advertising Department at the address below. Emails can be sent to Debbie Bott at dbott@aip.org.



2024 advertising

MediaKit

AIP Advertising • 1305 Walt Whitman Road, Suite 300 • Melville, NY 11747

Phone: 516.576.2430 • Fax: 516.576.2481 • Email: dbott@aip.org

www.aapt.org/ads or advertising.aip.org

American Journal of Physics

Company name: _____ Agency name: _____

Contact name: _____ Contact phone: _____

Contact fax: _____ *Contact email: _____

Address: _____

Is billing address the same? Yes No If no, correct billing address: _____

**AAPT will not sell your contact information to third parties.* _____

Ad Title, Issue: _____

Sustaining Members check here.

Issue(s)	Ad sizes				Placement		Issue(s)	Ad sizes				Placement	
	Full Pg	½ Pg Vert.	½ Pg Horiz.	¼ Pg	Cover 2	Page 1		Full Pg	½ Pg Vert.	½ Pg Horiz.	¼ Pg	Cover 2	Page 1
January							July						
February							August						
March							September						
April							October						
May							November						
June							December						

Authorized Signature: _____ P.O. number (if applicable): _____

Please do *not* send me updates and special offers via email.

Please fax or mail to the AIPP Advertising Department at the address below. Emails can be sent to Debbie Bott at dbott@aip.org.



2024
advertising

MediaKit

AIP Advertising • 1305 Walt Whitman Road, Suite 300 • Melville, NY 11747
Phone: 516.576.2430 • Fax: 516.576.2481 • Email: dbott@aip.org

www.aapt.org/ads or advertising.aip.org

The Physics Teacher

Company name: _____ Agency name: _____

Contact name: _____ Contact phone: _____

Contact fax: _____ *Contact email: _____

Address: _____

Is billing address the same? Yes No If no, correct billing address: _____

**AAPT will not sell your contact information to third parties.* _____

Ad Title, Issue: _____

JPG GIF Ad URL: _____

Sustaining Members check here.

Issue(s)	Ad sizes					Issue(s)	Ad sizes				
	Leader-board 728x90	Skyscraper 120x600	Boombox 300x250	TOC Alert 728x90			Leader-board 728x90	Skyscraper 120x600	Boombox 300x250	TOC Alert 728x90	
January						July					
February						August					
March						September					
April						October					
May						November					
June						December					

For TOC Alerts, indicate whether banner ads are top or bottom placement. Accepted file formats: JPG and GIF only. No Flash files in TOC Alerts.

Authorized Signature: _____ P.O. number (if applicable): _____

Please do *not* send me updates and special offers via email.

Please fax or mail to the AIPP Advertising Department at the address below. Emails can be sent to Debbie Bott at dbott@aip.org.



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advertising

MediaKit

AIP Advertising • 1305 Walt Whitman Road, Suite 300 • Melville, NY 11747

Phone: 516.576.2430 • Fax: 516.576.2481 • Email: dbott@aip.org

www.aapt.org/ads or advertising.aip.org

American Journal of Physics

Company name: _____ Agency name: _____

Contact name: _____ Contact phone: _____

Contact fax: _____ *Contact email: _____

Address: _____

Is billing address the same? Yes No If no, correct billing address: _____

**AAPT will not sell your contact information to third parties.* _____

Ad Title, Issue: _____

JPG GIF Ad URL: _____

Sustaining Members check here.

Issue(s)	Ad Size(s)			
	Leader-board 728 x 90	Skyscraper 120 x 600	Boombox 300 x 250	TOC Alert 728 x 90
January				
February				
March				
April				
May				
June				

Issue(s)	Ad Size(s)			
	Leader-board 728 x 90	Skyscraper 120 x 600	Boombox 300 x 250	TOC Alert 728 x 90
July				
August				
September				
October				
November				
December				

For TOC Alerts, indicate whether banner ads are top or bottom placement. Accepted file formats: JPG and GIF only. No Flash files in TOC Alerts.

Authorized Signature: _____ P.O. number (if applicable): _____

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eNNOUNCER

Company name: _____ Agency name: _____

Contact name: _____ Contact phone: _____

Contact fax: _____ *Contact email: _____

Address: _____

Is billing address the same? Yes No If no, correct billing address: _____

*AAPT will not sell your contact information to third parties. _____

Ad Title, Issue: _____

JPG GIF Ad URL: _____

Sustaining Members check here.

Issue(s)	Ad sizes				Issue(s)	Ad sizes			
	Prime Position 120x240	Skyscraper 120x600	Vertical Spotlight 120x240	Button Box 120x120		Prime Position 120x240	Skyscraper 120x600	Vertical Spotlight 120x240	Button Box 120x120
January					July				
February					August				
March					September				
April					October				
May					November				
June					December				

For the eNNOUNCER, the Prime Position is embedded in the header. Accepted file formats: JPG and GIF only. No Flash files in the eNNOUNCER.

Authorized Signature: _____ P.O. number (if applicable): _____

Please do *not* send me updates and special offers via email.

Ads are due by the 15th of the month previous to the issue month. Please fax or mail to the Advertising Department at the address below. Emails can be sent to Debbie Bott at dbott@aip.org.



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Journal Download Cover Page

Company name: _____ Agency name: _____

Contact name: _____ Contact phone: _____

Contact fax: _____ *Contact email: _____

Address: _____

Is billing address the same? Yes No If no, correct billing address: _____

*AAPT will not sell your contact information to third parties. _____

Ad Title: _____

Ad URL: _____

Sustaining Members check here.

Accepted file format: JPG image file - 1640 pixels x 440 pixels <200kb.

The Physics Teacher		American Journal of Physics	
Ads are run on a weekly basis (Wed. thru Tues.) and are first come, first served. Contact Debbie Bott at (516) 576-2430 or dbott@aip.org for available dates and enter 2 preferred start dates to ensure availability.			
Number of weeks:		Number of weeks:	
Preferred Date 1: / /	Preferred Date 2: / /	Preferred Date 1: / /	Preferred Date 2: / /

Authorized Signature: _____ P.O. number (if applicable): _____

Please do *not* send me updates and special offers via email.

Ads are due by the Friday previous to the start date. Please fax or mail to the AIPP Advertising Department at the address below. Emails can be sent to Debbie Bott at dbott@aip.org.



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