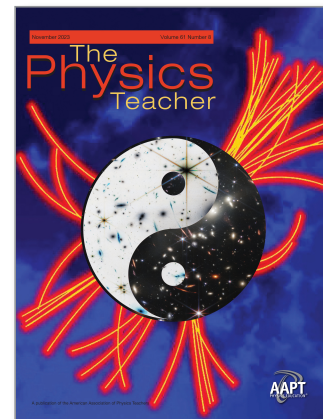




The Physics Teacher

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



16,300

unique users per month



40,600

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
\$855	\$770	\$650	\$625	\$575

Rectangle: 300 pixels x 250 pixels

1 Month	3 Months	6 Months	9 Months	12 Months
\$815	\$735	\$620	\$595	\$545

Ad File Submission

Send files via email to aipadtraffic@wiley.com. 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 1,600+ 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
\$340	\$315	\$245	\$165

Specifications

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

Contact

Debbie Bott

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

advertising.aip.org

Advertising Options



Journal Article Downloads

Advertising slot available weekly.

Rate
\$815 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.

2025 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 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	\$815	\$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.

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

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