

WILEY-VCH



2024 Media Guide

Angewandte Chemie

Compelling solutions through strategic partnerships

www.angewandte.org



Angewandte Chemie

Description

Angewandte Chemie, with its excellent Impact Factor of 16.6 (2022), has strengthened its leading position among the general chemistry journals. It appears weekly in a highly optimized, reader-friendly format; new articles appear online almost every day. It is one of the premier chemistry journals in the world, with an Impact Factor higher than those of comparable journals. Moreover, it is the only journal in the field delivering a stimulating mixture of Review Articles, Highlights, Research Articles, Communications, Viewpoint Articles, and Scientific Perspectives. The Reviews and Minireviews summarize important recent research across all branches of chemistry, point to unresolved problems, and discuss possible developments. The Highlights provide concise evaluations of current trends in chemical research. The Communications and Research Articles are critically selected and report on the latest research results, making the journal indispensable to the chemist who wants to stay well informed.



Angewandte Chemie is a journal of the Gesellschaft Deutscher Chemiker (GDCh), the largest chemistry-related scientific society in continental Europe.

More details about the Scientific Advisory Committee and the International Advisory Board are available here:

https://onlinelibrary.wiley.com/page/journal/15213757/homepage/2001_edbd.html

Overview

Publication Frequency
52 x per year/edition

Volume
136. German Edition
63. International Edition

Commercial Manager Sciences
Vanessa Winde

Account Manager
Stefan Schwartze
Hagen Reichhoff

Subscription Rate (print and online)
€ 13,691

ISSN
0044-8249
German Edition print
1521-3757
German Edition online
1433-7851
International Edition print
1521-3773
International Edition online

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Dates & Contents

Issues	1	2	3	4	5	6
Publishing date	02 January 2024	08 January 2024	15 January 2024	22 January 2024	26 January 2024	05 February 2024
Advertising deadline	07 December 2023	15 December 2023	22 December 2023	03 January 2024	09 January 2024	15 January 2024
Trade Shows/ Conferences						
Topics	Biotechnology	Crystal Engineering	Coordination Chemistry	Organocatalysis	Drug Delivery	Peptides
Issues	7	8	9	10	11	12
Publishing date	12 February 2024	19 February 2024	26 February 2024	04 March 2024	11 March 2024	18 March 2024
Advertising deadline	24 January 2024	31 January 2024	07 February 2024	12 February 2024	21 February 2024	28 February 2024
Trade Shows/ Conferences				Chemie- dozententagung Dresden (Germany) March 11-13	ACS Spring Meeting New Orleans (USA) March 17-21	
Topics	Solid-State Chemistry	Organometallic Chemistry	Mass Spectrometry	Electrochemistry	Medicinal Chemistry	Carbohydrates
Issues	13	14	15	16	17	18
Publishing date	25 March 2024	02 April 2024	08 April 2024	15 April 2024	22 April 2024	25 April 2024
Advertising deadline	01 March 2024	07 March 2024	14 March 2024	20 March 2024	26 March 2024	02 April 2024
Trade Shows/ Conferences	Bunsentagung Aachen (Germany) March 25-27				Bürgenstock Bürgenstock (Switzerland) April 28 - May 2	
Topics	Analytical Chemistry	Surface Chemistry	Industrial Chemistry	Natural Products	Aromaticity	Scanning Microscopy
Issues	19	20	21	22	23	24
Publishing date	06 May 2024	13 May 2024	21 May 2024	27 May 2024	03 June 2024	10 June 2024
Advertising deadline	09 April 2024	19 April 2024	25 April 2024	01 May 2024	06 May 2024	15 May 2024
Trade Shows/ Conferences						
Topics	Material Sciences	NMR Spectrometry	Organic Synthesis	Women in Chemistry	Nanotechnology	Heterogeneous Catalysis
Issues	25	26	27	28	29	30
Publishing date	17 June 2024	24 June 2024	01 July 2024	08 July 2024	15 July 2024	22 July 2024
Advertising deadline	23 May 2024	31 May 2024	07 June 2024	14 June 2024	21 June 2024	28 June 2024
Trade Shows/ Conferences						
Topics	Inorganic Chemistry	Polymer Chemistry	Green Chemistry	Spectroscopy	Asymmetric Catalysis	Organic Chemistry

Dates & Contents

Issues	31	32	33	34	35	36
Publishing date	29 July 2024	05 August 2024	12 August 2024	19 August 2024	26 August 2024	02 September 2024
Advertising deadline	05 July 2024	12 July 2024	19 July 2024	26 July 2024	02 August 2024	09 August 2024

Trade Shows/ Conferences	ACS Fall Meeting Denver (USA) August 18–22					
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Topics	Nanostructures	Photochemistry	Heterocycles	Biochemistry	Pharmaceutical Chemistry	Industrial Chemistry
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Issues	37	38	39	40	41	42
Publishing date	09 September 2024	16 September 2024	23 September 2024	01 October 2024	07 October 2024	14 October 2024
Advertising deadline	16 August 2024	23 August 2024	30 August 2024	09 September 2024	13 September 2024	19 September 2024

Trade Shows/ Conferences						
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Topics	Homogenous Catalysis	Coordination Chemistry	Chemical Biology	Catalytic Oxidation	Main-Group Chemistry	Imaging
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Issues	43	44	45	46	47	48
Publishing date	21 October 2024	28 October 2024	04 November 2024	11 November 2024	18 November 2024	25 November 2024
Advertising deadline	26 September 2024	04 October 2024	10 October 2024	17 October 2024	24 October 2024	31 October 2024

Trade Shows/ Conferences						
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Topics	Polymer Chemistry	Sustainable Chemistry	Surface Chemistry	Green Chemistry	Theoretical Chemistry	Chirality
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Issues	49	50	51	52
Publishing date	02 December 2024	09 December 2024	16 December 2024	23 December 2024
Advertising deadline	08 November 2024	15 November 2024	22 November 2024	29 November 2024

Trade Shows/ Conferences				
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Topics	Fluorescence Spectroscopy	Therapeutics	Bioorganic Chemistry	Supramolecular Chemistry
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Prices & Formats

Advertisements	width / height (mm)	Price € 4c
1/1 Page	180 x 260	5,785
Juniorpage	135 x 175	4,470
1/2 Page portrait	90 x 260	4,010
1/2 Page landscape	180 x 128	4,010
1/3 Page portrait	59 x 260	2,315
1/3 Page landscape	180 x 84	2,315
1/4 Page classic	90 x 128	2,005
1/4 Page landscape	180 x 63	2,005
1/6 Page landscape	180 x 42	1,680
1/8 Page portrait	90 x 63	1,495
1/8 Page landscape	180 x 30	1,495

Rates for Classified Advertisements	Price € (b/w)
mm-rate per column (2 columns 90 mm width)	
Companies	10.00
Universities	8.70

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 280	3,855
4-page A4	420 x 280	5,815

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts	weight	Price €
	up to 25 g	295

+ postage

Discounts

for several ads within 12 months (year of insertion)

3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %
12 Advertisements	20 %

Package discount upon request

All prices apply for 4 insertions and in 4 consecutive issues in **Angewandte Chemie German and International Edition**. Single rates upon request.

In addition, you will receive **50,000 Ad Impressions for a period of 4 weeks on Angewandte Chemie Wiley Online Library**

Terms of Payment:
Payment within 30 days without deduction.

VAT-Id.No.: DE136766623
Tax No.: 47020/29082

Bank details:
J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2023 and supersedes all previous price lists.

Technical Details

Trim Size

280 mm (H) x 210 mm (W)

Type area

260 mm (H) x 180 mm (W)

Number of columns: 4, column width 45 mm

Print and binding methods

Sheet offset, adhesive binding
Print profile: ISO Coated_v2 (eci)

Colours

Euro scale

Transmission by e-mail:

mradtke@wiley.com

Data format

We accept the following data formats:
PDF, EPS, TIFF, JPG.

Use of "open files"

If you send us programme-specific data formats, e.g. InDesign, QuarkXpress, CorelDraw, we cannot guarantee that the layout will not change upon printing (text, separations, line weight etc.).

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats (colour/greyscale), we require a resolution of at least 250 dpi. Bitmap files (line) should have a resolution of at least 1200 dpi.

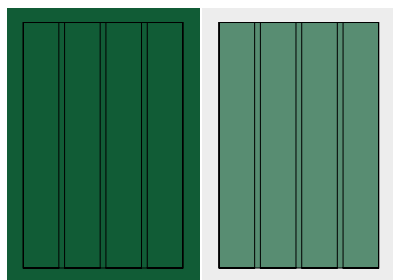
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

Transmission options

by e-mail to vch-adsales@wiley.com

WILEY-VCH GmbH
Ad Sales Department
Angewandte Chemie
Boschstrasse 12
69469 Weinheim, Germany
Tel.: +49 (0) 6201 606-557
Fax: +49 (0) 6201 606-550

Formats

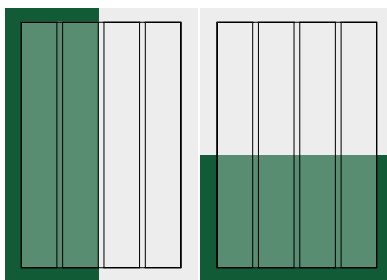


1/1 Page
Type Area/Bleed Size

Type Area:
180 x 260 mm

Bleed Size:
210 x 280 mm
+ 3 mm Overlap on all sides

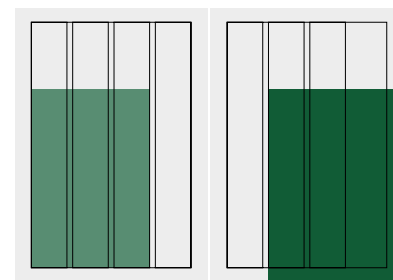
Final Size:
216 x 286 mm



1/2 Page
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 180 x 128 mm

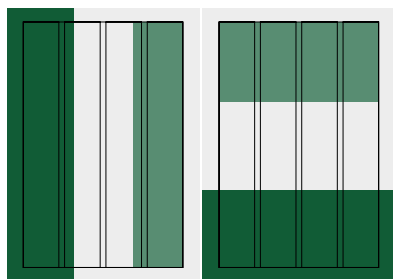
Bleed Size:
portrait: 110 x 280 mm
landscape: 210 x 158 mm



Juniorpage

Type Area:
135 x 175 mm

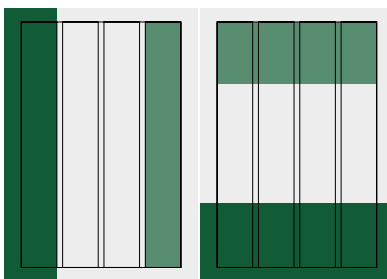
Bleed Size:
155 x 195 mm



1/3 Page
Type Area/Bleed Size

Type Area:
portrait: 59 x 260 mm
landscape: 180 x 84 mm

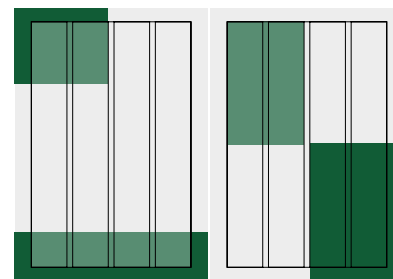
Bleed Size:
portrait: 79 x 280 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

Type Area:
portrait: 90 x 128 mm
landscape: 180 x 63 mm

Bleed Size:
portrait: 110 x 158 mm
landscape: 210 x 83 mm



1/6 | 1/8
Page Type Area/Bleed Size

Type Area:
landscape: 180 x 42 mm
Bleed Size:
classic: 210 x 62 mm

Type Area:
classic: 90 x 63 mm
landscape: 180 x 30 mm
Bleed Size:
classic: 110 x 83 mm
landscape: 210 x 50 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

Digital Advertising

Angewandte Chemie on Wiley Online Library

Angewandte Chemie is one of the premier chemistry journal in the world (Impact Factor 2022: 16.6) and thus holds a leading position in electronic usage. It is published weekly in two editions with identical scientific content, one for the German-speaking and one for the international market. All articles are published online first, which means new articles practically appear each day. The most important and innovative research from all areas of chemistry is presented in a unique combination of review articles, highlights, research articles and short communications. **Angewandte Chemie** is indispensable reading for all chemists working in research and development, both in industry and in academia. All classic segments of chemistry (analytical, inorganic, organic and physical chemistry) are presented. Interdisciplinary research areas such as bio- and nanotechnology including micro-fluidics, catalysis and energy research, macro- and supramolecular chemistry, industrial and sustainable („green“) chemistry, materials sciences, bio- and chemo-informatics are covered, too.

E-mail service

Angewandte Chemie provides its readers with an exclusive preview on forthcoming journal contents through the Content Alerting Service (eTOC alert). This covers the complete table of contents which is automatically e-mailed as soon as a new online issue is published. Furthermore all subscribers receive information on new articles through the EarlyViews (articles that just have been published online and yet to be allocated to a specific issue).

Total number of Content Alert subscribers (eTOC alerts) 16,000 (July 2023)

Advertising

Place your advertising message within the renowned environment of **Angewandte Chemie**. Additional options such as geo-targeting or frequency capping allow you to reach your audience with minor circulation waste.

Average number of Ad Impressions available per month: 4.6 million

The screenshot displays the Wiley Online Library interface for the journal Angewandte Chemie. At the top, there is a search bar and a 'Leaderboard' section. Below this, the journal's logo and 'GDCh' branding are visible. The main content area is titled 'Titel-Beiträge' and features a large image of a globe with a chemical structure overlay. To the right of this image are several interactive icons: 'Submit a Manuscript', 'Browse Free sample issues', 'Get content alerts', 'Recommend to a librarian', and 'Subscribe to this journal'. Below the main article preview, there is a 'Neueste Meldung' (Latest News) section with a headline about the Arthur C. Cope Scholar Awards and a 'Rectangle' ad placeholder at the bottom right.

Cost and Technical Details

Leaderboard 728 x 90 pixel	Price in € CPM
Angewandte global	69
Angewandte incl. geo-targeting	79
Rectangle 300 x 250 pixel	
Angewandte global	69
Angewandte incl. geo-targeting	79
Angewandte Content Alert (Cost per 1,000 subscribers)	410

Possible file format: Flash, JPEG, GIF, Third Party Tags

Max. file size: 200 kb

Landing page: please specify the exact URL to which the banner ad should link.
Exception Flash banners: please provide an additional banner ad (GIF or JPG) since not all systems support Flash.

Exception Content Alert: only static banner ads, no animated GIF and no Flash.

Please provide the requested files by e-mail to your media account who will take care of all further steps.

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

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2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such ‘make-up’ bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;

- (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;

- (c) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;

- (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;

- (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;

- (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and

- (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.

17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.

18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“IAB Terms”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Terms will prevail, to the extent of the inconsistency.

REPRINT TERMS

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.

21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.

22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.

23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
- cancel any provision of credit to Customer;
 - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
 - cease publication of further Advertising or terminate an agreement for Advertising;
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