

Print Advertising

Publication Trim Size: 8" wide x 10-1/2" high (203 mm x 267 mm)

Ad Size	Width	Depth
Spread	15-1/4" 387 mm	9-3/4" 248 mm
Spread with bleed <i>Bleed must extend at least 3/16" (4.8 mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3 mm) from the gutter and 5/16" (8 mm) from three outer edges.</i>	16-3/8" 416 mm	10-7/8" 276 mm
Full page with bleed <i>Bleed must extend at least 3/16" (4.8 mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3 mm) from the gutter and 5/16" (8 mm) from three outer edges.</i>	8-3/8" 213 mm	10-7/8" 276 mm
Junior page	4-9/16" 116 mm	7-1/4" 184 mm
1/2 page—horizontal	6-7/8" 175 mm	4-3/4" 121 mm
1/3 page—square	4-9/16" 116 mm	4-3/4" 121 mm
1/3 page—vertical	2-3/16" 56 mm	9-3/4" 248 mm
1/4 page	3-1/4" 83 mm	4-3/4" 121 mm
1/6 page	2-3/16" 56 mm	4-3/4" 121 mm
1/8 page	6-5/6" 174 mm	1-1/6" 30 mm
1/8 page with bleed	8-3/8" 213 mm	1-5/8" 41 mm

Guidelines

Acceptable file formats

- PDF files that have been flattened (no transparencies) with all fonts embedded
- EPS files
- TIFF files

Physics Today prefers to receive PDF files electronically.

Requirements

All digital art must be in finished, press-ready form, properly sized, cropped, and tooled. Advertisers are wholly responsible for the quality of their material, including color and halftone accuracy.

- Images must be CMYK, grayscale, or black and white. RGB images are not acceptable.
- Resolution must be at least 300 dpi at size, 1200 dpi for type, and 1200 dpi for line art.
- Pantone (spot) colors must be converted to CMYK if the ad is to run as 2- or 4-color.
- All fonts must be embedded.
- Transparency is not supported.

Ads that are improperly sized will be reduced, enlarged, or "floated" to achieve the best fit possible.

Reformatting

Files that do not follow the above specs will be sent back to the advertiser for correction. If the advertiser cannot make the correction, *Physics Today* will convert RGB files to CMYK and flatten files with transparencies at the advertiser's expense. *Physics Today* will not be responsible for color accuracy or flattening artifacts.

Sending Art

Email: adfiles@aip.org (for files up to 10 MB). Indicate Company Name, Run Date/Issue and Ad Size in subject line of email.

Need design help?

We have in-house creative services available. Ask your sales consultant for more information or contact cunger@aip.org.

Using a QR code?

For the best printed results QR codes should be one color, preferably black (k).

Production questions?

Email adfiles@aip.org

Digital Advertising

Website Brandblock Ads

Banner 970 x 90 pixels

Boombbox
300 x 250
pixels

- Send files less than 200KB and no longer than 15 seconds for animations
- Video only accepted for 300 x 250 pixel ad size—no more than 24fps.
- All files should be sent as GIF, PNG, or JPG and include a click-to URL
- **Sending art:** Send all art with click-to-URL to adfiles@aip.org at least *two weeks prior* to your ad run. Indicate Company Name, Run Date and BrandBlocks in your email subject.

Article Cover Page Ads

Article Cover page
1600 x 440 pixels

- All files should be sent as GIF or JPG (less than 200KB) and include a click-to URL
- **Sending Art:** Send all art with click-to-URL to adfiles@aip.org at least *two weeks prior* to your ad run. Indicate Company Name, Run Date and Article Cover Ads in your email subject.

Facebook Sponsored Ads



Visit the [Facebook Sponsored Ad Materials Submission form](#) online to send in all necessary assets and choose targets.

Due: Two weeks prior to desired ad run

Webinars



Visit the [Webinar Materials Submission form](#) online to send in all necessary assets.

Due: 6-8 weeks prior to webcast date

Whitepapers



Visit the [Whitepaper Materials Submission form](#) online to send in all necessary assets.

Due: 2 weeks prior to desired campaign start date

E-newsletter Ads

CHOOSE ONE OF THE TWO BELOW AD FORMATS

Option 1: Design-Free/Native Ad Format

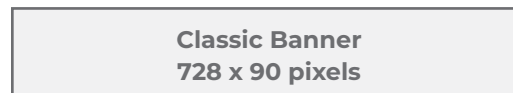


Titles: maximum of 60 characters

Copy: maximum of 350 characters

Image: 220 x 220 pixels GIF, PNG, or JPG accepted (preferably add a border to images with a white background)

Option 2: Classic Banner/Leaderboard Ad Format



Classic banner: 728 x 90 pixel banner + URL—GIF, PNG, or JPG accepted, with file size less than 40KB

Sending Art: Send all art with click-to-URL to adfiles@aip.org at least *two weeks prior* to your ad run. Indicate Company Name, Run Date and Name of Enewlster in your email subject.

*** Flash ads are no longer accepted, because many email clients and web browsers no longer support them. GIF animations are accepted, but may not display properly on all clients and browsers.**