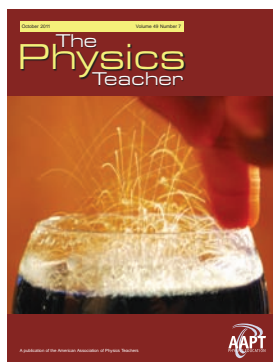


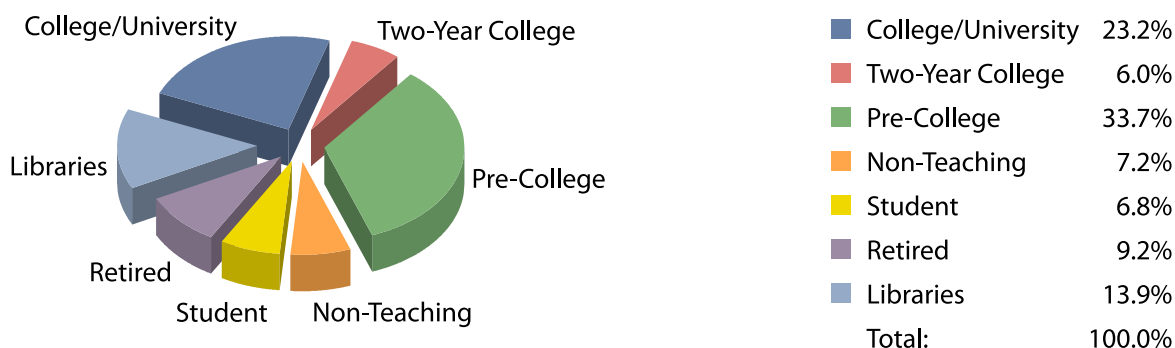
The Physics Teacher

Total Circulation: 8,600

Published monthly: September–May



The Physics Teacher targets teachers of introductory physics courses at all levels. This four-color magazine features peer-reviewed articles on physics research, the history and philosophy of physics, applied physics, curriculum developments, the art of teaching, and lab equipment, as well as book reviews. Learning about new ideas and techniques in physics education is a priority for *The Physics Teacher* readers. They are always looking for tools that will help them in the classroom. Nearly 85% of AAPT members receive *The Physics Teacher*: approximately 35% teach at the high school level, 23% teach at the four-year college and university level and 6% represent educators at two-year institutions. The remaining members are at research facilities, students, and other interested members of the physics community. *The Physics Teacher* also reaches several thousand nonsubscribers through libraries, research institutions, and resource centers.



2012 Advertising Rates

Black and White

Frequency	Full	2/3	1/2	1/3	1/4	1/6
1–5x	\$1088	\$923	\$695	\$481	\$381	\$233
6–11x	\$981	\$826	\$621	\$419	\$320	\$221
12–17x	\$938	\$774	\$593	\$400	\$287	\$208
18–24x	\$888	\$721	\$553	\$374	\$267	\$192
25x+	\$855	\$668	\$533	\$354	\$239	\$180

Four-Color

Frequency	Full	2/3	1/2	1/3	1/4	1/6
1–5x	\$1619	\$1273	\$961	\$656	\$516	\$326
6–11x	\$1505	\$1178	\$886	\$595	\$453	\$310
12–17x	\$1470	\$1126	\$860	\$575	\$421	\$298
18–24x	\$1423	\$1084	\$821	\$549	\$404	\$282
25x+	\$1391	\$1021	\$799	\$527	\$373	\$272

The frequency rate is determined by total insertions run in one calendar year (January through December). This includes ads in both journals, excluding classified advertising. If more or fewer insertions than specified in the original insertion order are used within one year, charges will be adjusted accordingly.

For Online Rates see page 5.
For Special Placement Rates see page 6.

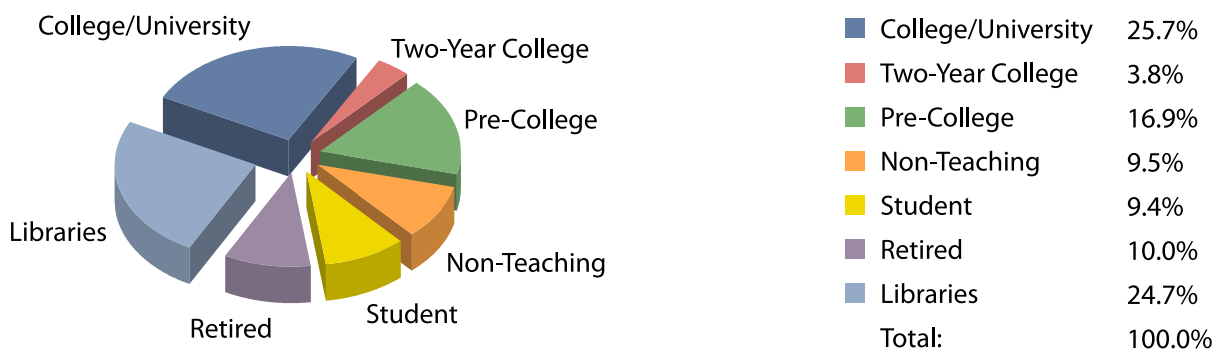
American Journal of Physics

Total Circulation: 5,100

Published monthly: January–December



The *American Journal of Physics* is an archival journal, intended to serve teachers of advanced-level physics instruction as well as researchers in the fields of physics and physics education. Of the individual subscribers, approximately 30% are affiliated with colleges and universities, while roughly 10% are retired from teaching at those institutions. An additional 10% are in government and physics-related industries. Nearly 25% of the journal's 5,100 subscribers are libraries, where many more readers have access to the *American Journal of Physics*.



2012 Advertising Rates

Black and White

Frequency	Full	1/2	1/4
1–5x	\$1,077	\$689	\$378
6–11x	\$971	\$615	\$317
12–17x	\$927	\$587	\$284
18–24x	\$881	\$548	\$264
25x+	\$743	\$529	\$239

The frequency rate is determined by total insertions run in one calendar year (January through December). This includes ads in all three journals, excluding classified advertising. If more or fewer insertions than specified in the original insertion order are used within one year, charges will be adjusted accordingly.

For Online Rates see page 5.

For Special Placement Rates see page 6.

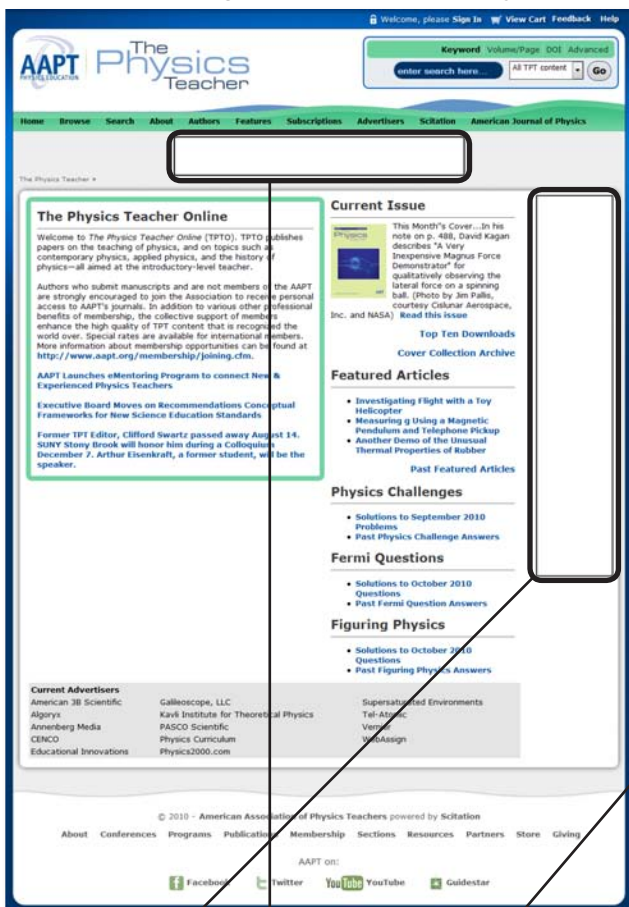
American Journal of Physics and The Physics Teacher Online

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 banners, skyscrapers, vertical spotlights, and button boxes on both online publications.

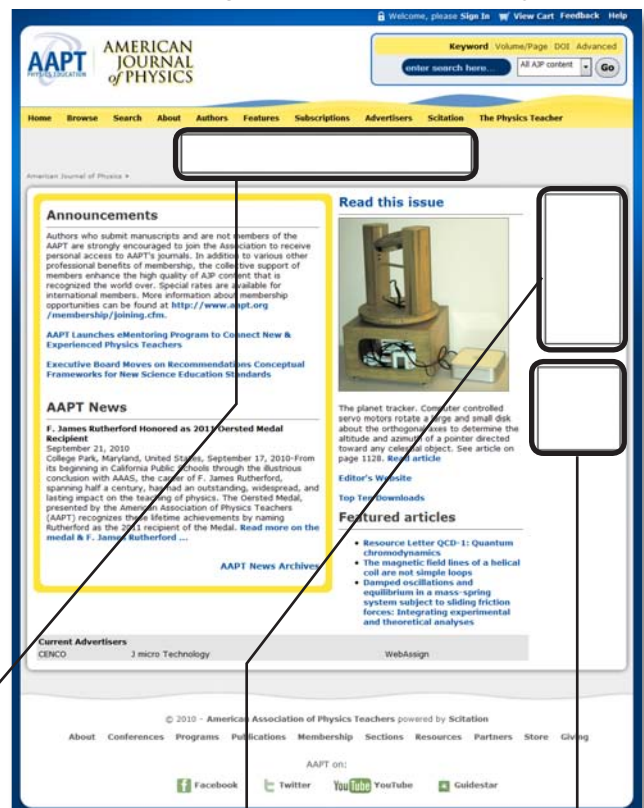
TPT Online averages 93,000 monthly visitors.



Skyscraper
120 x 600 pixels
maximum size <=40kb

Banner
468 x 60 pixels
maximum size <=40kb

AJP Online averages 240,000 monthly visitors.



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

Button Box
125 x 125 pixels
maximum size <=30kb

Direct Links

With each issue of AJP Online or TPT Online the current Advertiser Index of the print version is posted on the journal homepage, under "Current Advertisers". Users can easily view your company name on this listing and link directly to your website.

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.

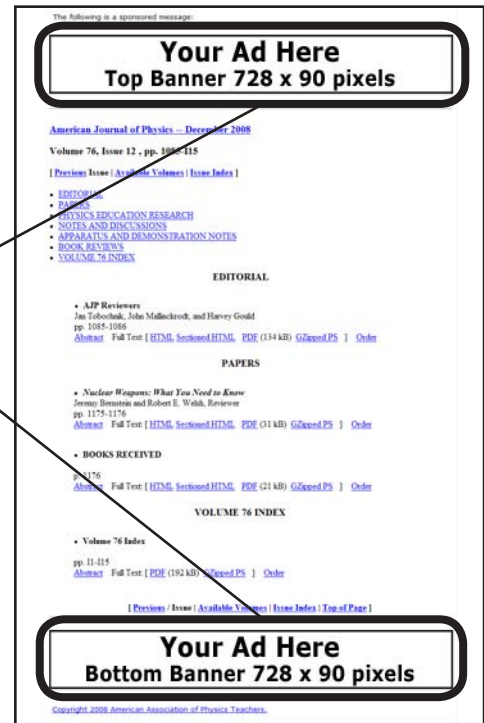
Opportunities are available for banner ads (728 x 90 pixels, maximum size <= 70 words).

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

TPT Online averages **8,600** subscribers.

AJP Online averages **5,500** subscribers

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



Online Advertising Rates

The Physics Teacher (93,000 Monthly visits - 15,000 unique users)

Frequency	Banner	Skyscraper	Vertical Spotlight	Button Box	Direct Link
1 month	\$606	\$577	\$330	\$222	\$201
3 months	\$546	\$520	\$276	\$168	\$149
6 months	\$464	\$442	\$221	\$117	\$98
9 months	\$442	\$421	\$170	\$86	\$67

American Journal of Physics (240,000 monthly visits - 40,800 unique users)

Frequency	Banner	Skyscraper	Vertical Spotlight	Button Box	Direct Link
1 month	\$766	\$730	\$601	\$271	\$222
3 months	\$592	\$648	\$448	\$239	\$188
6 months	\$508	\$566	\$304	\$206	\$154
9 months	\$417	\$380	\$242	\$174	\$119
12 months	\$330	\$307	\$180	\$141	\$86

TOC Alerts

Frequency	Top Banner	Bottom Banner	
per month	\$438	\$232	Includes email alerts for both publications.

eNNOUNCER web-based newsletter

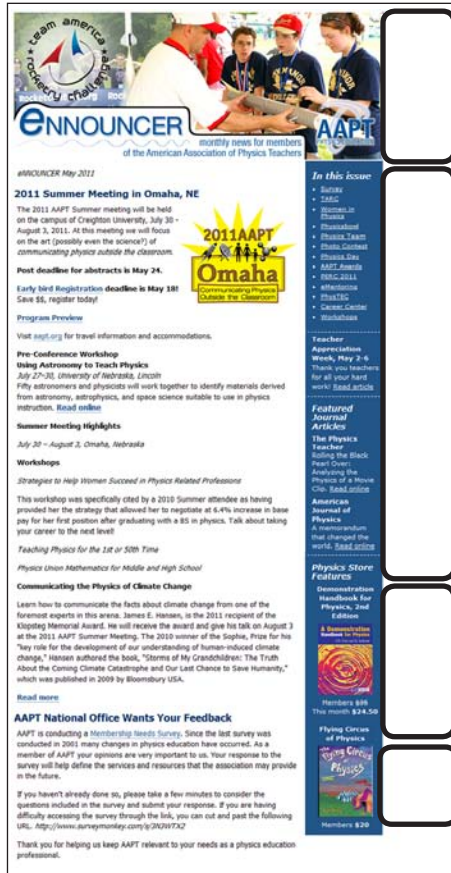
The eNNOUNCER is distributed via email, monthly to more than 8,000 subscribers. It features physics education news specific to AAPT members including programs, workshops and conferences, featured journal articles, physics store features, section news, members in the news, grant and fellowship opportunities, 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, and Button Boxes as shown.

The eNNOUNCER averages **8,800** subscribers, and **92%** 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
125 x 125 pixels
maximum size <=30kb

Web-based Newsletter Advertising Rates

eNNOUNCER (8,800 monthly subscribers - 92% deliverability)

Frequency	Prime Position*	Skyscraper	Vertical Spotlight	Button Box
1 month	\$606	\$577	\$330	\$221
3 months	\$546	\$516	\$276	\$168
6 months	\$464	\$442	\$221	\$117
9 months	\$442	\$421	\$170	\$86
12 months	\$411	\$390	\$119	\$55

*Note: Prime Position ads are embedded in the eNNOUNCER header and are first come, first served. Please ask for availability.

Additional Rates Information

Position Rates

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

	Cover 2	Cover 3	Cover 4	Page 1
<i>The Physics Teacher</i>				
Black and White	\$1360	\$1305	\$1413	\$1252
Four-Color	\$1888	\$1838	\$1946	\$1784
<i>American Journal of Physics</i>				
Black and White	\$1347	N/A	N/A	\$1240

Editorial Services

Limited editorial services are available for text-based display ads through AAPT. No layout services will be provided (i.e. proofreading, minor text edits). A price will be quoted, and the base fee is \$250.

Commission

Authorized and independent agencies receive 15% commission. Discount not applicable to in-house agencies. Gross prices are listed in the rate table above. The agency discount does not apply to classified advertising.

Processing Fee

There will be a 10% processing fee for non-digital ad copy or for any digital copy that does not adhere to our digital specifications and requires modification.

Classified Ads

The Physics Teacher

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.

For online advertisements, we accept JPG, GIF, animated GIF and Flash formatted ads (must be accompanied by a GIF for those without the plug-in). A click-through URL must be supplied. For TOC Alerts it is recommended that all banner ads also come with a 70-word text ad for our non-html subscribers. Flash files are not accepted for TOC Alerts.

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) 576-2461.

Acceptable material: InDesign CS4 files, high-resolution PDF files, TIFF or JPEG files 600 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 mmormile@aip.org. Ads may be submitted on CD and mailed to AIP Advertising Department, 2 Huntington Quadrangle, Melville, NY 11747.

	<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 first of the month, two months prior to the issue month. 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: _____

JPG GIF Ad URL: _____

Issue(s)	Ad sizes					
	Banner 468x60	Skyscraper 120x600	Vertical Spotlight 120x240	Button Box 125x125	TOC Alert 728x90	Direct Link
January						
February						
March						
April						
May						
September						
October						
November						
December						

TOC Alert Banner ads are included in email alerts for both publications except for June, July and August for *The Physics Teacher*. 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 Advertising Department at the address below. Emails can be sent to Mary Ellen Mormile at mmormile@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: _____

Issue(s)	Ad sizes						Issue(s)	Ad sizes					
	Banner 468x60	Skyscraper 120x600	Vertical Spotlight 120x240	Button Box 125x125	TOC Alert 728x90	Direct Link		Banner 468x60	Skyscraper 120x600	Vertical Spotlight 120x240	Button Box 125x125	TOC Alert 728x90	Direct Link
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 Advertising Department at the address below. Emails can be sent to Mary Ellen Mormile at mmormile@aip.org.



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: _____

Issue(s)	Ad sizes				Issue(s)	Ad sizes			
	Prime Position 120x240	Skyscraper 120x600	Vertical Spotlight 120x240	Button Box 125x125		Prime Position 120x240	Skyscraper 120x600	Vertical Spotlight 120x240	Button Box 125x125
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 buy 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 Mary Ellen Mormile at mmormile@aip.org.



2012
advertising

Media Kit

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: _____

Issue(s)	Ad sizes							Color		Specific 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 Advertising Department at the address below. Emails can be sent to Mary Ellen Mormile at mmormile@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: _____

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 Advertising Department at the address below. Emails can be sent to Mary Ellen Mormile at mmormile@aip.org.

