

Dominate the Competition with physicstoday.org Ads

Physics Today's web ads offer you exclusive exposure above the fold

Options	Duration	Impact	Rate/wk	Avg. CTR
Trending News BrandBlock — Appears on the pages updated daily with online only content: Research & Technology, Politics & Policy, Commentary & Reviews, People & History, Careers & Education	1 week	31,000 average impressions/wk	\$927	0.36%
Homepage BrandBlock — Appears on the <i>Physics Today</i> website homepage HURRY-SOLD OUT LAST YEAR!	1 week	13,000 average impressions/wk	\$741	2.48%
Magazine BrandBlock — Appears on all pages with content from the print magazine—including the archives	1 week	93,000 average impressions/wk	\$1442	0.21%

96% of visitors say physicstoday.org is better than other science websites

95% of visitors say physicstoday.org is useful to them in their work

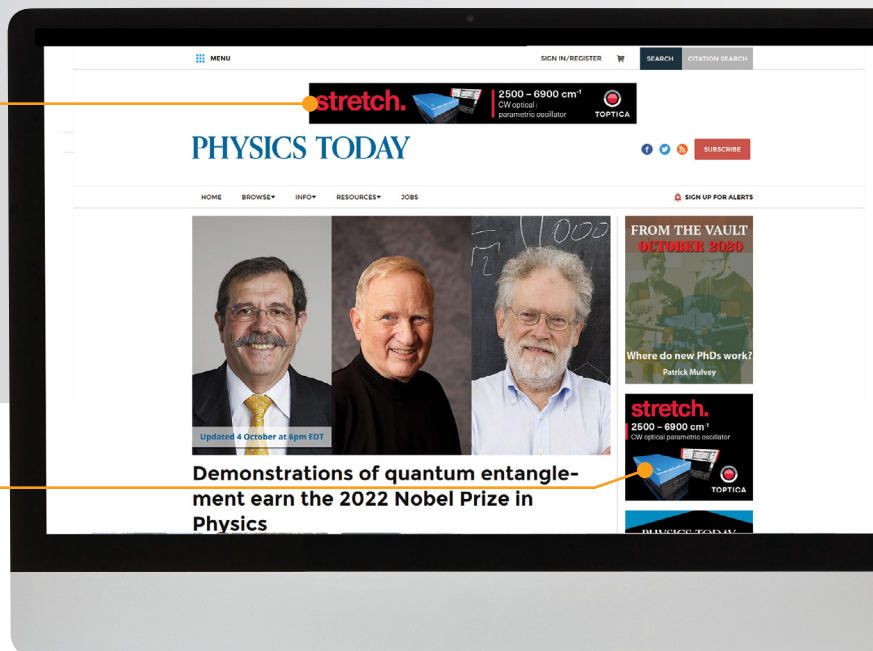
76% of visitors say the information found on physicstoday.org is not easily found elsewhere

200,000
unique visitors/month

508,000
pageviews/month

TWO ADS = ONE BRANDBLOCK

Specifications: 970 x 90p banner and 300 x 250p boombox sent as GIF, PNG or JPG with click-through URL sent to adfiles@aip.org with run date indicated



SOURCE: Physics Today Audience Study, Signet Research Inc, May 2022, BPA Brand Report June 2022, Google Analytics Jan-Aug 2022