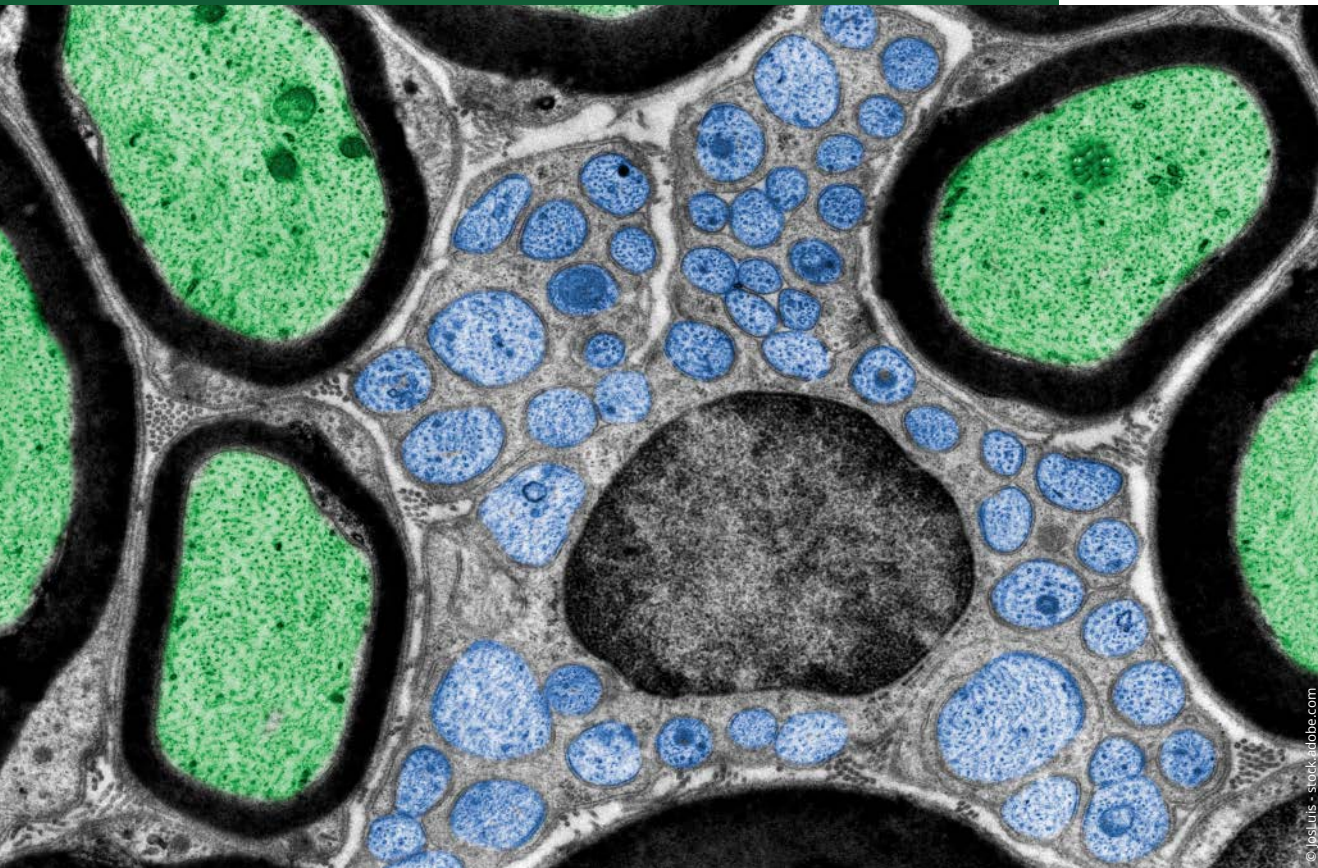


# WILEY



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## 2024 Media Guide

# Imaging & Microscopy

Compelling solutions through strategic partnerships

[analyticalscience.wiley.com](http://analyticalscience.wiley.com)



# Imaging & Microscopy

**Imaging & Microscopy (I&M)** magazine is the premier resource for the European microscopy community. As official partner of the European Microscopy Society you reach all members of all microscopy societies in Europe and additional microscopy specialists. Our well-organized brand has been providing readers with thought-provoking and relevant information on developments and trends in microscopy methods in the Life Sciences and Material Sciences for more than 25 years.

The magazine's high-scientific content is designed for microscopy users and developers providing practical information on new methods and applications in Light Microscopy, Electron Microscopy, Scanning Probe Microscopy, Image Processing and X-Ray Analysis. Our material covers also latest news, information from societies, announcements of meetings and conferences and the latest products for scientific research.

With the help of its editorial team and an updated Editorial Advisory Board, I&M is constantly striving to ensure its content is well-rounded and meets the needs of its professional readers.

I look forward to welcoming you to working with and for you  
Birgit Foltas, Editor-in-chief

**Imaging & Microscopy – the ideal partner to meet your marketing goals for 2024 and beyond.**

## Content

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## Overview

**Publication frequency**  
4 issues per year

**Volume**  
26<sup>th</sup> year 2024

**Circulation**  
18,000

**Publishing Director**  
Dr. Heiko Baumgartner

**Editor-in-chief**  
Dr. Birgit Foltas

**Commercial Manager Sciences**  
Vanessa Winde

**Sales, EMEA**  
Dr. Stefanie Krauth  
Hagen Reichhoff  
Stefan Schwartze

**Sales, America**  
John Day  
Jen Keats

**Subscription**  
€ 41.00 (+ VAT)

**Single copy rate**  
€ 15.90 (+ VAT)

**Subscription for students**  
€ 20.50 (+ VAT)

**ISSN**  
1439-4243

**Format of the magazine**  
DIN A4

# Dates & Contents

Issues	1 / March	2 / May	3 / August	4 / November
Publishing Date	03.08.2024	05.21.2024	08.07.2024	11.27.2024
Advertising Deadline	02.15.2024	04.30.2024	07.16.2024	11.05.2024
Editorial Deadline	01.15.2024	04.02.2024	06.18.2024	10.07.2024

Fairs and Exhibitions	Focus on Microscopy - FOM 2024 Genoa, Italy March 24-27, 2024	European Light Microscopy Initiative Meeting - ELMI Liverpool, UK June 04-07, 2024	European Microscopy Congress EMC2024 Copenhagen, Denmark August 25-30, 2024	SPIE Photonics West San Francisco, USA February 2025
	<b>Analytica</b> Munich, Germany April 09-12, 2024	<b>Microscopy &amp; Microanalysis - M&amp;M 2024</b> Cleveland, USA July 28-Aug 01, 2024	<b>Neuroscience</b> Chicago, USA Oct 05-07, 2024	

**Topics**

To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on:  
**Light Microscopy · Electron, Ion and X-Ray Microscopy · Scanning Probe Microscopy  
 Image Analysis/Processing · Compositional Analysis**

I&M Showcase	This half-page advertorial format is consisting of:	I&M Showcase is a regular feature introducing new products and services related to:
	<ul style="list-style-type: none"> <li>• <b>1,500 characters incl. blanks</b></li> <li>• <b>main technical specifications, 65 letters incl. blanks per line</b></li> <li>• <b>one illustration, 250 dpi</b></li> <li>• <b>company logo</b></li> <li>• <b>Email and URL</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Light Microscopes</b></li> <li>• <b>Electron, Ion and X-Ray Microscopes</b></li> <li>• <b>Scanning Probe Microscopes</b></li> <li>• <b>Compositional Analysis</b></li> <li>• <b>Image Analysis/Processing</b></li> <li>• <b>Microscopy Accessories</b></li> <li>• <b>Microscopy Consumables</b></li> </ul>

## I&M Showcase

**Deep Tissue and Live Cell Nanoscopy: Leica HC PL APO 93x / 1,3 Glyc motCORR STED WHITE**

**Description of the Product**

**Eye-Catching Image**

**Key Features of your Product**

- ▶ 2D/3D imaging
- ▶ outstanding resolution
- ▶ live-cell imaging
- ▶ STED
- ▶ motCORR
- ▶ deep tissue imaging

**Company Logo**

**Email and URL**

[www.leica-microsystems.com/nanoscopy\\_qr](http://www.leica-microsystems.com/nanoscopy_qr)

**SHOWCASE | A Confocal Fluorescence Unit installed on your Own Microscope**

**MAICO MEMO CONFOCAL UNIT**

**A new way to visualize fluorescence imaging**

- Compact all-in-one confocal set-up
- Simultaneous multiband observation
- Affordable without compromise

**HAMAMATSU**  
PHOTONICS BUSINESS  
www.hamamatsu.com



## Advisory Board

### Support from Science

We are very proud to present the advisory board of **Imaging & Microscopy** to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals' scientific quality. In the most general term it is a sounding board and a conscience.

**Imaging & Microscopy** calls upon suggestions and criticism that will make a good journal even better.



Prof. Alberto Diaspro,  
Italian Institute of  
Technology, Genoa, Italy



Dr. Roland Fleck,  
King's College London, UK



Prof. Daniela Nicastro,  
University of Texas  
Southwestern, TX, USA



Dr. Denis Spitzer, Institut  
franco-allemand de  
recherches de Saint-Louis,  
France



Dr. Roger Wepf,  
University of Queensland,  
Australia



Dr. Colm Durkan,  
University of  
Cambridge, UK



Prof. Min Gu,  
University of Shanghai for  
Science and Technology,  
China



Prof. Fu-Jen Kao,  
National Yang-Ming  
University, Taipei, Taiwan



Dr. Jens Rietdorf,  
Thermo Fisher,  
The Netherlands



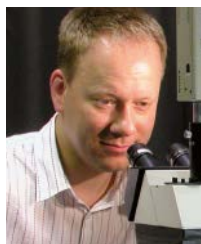
Prof. George A. Stanciu,  
University Politehnica of  
Bucharest, Romania



Dr. Timo Zimmermann,  
EMBL, Heidelberg,  
Germany



Dr. Markus Dürrenberger,  
University of Basel,  
Switzerland



Prof. Bert Hecht,  
University of Wuerzburg,  
Germany



Prof. Norbert Kruse,  
Washington State  
University, WA, USA



Prof. Giovanni Valdré,  
University of Bologna, Italy

## Media Partners

### European Microscopy Society (EMS)



The aims of EMS are to promote the use and the quality of advanced microscopy in all its aspects in Europe, with particular reference to developments in instrumentation and methodology and novel applications of all types of microscopy. Although light, electron and scanning-probe microscopy are expected to occupy a large place in the activities of The Society, no form of microscopy is excluded.

### European Microscopy Congress 2024



The European Microscopy Congress 2024 will bring the world of scientific imaging together in Copenhagen, Denmark. The conference program will be a balanced mix of light and electron microscopy in both physical and life sciences. Topics for the Congress will be in the fields of imaging, volume scanning, tomography and, spectroscopy where we see an increasing amount of new and exciting research and results. The congress offers open science methodology, source, data & educational resources on display at a number of dedicated booths at the concurrent trade show, various training opportunities, product demonstrations, commercial workshops, and a poster village where you can discover the latest research.

### European Light Microscopy Initiative (ELMI)



ELMI was created in 2001 to establish a unique communication network between European scientists working in the field of advanced light microscopy in life science and the manufacturers of their equipment. The annual meetings of this initiative combine lecture sessions focusing on applications and workshop sessions organized by the industry partners for instrument demonstration and hands-on opportunities.

### Focus on Microscopy



The FOM conferences constitute an effective meeting point for developers and users working in the rapidly evolving field of optical microscopy and imaging, playing an important role in the dissemination of information about new developments. The FOM conferences are accompanied by a technical exhibition showing the recent technical developments in microscopy and associated techniques. Focus on Microscopy 2018 is the continuation of a yearly conference series presenting the latest innovations in optical microscopy and their application in biology, medicine and the material sciences.

### Royal Microscopical Society (RMS)



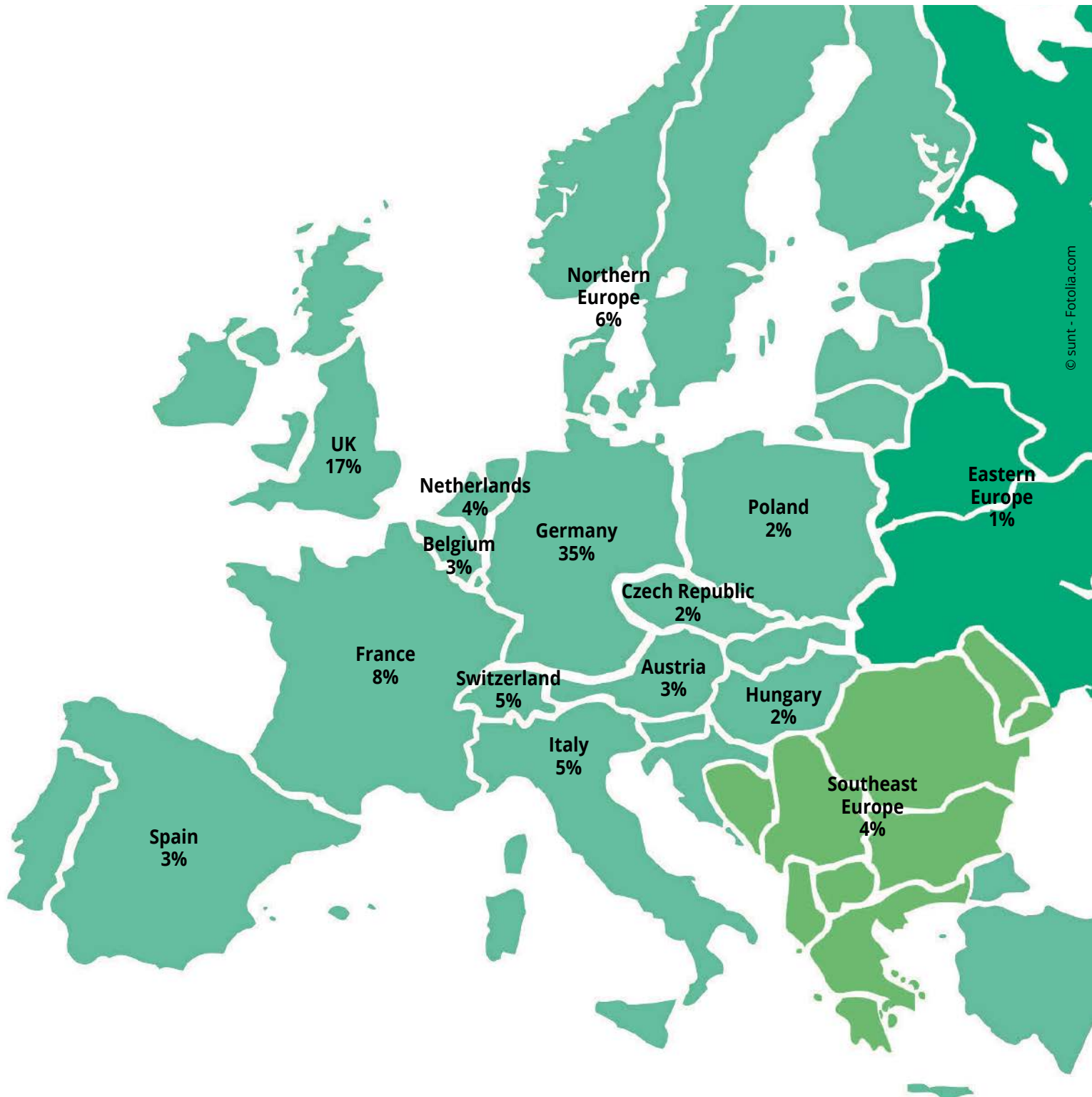
This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council of trustees and members drive the direction of the society and form its long-term strategy. The society publishes the Journal of Microscopy and a series of microscopy books.

### EMBL International Centre for Advanced Training (EICAT)



The EMBL International Centre for Advanced Training fosters information exchange between the respective EMBL training branches. Among these are the International PhD Program, the Postdoctoral Program and the Collaborative Training Program. It also includes the highly successful Courses and Conferences Program and collaborates with the Science and Society Program. EICAT thus pursues a dual mission: to provide first-rate training for the scientists who work at EMBL, and to serve as a European hub of advanced training for those who primarily work elsewhere.

## Highly Qualified Audience\* Geographical Breakdown



\*Audience Analysis 2022



# Circulation & Audience

**Imaging & Microscopy caters to scientists who work in a variety of job sectors**

**Circulation by Job Function**

University Professor/Lecturer	26%
Scientist/Post Doc/Graduate	23%
Engineer/Technician	21%
CEO/Managing Director	9%
Sales/Product Manager	9%
PhD Student	8%
Other	4%

**Imaging & Microscopy addresses the users and decision-makers in industrial and academic research**

**Circulation by Area**

University and Research Institute	40%
Pharmaceutical Industry	12%
Biotechnology Industry	11%
Chemical Industry	10%
Measurement and Automation Technology	7%
Optics	6%
Working Materials and Metals	6%
Semiconductor and Electronic Industry	4%
Energy-/Agro-/Environmental Industry	2%
Others	2%

\*Audience Analysis 2022

## Two strong brands to reach the global microscopy community

### Imaging & Microscopy



High valuable content focused on methodology and academic research

### Microscopy & Analysis



Presents current trends in microscopy instrumentation and application

### Readership



**18.000** (readers in Europe)



Users and key decision-makers in industrial and academic research



**46.000** readers around the world



Fully qualified professionals and academics - all specifiers, influencer and/or purchasers of microscopical and imaging equipment

### Partnerships and Cooperations



## Prices & Formats

Advertisements	width / height (mm)	Price \$
1/1 Page	210 x 297*	7,490
1/2 Page portrait	90 x 260	4,650
1/2 Page landscape	185 x 128	4,650
Juniorpage	137 x 190	4,950
1/3 Page portrait	58 x 260	2,800
1/3 Page landscape	185 x 85	2,800
1/4 Page classic	90 x 128	2,300
1/4 Page portrait	43 x 260	2,300
1/4 Page landscape	185 x 63	2,300
1/8 Page classic	90 x 63	1,600
1/8 Page landscape	185 x 30	1,600
Job Advertisements	25 % discount on regular advertisement prices	

### Preferred positions

Title Page + Story <sup>1</sup>	213 x 303	9,350
Inside front/back page, Back page <sup>1</sup>	213 x 303	8,850
1 <sup>st</sup> right hand page in text <sup>1</sup>	185 x 260	8,850
Belly Band	450 x max. 100	6,750
Postcards <sup>2</sup>		155

\* plus 3 mm overlap on all sides

Advertorials	1/1 page	1/2 page
- Application Note		
- Technical Report		
- Showcase	3,150 \$	1,950 \$
- Company Profile		

### Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a nominal charge of **350 \$** (plus VAT). A printable PDF is available at a price of **1,100 \$** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

#### Contact:

Dr. Stefanie Krauth  
Tel.: +49 (0) 6201 606 728, mkrauth@wiley.com

Bound-in inserts	width / height (mm)	Price \$
2-page A4	210 x 297	5,700
3-page A4 + side flip	207 + 105 x 297	8,575
4-page A4	420 x 297	9,150
6-page A4	414 + 203 x 297	11,950

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

Loose inserts <sup>3</sup>	weight	
	up to 25 g	365
	up to 50 g	455

### Additional charges

Binding positions	10 %
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### Discounts

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

### Terms of Payment:

Payment within 30 days without deduction.

### Bank details:

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

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

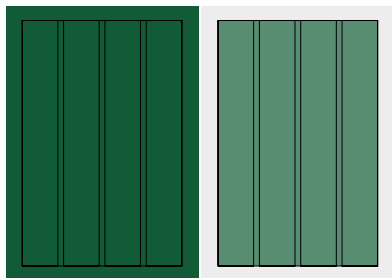
All prices are subject to the statutory VAT.

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

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.



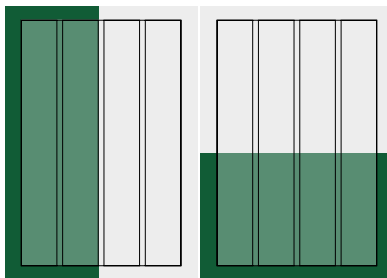
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

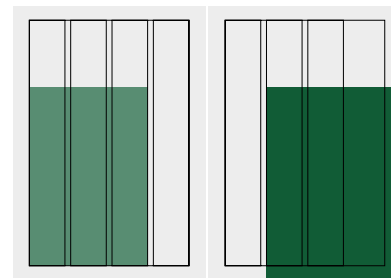
**Bleed Size:**  
210 x 297 mm



**1/2** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 90 x 260 mm  
landscape: 185 x 128 mm

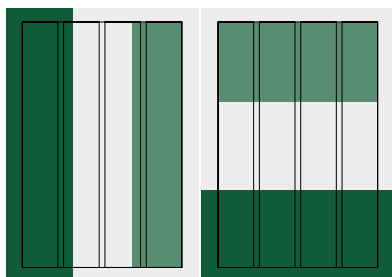
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

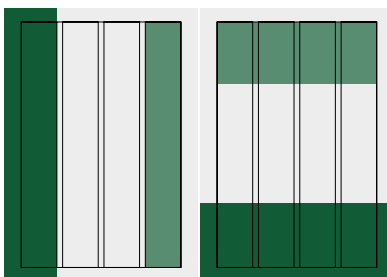
**Bleed Size:**  
147 x 209 mm



**1/3** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 58 x 260 mm  
landscape: 185 x 85 mm

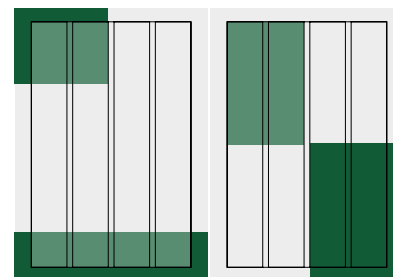
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**1/4** Page  
Type Area/Bleed Size

**Type Area:**  
portrait: 43 x 260 mm  
landscape: 185 x 63 mm

**Bleed Size:**  
portrait: 54 x 297 mm  
landscape: 210 x 82 mm



**1/4 | 1/8**  
Page Type Area/Bleed Size

**Type Area:**  
classic: 90 x 128 mm

**Bleed Size:**  
classic: 102 x 147 mm

**Type Area:**  
classic: 90 x 63 mm  
landscape: 185 x 30 mm

**Bleed Size:**  
classic: 102 x 82 mm  
landscape: 210 x 49 mm

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

# Technical Specifications

## Magazine format

210 x 297 mm (width x height), A4 size  
185 x 260 mm (width x height), print space  
Number of columns: 3; column width 58 mm or  
Number of columns: 4; column width 43 mm

## Print and binding methods

Sheet offset

## Colors

Euro scale

## Screen ruling

70 ruling  
Print profile: ISO Coated\_v2\_300 (39L)

## Loose inserts

Minimum insert size: 105 x 148 mm (w x h)  
Maximum insert size: 200 x 287 mm (w x h),  
the back fold must be on the long side (287 mm)  
Minimum weight for single-sheets inserts: 150 g/m<sup>2</sup>

## Delivery of loose inserts

Delivery quantity: 18,200 copies

## Delivery of bound-in inserts

Delivery quantity: 18,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

## Data format

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

## 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, we require a resolution of at least 250 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.

## To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

## Transmission options

by e-mail to [kerstin.kunkel@wiley.com](mailto:kerstin.kunkel@wiley.com)



Wiley-VCH GmbH  
FAO: Kerstin Kunkel  
Boschstrasse 12  
69469 Weinheim, Germany  
Ph.: +49 (0) 6201 606 731

# Wiley Analytical Science

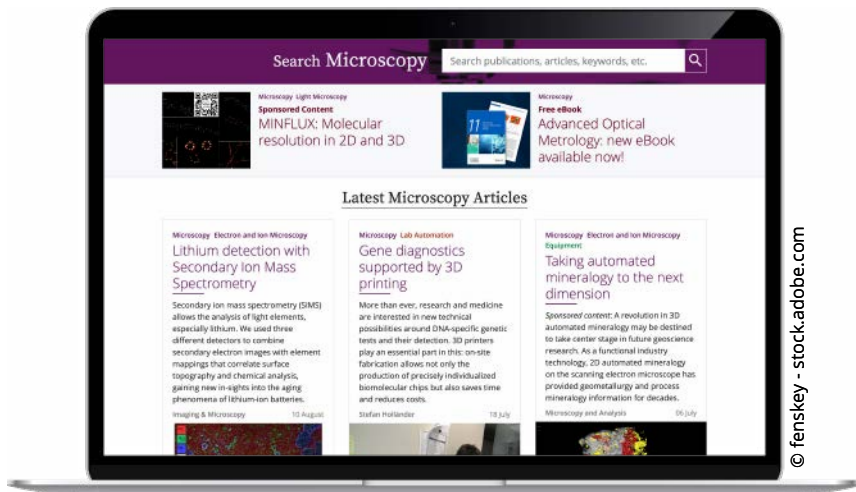
## Web Advertising

<https://analyticalscience.wiley.com>

Wiley Analytical Science keeps the analytical science community informed on latest news, applications, and research in **spectroscopy, microscopy, separation science, equipment, lab automation**, and other key areas in the analytical sciences.

On the **Microscopy channel** we offer a range of opportunities for advertisers to share their voice to increase brand visibility and drive key messages directly to our audience. Leverage our responsive display units to communicate your brand message seamlessly on mobile and desktop.

Let's get started.



## Banner advertising solutions on the WAS Microscopy Channel

### Desktop Advertising

Size in pixels	CPT
<b>Position 1: Interstitial</b>	
Interstitial 640 x 480	250 \$
<b>Position 2: Header Banner</b>	
Billboard 970 x 250	250 \$
Super Leaderboard 970 x 90	150 \$
Leaderboard 728 x 90	90 \$
<b>Position 3: Impact Right Rail Banner</b>	
Super Rectangle 300 x 600	210 \$
Rectangle 300 x 250	90 \$
<b>Position 4: Tracking Right Rail Banner</b>	
Rectangle 300 x 250	210 \$

### Mobile Devices Advertising\*

Size in pixels	
<b>Position 1: Mobile Header Banner</b>	
Large Mobile Leaderboard 320 x 100	
Mobile Leaderboard 320 x 50	
Small Mobile Leaderboard 300 x 50	
<b>Position 2: Sticky Mobile Banner</b>	
Small Mobile Leaderboard 300 x 50	
<b>Position 3: Secondary Mobile Banner</b>	
Rectangle 300 x 250	

\*Mobile Device Advertising is included in Desktop Advertising rates

### Submission Lead Time

Ad creative must be submitted at least one week ahead of deployment for testing and build processing time to ensure assets are in-spec. Third-party ads must be live at time of submission. Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch



# Wiley Analytical Science

## Native Advertising Opportunities

### Native Advertising on the WAS Microscopy Channel

Use posts to **engage the Microscopy audience** with your brand objectives via one of our proven native display formats.

#### Top Teaser Story – 2,000 \$

Promote your product, your application note, your event or any other highlight on the starting page of the WAS microscopy channel. Reach your target group 24/7/365.

#### Scope of Service:

Headline up to 60 characters incl. blanks, one image 180 x 150 px. The top teaser will be linked to a more comprehensive sponsored content on WAS Microscopy. Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video.

#### Run time:

2 weeks on the starting page and 6 months as sponsored content on WAS Microscopy.

#### Sponsored Content – 1,480 \$

Promote your product, your application note, your event or any other highlight on WAS Microscopy.

#### Scope of Service:

Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video

Run time: 6 months



#### Latest Microscopy Articles

**Microscopy Light Microscopy**  
**Simplifying two-photon microscopy**

Sponsored content: Fiber lasers have emerged as a simple and cost-efficient alternative to commonly used Ti:Sapphire and OPD based laser systems in the field of two-photon microscopy offering great performance, compact size, high-reliability, and turn-key operation. This whitepaper discusses laser parameters like wavelength tunability, peak power, GDD, and AGM options with the results that fiber lasers at distinct wavelengths of 780nm, 920nm, and 1050nm are more than sufficient to address most applications in two-photon microscopy.

28 September

**Microscopy X-Ray Analysis Electron and Ion Microscopy Light Microscopy**  
**Correlative microscopy: A tool to elucidate biological form, function and bioinspiration in barnacles**

Correlative Microscopy combines data and imaging from various modalities (physical, chemical and crystallographic) at multiple length scales (centimetres to nanometres) and in various dimensions (2D-to-4D), providing a linked and holistic examination of samples.

Microscopy and Analysis 24 September

**Microscopy Light Microscopy Spectroscopy Mass Spectrometry**  
**Mass spectrometry imaging**

MALDI mass spectrometry imaging enables the label-free detection of endogenous biomolecules and pharmaceuticals in thin tissue sections.

Imaging & Microscopy 09 September

**Sponsored content 1,480 \$**

**Microscopy Electron and Ion Microscopy Scanning Probe Microscopy**  
**Recent developments for high spatial resolution imaging of carbide precipitates in austenitic and ferritic steels**

High-speed Atomic Force Microscopy (HS-AFM) and XeF<sub>2</sub> enhanced focused ion beam (FIB) milling both offer the capability of high spatial resolution imaging of carbide precipitates in steels.

Microscopy and Analysis 24 September

**Access in-depth information in the R&D field of optical metrology**

OLYMPUS WILEY

**Microscopy**  
**Combining the best of the AFM and nanoindentation worlds: Automated nanomechanical tool for measurement and analysis of soft materials**

The AFM and the nanoindenter are two of the most popular instruments that can measure mechanical properties such as stiffness (modulus) on the nanoscale. While the nanoindenter excels at these tasks (measuring through 100µm),

**Microscopy Electron and Ion Microscopy**  
**Imaging charge densities at interfaces with TEM**

Recent developments in conjunction with aberration corrected scanning transmission electron microscopes (STEM) demonstrated the ability to achieve atomically resolved DPC images.

Imaging & Microscopy 18 September

# Wiley Analytical Science Microscopy Newsletters

## Capabilities for your Brand

The latest insights, news and techniques are shared bi-monthly with researchers in the microscopy field. Get in front of our 14,8K+ Email subscribers by sponsoring our bi-monthly EMail Newsletter.

Partner with us. We'll develop exciting solutions to get your brand and message in front of Microscopy audiences.

Align your brand with an aspirational voice that inspires action.

**Let's connect.**

<b>14.8K+</b> Opt-in subscribers	<b>27%</b> Average open rate**	<b>20+</b> Newsletters	<b>26K+</b> Page Views per Position

\* Average Newsletter Subscribers 2022

\*\*Industry benchmarks for Publishing: Open rate: 18.10%

### Advertising solutions in the WAS microscopy newsletter

Rectangle Banner 300 x 250 px Average CTR Banner: 0,26%	3,150 \$
Content Ad Average CTR Content Ad: 0,18%	3,600 \$
Single-Sponsored (3 Banner + 2 content ads)	9,810 \$

### Email Newsletter Specifications

MPU: 300 x 250 px  
Max. file size: 200 KB  
File Types Accepted: GIF, JPG & PNG only  
No 3<sup>rd</sup> Party or HTML5 tags accepted  
Click-Through URLs: Required for all creative files provided (GIF, JPG, PNG).  
Animation/Looping:  
No animation permitted / Static display only.

#### Content Ad

Maximum 50 characters incl. blanks for the headline and up to 250 characters for the body text. Unlimited number of characters for the publication on the website. Please provide one image as a JPG file in 250 x 210 px format. Destination URL for text ads should be direct domain and path URL. Any added URL path code such as tracker, may cause errors.

	Newsletter WAS Microscopy English
	01.23.2024
	02.06.2024
	02.20.2024
Issue Alert I&M 1/24	03.12.2024
	04.02.2024
	04.16.2024
	05.07.2024
Issue Alert I&M 2/24	05.21.2024
	06.11.2024
	06.25.2024
	07.09.2024
	07.23.2024
Issue Alert I&M 3/24	08.13.2024
	09.03.2024
	09.17.2024
	10.08.2024
	10.22.2024
	11.05.2024
	11.19.2024
Issue Alert I&M 4/24	12.03.2024

The screenshot shows a newsletter layout with a purple header. The main content includes:

- Meet us at Microscopy & Microanalysis**: A text block with a link to an event in Portland, Oregon, USA.
- Scanning Probe Microscopy**: A featured article titled "Voltage pulses control single-molecule reactions" with a "READ MORE" link and a "Recommended by" badge.
- Cryo Soft X-Ray Tomography**: A featured article titled "High throughput imaging of 3D whole cell ultrastructure at the nanoscale" with a "READ MORE" link.
- Park Systems**: A featured article titled "Making dielectrics the only barrier in your research with conductive AFM" with a "READ MORE" link.
- Attosecond Spectroscopy**: A featured article titled "Resolving electron dynamics in water" with a "READ MORE" link.
- Electron Microscopy**: A featured article titled "Capturing small molecule structures" with a "READ MORE" link.

## Elevate Your Brand. Generate Leads.

Twice a year Wiley Analytical Science Virtual Conference brings together top **researcher** and **professionals** in the fields microscopy, spectroscopy, mass spectrometry, laboratory automation, and more.

Tap into an **exclusive and expansive network** and position your company as a thought leader. The quality of content can make or break the credibility of your entire business.

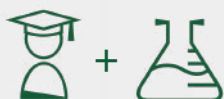
**Elevate your brand & gain credibility** by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

## Sponsorship Opportunities

### Combination Package: Educational + Application- Focused Seminar

Set the perfect stage for your message!

- First, build credibility & authority in your target research area with unbiased content from a scientific leader
- Then follow up with an application-focused presentation to the same audience



### Educational Seminar

- Visibility of your company logo on registration page and promotional materials
- Wiley organizes the speakers (or if you have a key opinion leader that we should pursue, we are open to suggestions)
- Forwarding of all leads from registered participants (GDPR compliant)



### Application-Focused Seminar

- You can run your own application-focused seminar
- Visibility of your company logo on registration page and promotional materials
- Forwarding of all leads from registered participants (GDPR compliant)



**Contact us for  
more details!**



# MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



## Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



### Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



### Virtual Events

Engage your target audience through sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



### Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.

## Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



### Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



### Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



### Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

## Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com)

# 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.
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- (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.
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- (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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- 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.
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- 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.
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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;

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

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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 Term will prevail, to the extent of the inconsistency.

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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.

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# 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.
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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%

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### Order Management

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