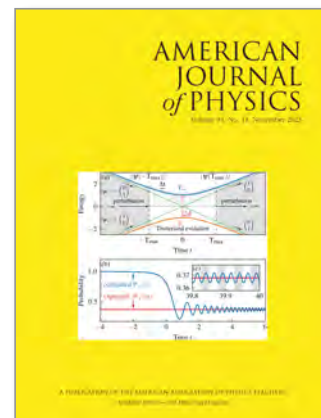




American Journal of Physics

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



32,500

unique users per month



76,600

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
\$1,085	\$815	\$705	\$595	\$465

Rectangle: 300 x 250 pixels

1 Month	3 Months	6 Months	9 Months	12 Months
\$1,030	\$775	\$670	\$565	\$445



Email Alert Advertising

Table of Content Alerts

Reach 2,100+ scientists and researchers who have opted to receive newly published journal issues

Rate

Released Monthly

1 Month	3 Months	6 Months	12 Months
\$685	\$630	\$520	\$400

Specifications

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



Journal Article Downloads

Advertising slot available weekly.

Rate

\$835 per week

Specifications

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

Ad File Submission

Send files via email to aipadtraffic@wiley.com. 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

Account Manager
Phone: 516-760-1904
dbott@wiley.com

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.

2025 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 3,750 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.

2025 Rates

Frequency	Prime Position	Skyscraper	Vertical Spot	Button Box
1 Month	\$715	\$765	\$445	\$300
3 Months	\$735	\$695	\$375	\$225
6 Months	\$625	\$595	\$300	\$160
9 Months	\$595	\$580	\$230	\$120
12 Months	\$580	\$525	\$160	\$80

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.