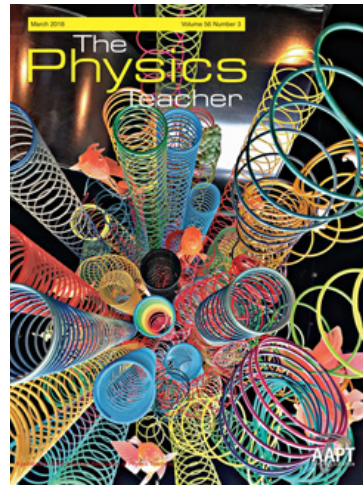
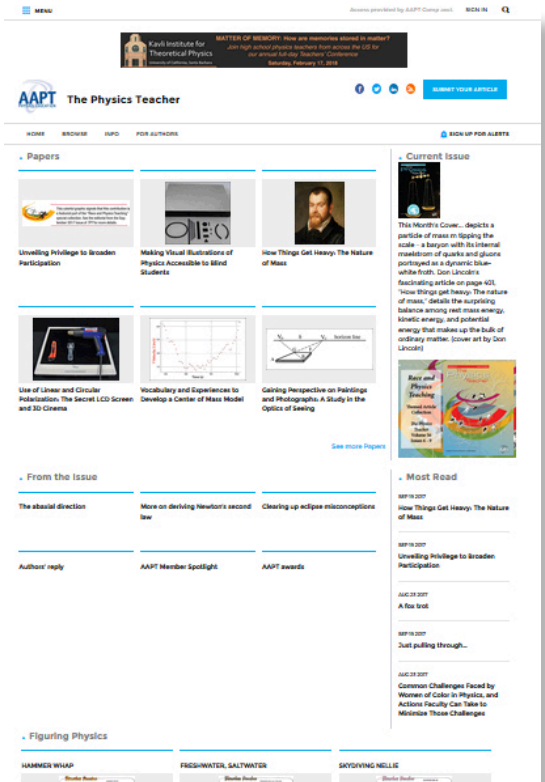


strengthening physics education, supporting physics educators



The Physics Teacher

Published monthly for teachers of introductory physics courses.



AAPT News

2016 AAPT Summer Meeting, Sacramento

Registration
Registration is now open for the 2016 summer meeting. Register before May 17 to receive the early bird discounted rates. [Click here for more information.](#)

Agenda
The summer meeting agenda preview is now available online. [Click here to view agenda.](#)

High School Teachers Day
A special day has been prepared on Monday July 18 for high school physics teachers that have never attended a national AAPT Meeting. Qualified teachers will receive a discounted registration fee of \$85. [Please click here for more information.](#)

Award Winners
Paul W. Zitzewitz Award for Excellence in K-12 Physics Teaching - Tom Erikson
David Halliday and Robert Resnick Award for Excellence in Undergraduate Physics Teaching - Andrew Gavrin
Robert A. Millikan Medal - Stephen M. Pompea
Kloster Memorial Award - Margaret Wertheim

Homer L. Dodge Citation for Distinguished Service Award
AAPT has announced that the Summer 2016 recipients of the Homer L. Dodge Citation for Distinguished Service to AAPT will be awarded to Stephen Kamin, Kevin Lee, Dan MacIsaac, Mei Seiwald, Kathleen Patterson

Plenary Speakers
Neil Gershenfeld, Director of MIT's Center for Bits and Atoms
David Raitz, Executive Director, LIGO Laboratory

AAPT members: There's still time to recognize the excellence of your students!

Don't forget, as an AAPT member, you are eligible to participate in one of our most popular awards program.

College and university department chairs, who are current AAPT members can nominate two teaching assistants, and one learning assistant for recognition as an Outstanding Teaching/Learning Assistant. AAPT will list your winners on our web page, and award a complimentary one year membership in the Association. Chairs can download and print attractive certificates for presentation, as well as letters of recognition, and sample press releases.

Any high school teacher, whose membership is up-to-date, can nominate up to three students, for the Outstanding Physics Student Award. In the past, we will recognize your students on the web, and also provide certificates to download and print.

This popular member benefit not only confers prestige on your students, but also acknowledges your contributions to excellence in the physics classroom.

The deadline for all awards is June 30th! Visit the awards page at [AAPT.org](#) to submit your nominees.

AAPT Privacy Statement

AAPT has added an updated privacy statement to its website. A link to the document can be found at the bottom of each page next to the copyright link and under the About tab in the navigation bar at the top of each page.

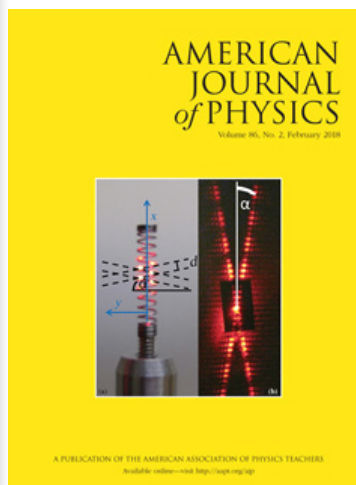
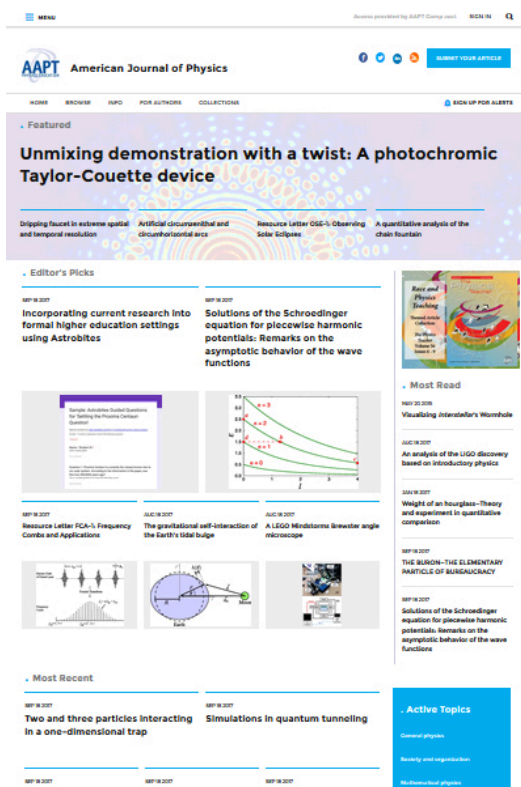
Child Care Grants

AAPT has small grants up to \$400 available for AAPT national meeting attendees who are bringing children to a national meeting or who incur extra expenses in leaving their children at home (i.e., extra daycare or babysitting services) in order to attend a national meeting. Applications must be received by June 9, 2016 to be considered by the Child Care Grant Selection Committee for a grant associated with the 2016 Summer Meeting. [Click here for more information.](#)

AAPT Member Spotlight

Joe Kozminski
Lewis University, Romeoville, IL

eNNOUNCER
Web-based newsletter
published monthly for
AAPT members.

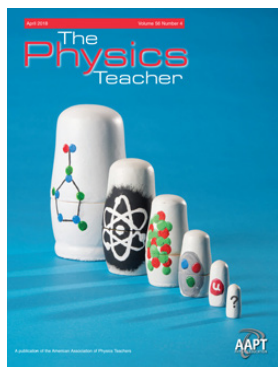


American Journal of Physics
Geared towards teachers of advanced-level physics courses, published monthly.

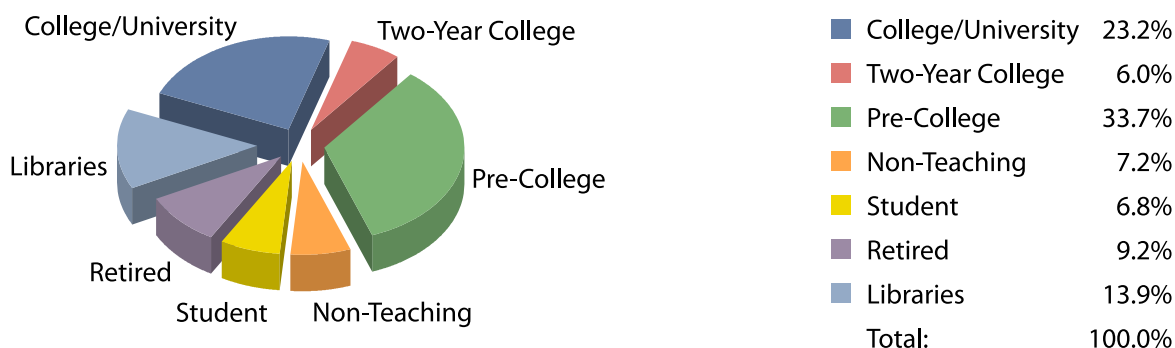
The Physics Teacher

Total Circulation: 37,204

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.



2019 Advertising Rates

Black and White

| Frequency | Full | 2/3 | 1/2 | 1/3 | 1/4 | 1/6 |
|-----------|--------|--------|-------|-------|-------|-------|
| 1–5x | \$1239 | \$1060 | \$783 | \$552 | \$437 | \$267 |
| 6–11x | \$1125 | \$949 | \$699 | \$481 | \$368 | \$254 |
| 12–17x | \$1088 | \$890 | \$667 | \$459 | \$330 | \$240 |
| 18–24x | \$1019 | \$828 | \$623 | \$428 | \$306 | \$220 |
| 25x+ | \$982 | \$767 | \$600 | \$407 | \$275 | \$207 |

Four-Color

| Frequency | Full | 2/3 | 1/2 | 1/3 | 1/4 | 1/6 |
|-----------|--------|--------|--------|-------|-------|-------|
| 1–5x | \$1859 | \$1461 | \$1103 | \$743 | \$591 | \$377 |
| 6–11x | \$1728 | \$1351 | \$1018 | \$683 | \$506 | \$357 |
| 12–17x | \$1687 | \$1294 | \$989 | \$660 | \$484 | \$342 |
| 18–24x | \$1634 | \$1258 | \$942 | \$629 | \$464 | \$323 |
| 25x+ | \$1597 | \$1173 | \$805 | \$606 | \$428 | \$312 |

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 8.**

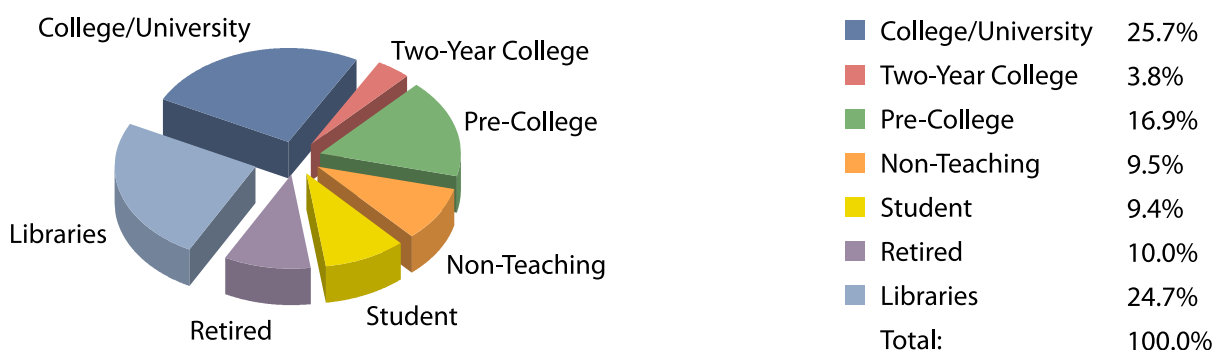
American Journal of Physics

Total Circulation: 28,190

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 subscribers are libraries, where many more readers have access to the *American Journal of Physics*.



2019 Advertising Rates

Black and White

| Frequency | Full | 1/2 | 1/4 |
|-----------|--------|-------|-------|
| 1–5x | \$1200 | \$768 | \$417 |
| 6–11x | \$1083 | \$685 | \$354 |
| 12–17x | \$1033 | \$653 | \$317 |
| 18–24x | \$982 | \$611 | \$295 |
| 25x+ | \$828 | \$588 | \$266 |

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 8.

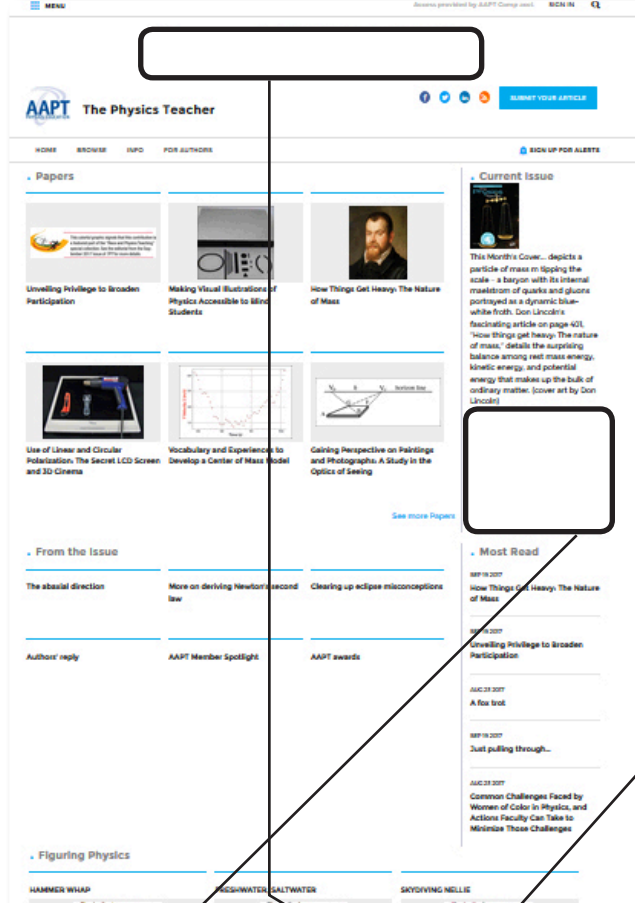
American Journal of Physics and The Physics Teacher Online

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.

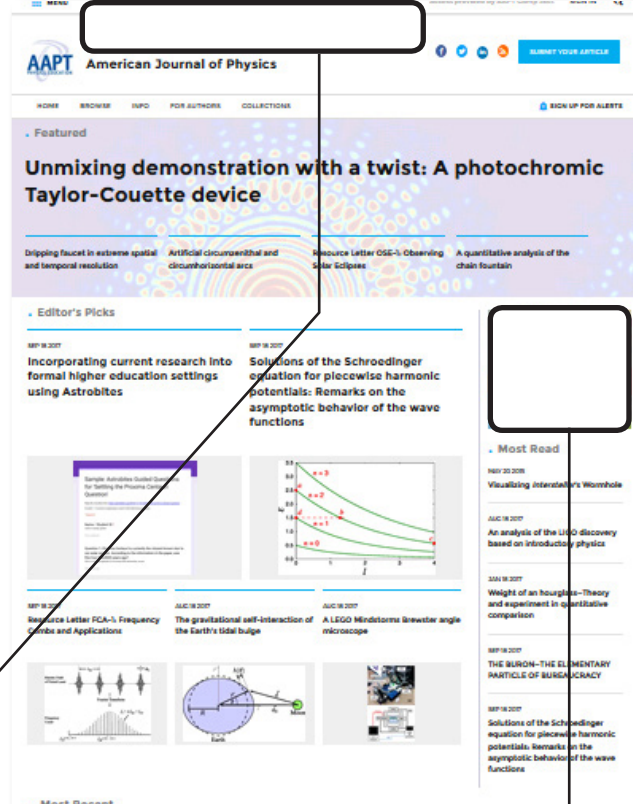
TPT Online averages 57,700 monthly pageviews.



Right Hand Side Boombox
300 x 250 pixels

Leaderboard
728 x 90 pixels
maximum size <=40kb

AJP Online averages 101,400 monthly pageviews.

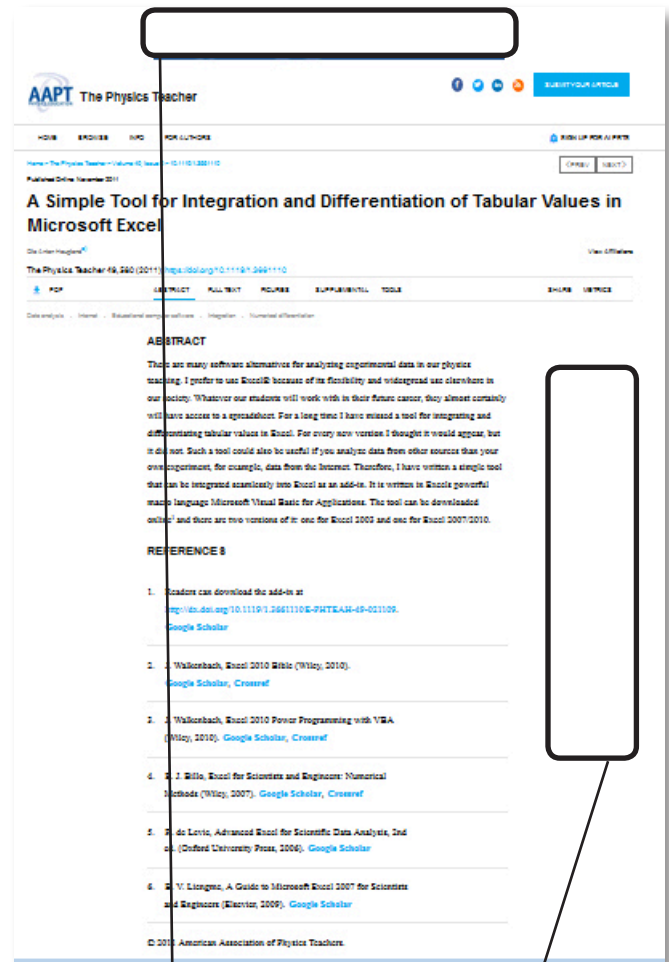
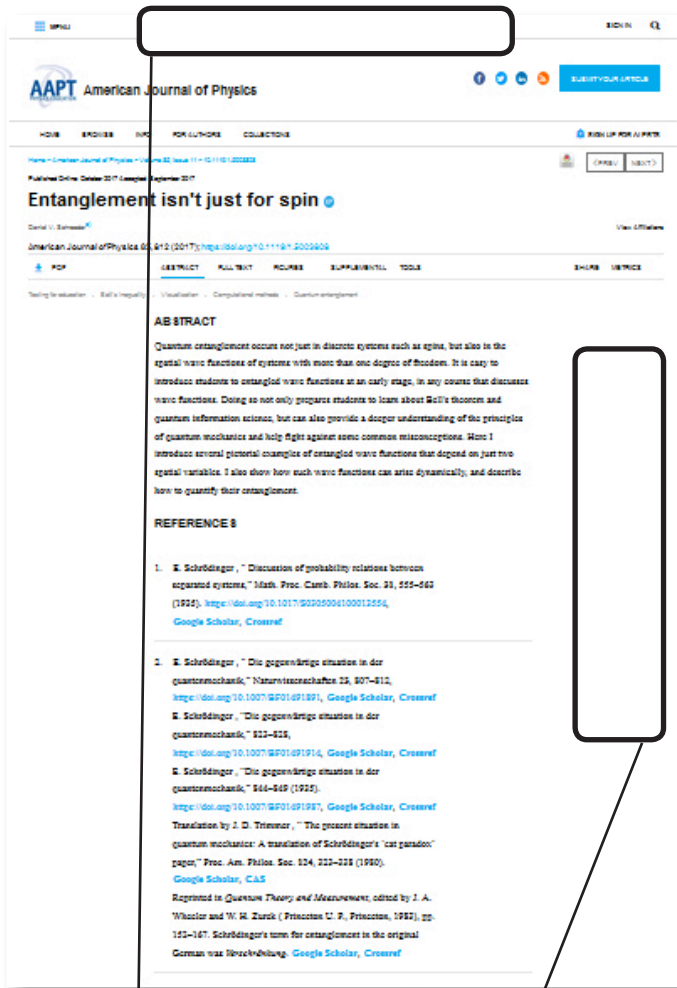


Right Hand Side Boombox
300 x 250 pixels

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

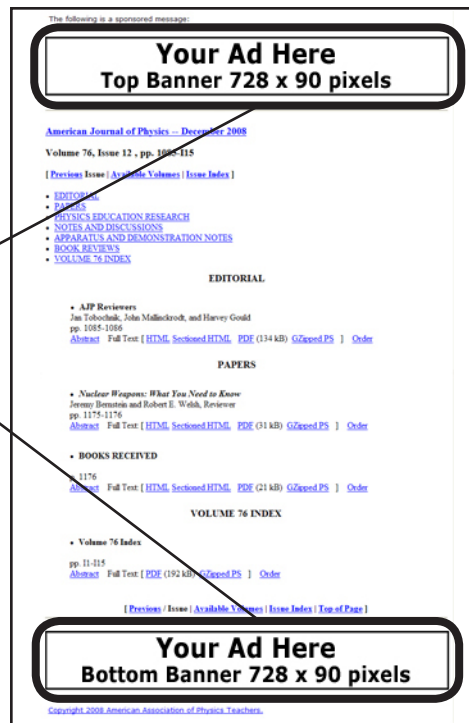
Skyscraper
120 x 600 pixels
maximum size <=40kb

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.

Online Advertising Rates

The Physics Teacher

| Frequency | Banner | Right Side Boombox | Skyscraper |
|-----------|--------|--------------------|------------|
| 1 month | \$716 | \$263 | \$682 |
| 3 months | \$645 | \$199 | \$615 |
| 6 months | \$545 | \$140 | \$523 |
| 9 months | \$523 | \$103 | \$497 |
| 12 months | \$480 | \$93 | \$476 |

American Journal of Physics

| Frequency | Banner | Right Side Boombox | Skyscraper |
|-----------|--------|--------------------|------------|
| 1 month | \$906 | \$319 | \$863 |
| 3 months | \$699 | \$282 | \$761 |
| 6 months | \$600 | \$244 | \$670 |
| 9 months | \$493 | \$206 | \$449 |
| 12 months | \$389 | \$166 | \$364 |

TOC Alerts

| Frequency | Top Banner | Bottom Banner | |
|-----------|------------|---------------|--|
| per month | \$520 | \$275 | Includes email alerts for both publications. |

eNNOUNCER web-based newsletter

The eNNOUNCER is distributed via email, monthly to more than 7,500 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, and 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 apt.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

Web-based Newsletter Advertising Rates

eNNOUNCER (6,500 monthly subscribers - 98% deliverability)

| Frequency | Prime Position* | Skyscraper | Vertical Spotlight | Button Box |
|-----------|-----------------|------------|--------------------|------------|
| 1 month | \$682 | \$638 | \$372 | \$251 |
| 3 months | \$614 | \$580 | \$311 | \$189 |
| 6 months | \$523 | \$498 | \$250 | \$133 |
| 9 months | \$498 | \$485 | \$191 | \$98 |
| 12 months | \$484 | \$439 | \$134 | \$63 |

*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.

The image shows a sample of an article cover page from the American Journal of Physics. At the top, it features the AAPT logo and the journal title. The main title is 'Resource Letter QCD-1: Quantum chromodynamics' by Andreas S. Kronfeld and Chris Quigg. Below the title, there is citation information and a list of related articles. At the bottom, there is an advertisement box with the text: 'Cover Page Position', '1640 x 440 pixels', and 'maximum size <=200kb'.

Journal Article Download Cover Page Advertising Rates

Purchase for a week or for the month—there's a solution for any budget!

\$775 per week

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

Additional Rates Information

Special 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 | \$1560 | \$1496 | \$1621 | \$1436 |
| Four-Color | \$2163 | \$2107 | \$2233 | \$2049 |
| <i>American Journal of Physics</i> | | | | |
| Black and White | \$1545 | N/A | N/A | \$1421 |

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 516.576.2430.

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: _____

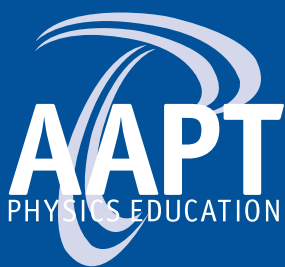
Sustaining Members check here.

| 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.



2019
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 www.scitation.org/advertising

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.



2019
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 www.scitation.org/advertising

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.



2019
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

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 | | | | |

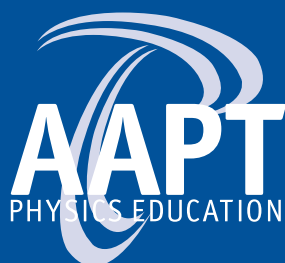
| Issue(s) | Ad Size(s) | | | |
|-----------|--------------------------|-------------------------|----------------------|-----------------------|
| | Leader-board 728 x 90 | Skyscraper 120 x 600 | Boombox 300 x 250 | TOC Alert 728 x 90 |
| July | | | | |
| August | | | | |
| September | | | | |
| October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

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.



2019
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 www.scitation.org/advertising

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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