

WILEY

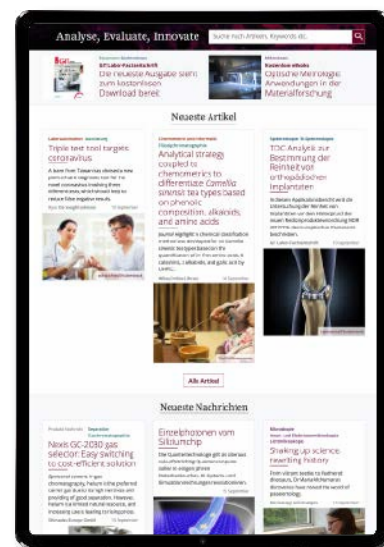


2023 Media Guide

Wiley Analytical Science

Compelling solutions through strategic partnerships

analyticalscience.wiley.com



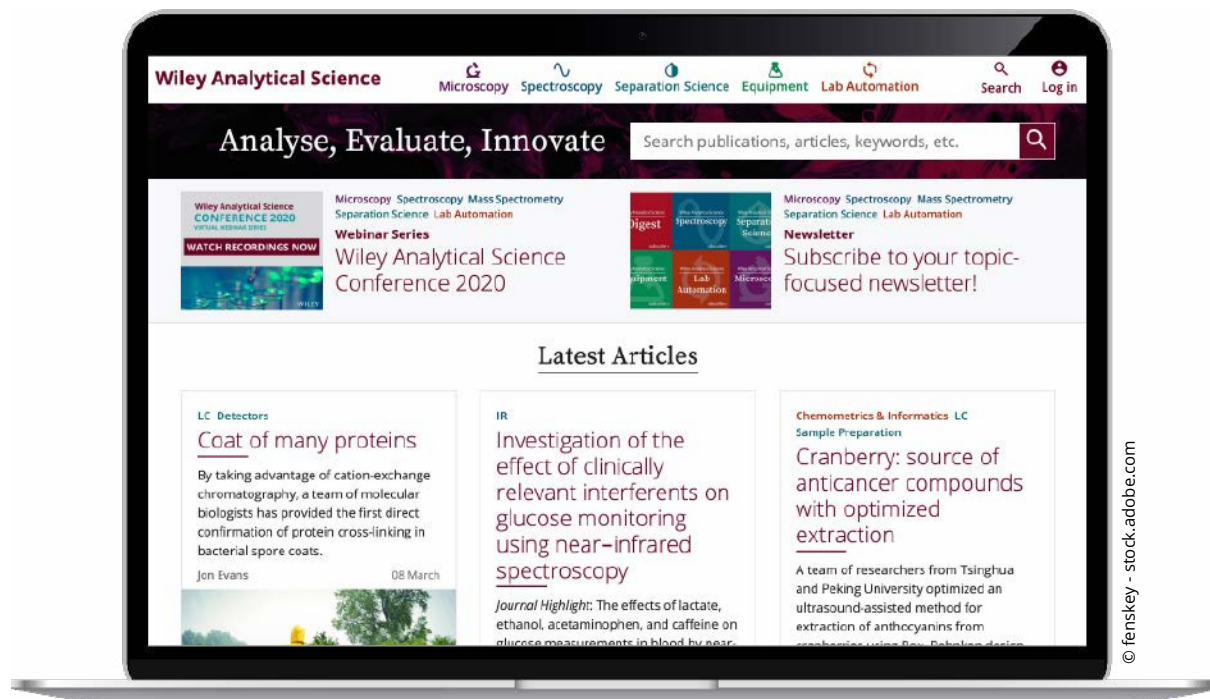
Wiley Analytical Science

Connect with an engaged, targeted audience in our expanding universe of content solutions

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.

Since its launch, the **Wiley Analytical Science universe has expanded** with even more ways to engage and connect. **We bring the analytical community together** with the largest repository of free and subject-focused web content, newsletters, online seminars in analytical science covering latest applications, and our widely anticipated bi-annual virtual conference.

With the strength of Wiley as a **trusted chemistry and life sciences publisher**, combined with the **strength of our network**, this growing universe can help you connect. Let us help you build a customized package to help you reach your goals.



WAS – Universe of Content Solutions

Web Advertising

40K+ Unique
Visitors/Month

Wiley Analytical Science Magazine

50K+ Circulation

Newsletters

50K+ Circulation

Wiley Analytical Science

analyticalscience.wiley.com

Bi-Annual Wiley Analytical Science Conference

13K+ Registrations
(April 2022)

B2B Publications

550K Copies/Year
Print Circulation

WebSeminars

Research &
Application Focused

350+ Avg.
Registrants/Session

SpectraBase™

54K+ Unique
Visitors/Month

Tactics

Awareness campaigns

- Print advertising (print ads, native ads, sponsored cover pages)
- Targeted digital advertising (banner ads, content ads, sponsored content)

Lead generation campaigns

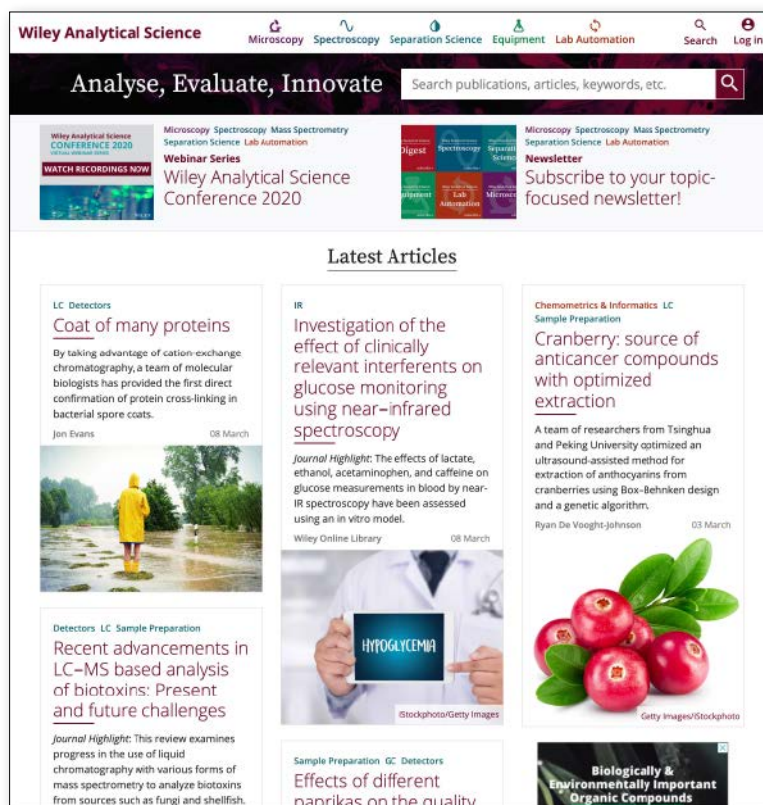
- Webinars & Virtual Events
- E-books
- Infographics
- Knowledge Hub and much more
- Essential Knowledge Briefings (EKBs)

Methods & Applications

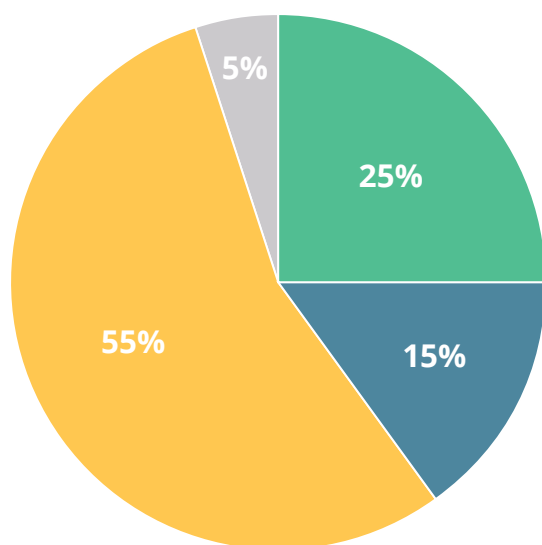
- Microscopy
- Spectroscopy
- Separation Science
- Lab Automation and Digitalization
- Life Sciences (Omics, Bioprocessing etc.)
- Diagnostics and Clinical Research
- Forensic Science and Toxicology
- Food and Agricultural Sciences
- Environmental Sciences
- Pharmaceutical Research and Drug Discovery
- Material Sciences

Your Benefits at a Glance

- The Wiley Analytical Science site serves as the central hub where over 40K analytical scientists visit our site each month to access and navigate the largest repository of validated information on the latest techniques to support their professional success.
- Over 50K subscribe to our focused newsletters covering key target areas.
- 550K print copies of B2B publications circulated each year.
- Over 6K scientists registered for our last Wiley Analytical Science Virtual Conference, held twice a year.



Geographical Web Reach
Wiley Analytical Science



■ Americas
 ■ Asia Pacific
 ■ Europe
 ■ Other Regions

Get your brand in front of a focused analytical science global audience.

43k+ Unique Visitors / Month

70k+ Page Views / Month

Worldwide Reach

SpectraBase.com

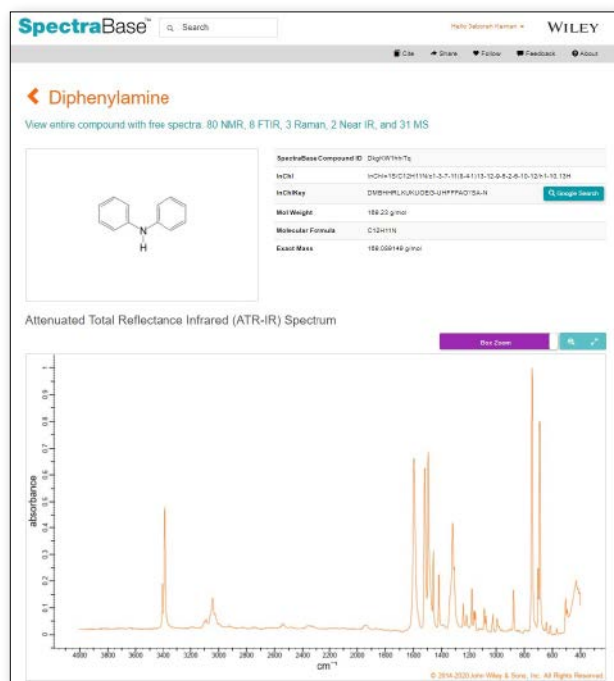
Increase your spectroscopy reach

NEW Advertising Opportunity!

Wiley is a leading provider of the spectral data researchers rely upon to identify spectra, solve analytical problems, and make critical decisions.

SpectraBase is an online spectral database by Wiley that provides free access to over one million reference spectra, including organic compounds, inorganic compounds, polymers, and more. An average of over 54,000 researchers turn to this resource each month.

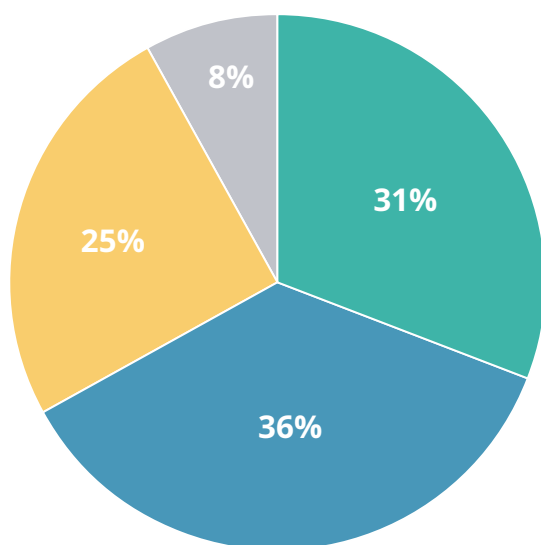
Now you can specifically target researchers who are already using this well-known online resource.



Users look up spectra by name, InChIKey, CAS registry, or structure.

We have been building an audience ...

Geographical Web Reach – SpectraBase



■ Americas
 ■ Asia Pacific
 ■ Europe
 ■ Other Regions

Get your brand front and center to a large spectroscopy audience!

54K+ Unique Visitors/Month

195K+ Page Views/Month

Worldwide Reach

Target an already-engaged spectroscopy audience by:

Spectral Techniques • IR • MS • NMR • Raman • UV-Vis

Specific Compounds Geography

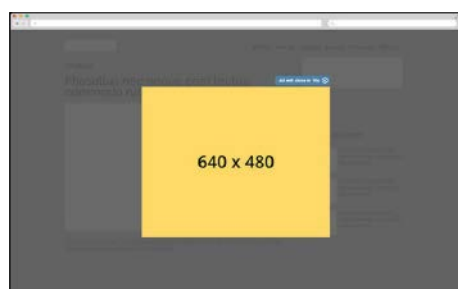
Wiley Analytical Science and SpectraBase

Web Advertising

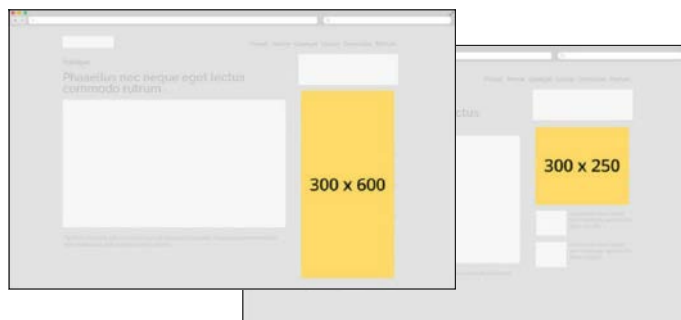
Desktop Positions

Interstitial – 640 x 480 px*

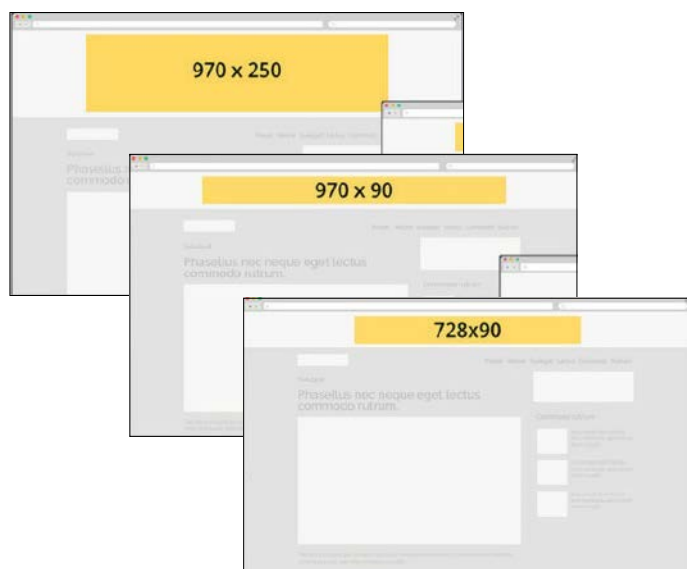
Overlay ad that interrupts navigation to first article of a user session. Unit can be dismissed by user manually to access content.



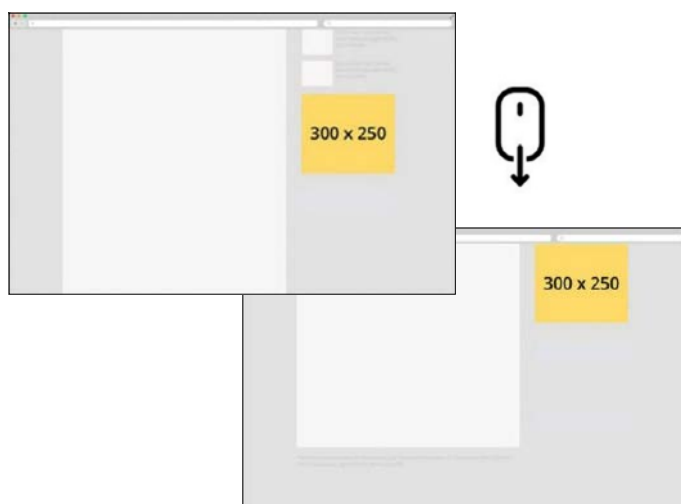
Impact Right Rail Banner – Super Rectangle 300 x 600 px or Rectangle 300 x 250 px – Portrait or landscape oriented ad that delivers in the top of the right rail on all pages.



Header Banner – Billboard 970 x 250 px, Super Leader Board 970 x 90 px or Leader Board 728 x 90 px – Landscape oriented ad that delivers in the header/main navigation area of all pages.



Tracking Right Rail Banner – Rectangle 300 x 250 px – Landscape oriented ad that delivers below supplemental content in the right rail on all pages, tracks with the user for the remainder of the downward scroll once it touches the top of the right rail within the remaining empty space.



* The Interstitial banner is not available for SpectraBase at this time.

Wiley Analytical Science and SpectraBase

Web Advertising

Mobile Positions

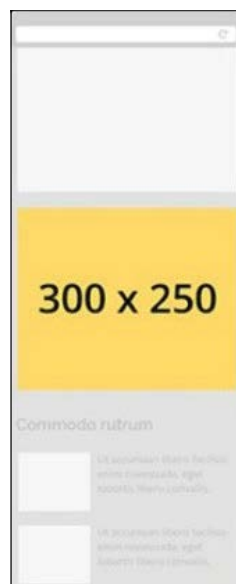
Mobile Header Banner

Large Mobile Leaderboard 320 x 100 px, Mobile Leaderboard 320 x 50 px, Small Mobile Leaderboard 300 x 50 px – Landscape oriented ad that delivers in the header/main navigation area of all mobile pages.



Sticky Mobile Banner

Small Mobile Leaderboard 300 x 50 px – Landscape oriented ad that delivers as an anchored overlay (over all content) at the bottom of the mobile viewing screen on all mobile pages. The unit scrolls with the user until dismissed.



Secondary Mobile Banner*

Rectangle 300 x 250 px – Landscape oriented ad that delivers below main column content (article content) and above supplemental content on all mobile pages.

* The 300 x 250 secondary mobile banner is not available for SpectraBase at this time.

Rates and Specifications

All desktop and mobile advertising have the option for subject (Spectroscopy, SpectraBase, Microscopy, Separation Science, Lab Automation, and Lab Equipment) or individual page targeting.

Subject targeting is based on the subject a content piece or content pieces are tagged as belonging to. Subject tags will be provided upon request. Individual page targeting are based on the sites navigational design. Discuss these targeting options with your account manager for more information.

Desktop Advertising

Size in pixels	US Dollars	Euro	US Dollars	Euro	US Dollars	Euro
	Run of Site/ CTP		Subject or Individual Page Targeting		Audience Targeting	
Position 1: Interstitial						
Interstitial 640 x 480	\$200	€175	\$250	€220	\$275	€240
Position 2: Header Banner						
Billboard 970 x 250	\$200	€175	\$250	€220	\$275	€240
Super Leaderboard 970 x 90	\$120	€100	\$150	€130	\$165	€145
Leaderboard 728 x 90	\$70	€60	\$90	€75	\$99	€85
Position 3: Impact Right Rail Banner						
Super Rectangle 300 x 600	\$170	€150	\$210	€180	\$230	€200
Rectangle 300 x 250	\$70	€60	\$90	€75	\$99	€85
Position 4: Tracking Right Rail Banner						
Rectangle 300 x 250	\$170	€150	\$210	€180	\$230	€200

Technical Specifications

Submission Lead Time

Ad creative must be submitted based on schedules outlined above 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

HTML5 Guidelines HTML5 requirements:

<https://goo.gl/rYMVcf> The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>

Desktop and Mobile Ad Specifications

Dimensions: 728 x 90 px
(as applicable mobile: 320 x 50 px / 300 x 50 px)
Dimensions: 300 x 250 px
Max File Size: 200 KB
*1x1 pixel border for creative with white or light background

Expansion Specifications

3rd party/HTML5 usage
Expansion Direction: Downwards Max Initial File Dimensions: 728x90 Max Initial File Load: 200 KB
Subsequent Max Polite File Dimensions: 728 x 90 px
Subsequent Max Polite File Load: 100 KB

Subsequent Max User Initiated File Dimensions:

728 x 310 px
Subsequent Max User Initiated File Load: 2.2 MB
(Unlimited for Streaming Video)

Expansion Specifications

3rd party/HTML5 usage
Expansion Direction: Left
Max Initial File Dimensions: 300 x 250 px
Max Initial File Load: 200 KB
Subsequent Max Polite File Dimensions: 300 x 250 px
Subsequent Max Polite File Load: 100 KB
Subsequent Max User Initiated File Dimensions: 550 x 250 px
Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

File Types Accepted

DoubleClick Tags (preferred) GIF, JPG & PNG
HTML5 <https://goo.gl/QY0EMJ>
Third-party tags from DFP certified vendors found here: <https://goo.gl/1bjSmc>

Click-Through URLs

Required for all creative files provided.
(GIF, JPG, PNG)

Animation/Looping

3 loops or 15 seconds (whichever happens first)

Frames Per Second

24 FPS Max

Mobile Devices Advertising*

Size in pixels

Position 1: Mobile Header Banner

Large Mobile Leaderboard 320 x 100

Mobile Leaderboard 320 x 50

Small Mobile Leaderboard 300 x 50

Position 2: Sticky Mobile Banner

Small Mobile Leaderboard 300 x 50

Position 3: Secondary Mobile Banner

Rectangle 300 x 250

*Mobile Device Advertising is included in Desktop Advertising rates

Wiley Analytical Science

Native Advertising Opportunities*

Top Teaser Story – €1,740

Promote your product, your application note, your event or any other highlight on the starting page of a selected WAS subject 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 the selected WAS subject channel. 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 the selected WAS subject page

Sponsored Content – €1,250

Promote your product, your application note, your event or any other highlight on a selected WAS subject channel.

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 Articles

IR, Raman, Chemometrics & Informatics
Raman gives good information on complex pharma formulations
Near IR, Raman and chemometric techniques gave useful information on the structure and stability of acetaminophen.
Hyun De Vooght-Johnson 23 September

Mass Spectrometry
Laser desorption/ablation postionization mass spectrometry: Recent progress in bioanalytical applications
Journal Highlight: A comprehensive review of the broadening bioanalytical applications of disparate laser desorption/ionization postionization mass spectrometry techniques is presented.
Wiley Online Library 21 September

Spectroscopy, NMR Spectroscopy, Liquid Handling
Pseudo-3D NMR speeds up two-dimensional approach
A new approach to solution-state nuclear magnetic resonance (NMR) spectroscopy could open up an area of protein science that has so far been limited in some ways.
David Bradley 18 September

Detectors, LC
Five go analyzing water
A novel ion chromatography microchip for analyzing anions in water can do away with the need for a suppressor by employing a five-electrode conductivity detector.
Jen Evans 21 September

Sample Preparation, Mass Spectrometry
Masking up
Chinese researchers have shown that widespread wearing of face masks to protect against covid-19 offers an ideal way to analyze breath.
Jen Evans 21 September

Microscopy, Electron and Ion Microscopy
New cryo-EM results reveal unexpected coronavirus feature
Discovery of 'fatty acid pocket' in SARS-CoV-2 spike protein brings therapeutic hope.
Microscopy and Analysis 22 September

Product News, IR
PerkinElmer launches new NIR instrument for food monitoring
Product news: PerkinElmer has launched the DA-7500 instrument and Process Plus cloud-based software to provide continuous quality control for food and food ingredient manufacturing processes.
PerkinElmer 16 September

Mass Spectrometry, LC
Thermo Fisher establishes new clinical biomarker collaborations
Company news: Thermo Fisher Scientific's Precision Medicine Science Center is establishing new collaborations with AstraZeneca and the University of Nebraska Medical Center for clinical biomarker discovery.
Thermo Fisher Scientific 15 September

[View all articles](#)

Latest News

Microscopy, Electron and Ion Microscopy
New cryo-EM results reveal unexpected coronavirus feature
Discovery of 'fatty acid pocket' in SARS-CoV-2 spike protein brings therapeutic hope.
Microscopy and Analysis 22 September

Product News, IR
PerkinElmer launches new NIR instrument for food monitoring
Product news: PerkinElmer has launched the DA-7500 instrument and Process Plus cloud-based software to provide continuous quality control for food and food ingredient manufacturing processes.
PerkinElmer 16 September

Mass Spectrometry, LC
Thermo Fisher establishes new clinical biomarker collaborations
Company news: Thermo Fisher Scientific's Precision Medicine Science Center is establishing new collaborations with AstraZeneca and the University of Nebraska Medical Center for clinical biomarker discovery.
Thermo Fisher Scientific 15 September

* Not available on SpectraBase

Wiley Analytical Science Magazine

Digital Magazine – More Interactive Experience

Wiley Analytical Science Magazine is part of the Wiley Analytical Sciences universe, connecting researchers and practitioners in analytical and bio-analytical science to the latest research, news, and events in a fast-paced world.

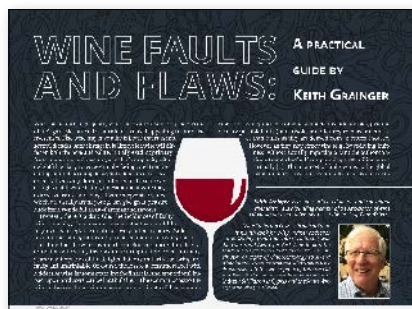
In 2023, eight issues of the **Wiley Analytical Science Digital Magazine** will provide readers with research articles, expert interviews, portraits of leaders in the field, and updates from the industry. This magazine provides a **more interactive experience** than traditional print – with animations, built-in videos and links, information is presented in an easy-to-digest way.



Lively, engaging content with research profiles & interviews

Navigate using arrows or thumbnails

Click here for Demo!



WAS Magazine Audience

- Researchers and practitioners in analytical science
- Distributed to 50K WAS newsletter subscriber

Wiley Analytical Science Magazine



Editorial Calendar

Publishing Date	Booking deadline	Focus Topics
09.03.2023	23.02.2023	Cannabinoid Analytical Methods (Food, Drug testing, Pharma)
13.04.2023	30.03.2023	Biomonitoring & Environmental Analysis (Water analysis, Microplastics)
04.05.2023	20.04.2023	Big Data & Digitization (Process Analytical Technology)
15.06.2023	01.06.2023	Drug Discovery & Development (Cancer, Women's health)
27.07.2023	13.07.2023	Analyzing Cultural Heritage (Genetics, DNA)
05.10.2023	21.09.2023	Nutrition & Food Technology (Alternative foods)
09.11.2023	26.10.2023	Climate Solutions (Renewable Energy, Lab sustainability)
07.12.2023	23.11.2023	Clinical & Forensic Toxicology (Toxicology & Endocrinology)

Engage with your target audience:

- Presented in a stylish, engaging reader-friendly format that combines the advantages of print with online to give readers a more interesting, interactive experience – complete with videos, animations, and more!
- **Connect to** a targeted audience of **50K+ global subscribers** focused in analytical sciences.
- Deliver your message alongside **carefully selected premium content** in a highly interactive, engaging environment.
- **Present yourself as a leader in your field.** Align your message with WAS Magazine interviews featuring top scientists from research and industry.

Advertising Options

- **Full-page advertising**
1600 x 1200px (landscape format) including Link to website, Embedded add-on (e.g., video or picture gallery)
- **Coverpage**
1600 x 1200px (landscape format) including Link to website, Embedded add-on (e.g., video or picture gallery) includes a two page cover story
- **Inbook Ads**
House created/templated – Links to infographic or other content marketing asset
- **Special Print Run for Trade Fair Distribution**

Wiley Analytical Science Newsletters

Wiley Analytical Science newsletters offer exciting advertising opportunities. Each newsletter features 6 research articles, will be deployed twice monthly and will be fully optimized for mobile.



Newsletter	Circulation	Newsletter	Circulation
Digest (German)	5,000	Separations Science	10,000
Digest (English)	3,500	Microscopy	15,000
Spectroscopy	18,000		

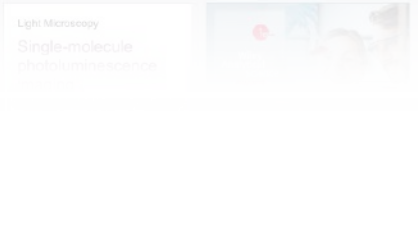
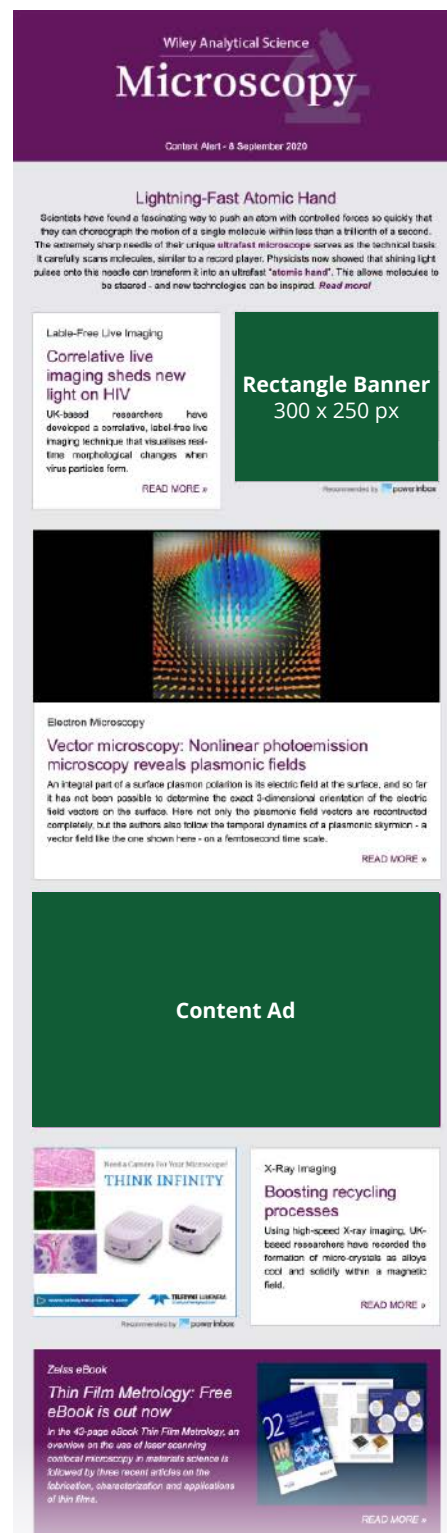
Newsletter Advertising

Size in pixels	US Dollars	Euro
Newsletter: Microscopy, Spectroscopy, Separation Science		
Rectangle 300 x 250 px	\$3,150	€2,740
Content Ad	\$3,600	€3,150
Single-Sponsored (3 MPUs plus 2 content ads)	\$9,810	€8,500
Newsletter: Wiley Analytical Science Digest		
Rectangle 300 x 250 px	\$1,600	€1,390
Content Ad	\$1,950	€1,700
Single-Sponsored (3 MPUs plus 2 content ads)	\$5,750	€5,000

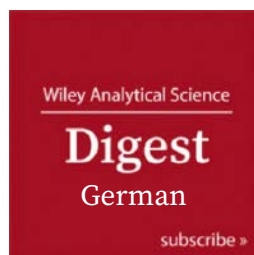
Email Newsletter Specifications

MPU / 300 x 250 px
 Max File Size: 200 KB
 File Types Accepted: GIF, JPG & PNG only
 No 3rd 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 JPEG 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 Deployment 2023*



WAS Digest
30.01.2023
27.02.2023
13.03.2023
27.03.2023
17.04.2023
24.04.2023
08.05.2023
22.05.2023
05.06.2023
12.06.2023
19.06.2023
24.07.2023
21.08.2023
11.09.2023
25.09.2023
09.10.2023
23.10.2023
13.11.2023
27.11.2023
11.12.2023

WAS Digest German
25.01.2023
22.02.2023
08.03.2023
22.03.2023
04.04.2023
19.04.2023
26.04.2023
03.05.2023
17.05.2023
31.05.2023
14.06.2023
28.06.2023
12.07.2023
26.07.2023
09.08.2023
23.08.2023
06.09.2023
20.09.2023
04.10.2023
18.10.2023
31.10.2023
15.11.2023
29.11.2023
13.12.2023

WAS Microscopy
24.01.2023
07.02.2023
21.02.2023
07.03.2023
21.03.2023
04.04.2023
18.04.2023
09.05.2023
23.05.2023
30.05.2023
13.06.2023
29.06.2023
11.07.2023
25.07.2023
08.08.2023
22.08.2023
05.09.2023
19.09.2023
28.09.2023
10.10.2023
24.10.2023
04.11.2023
28.11.2023
05.12.2023

WAS Spectroscopy
24.01.2023
21.02.2023
28.03.2023
25.04.2023
23.05.2023
13.06.2023
11.07.2023
22.08.2023
19.09.2023
17.10.2023
14.11.2023
12.12.2023

WAS Separation Science
24.01.2023
21.02.2023
28.03.2023
25.04.2023
23.05.2023
13.06.2023
11.07.2023
22.08.2023
19.09.2023
17.10.2023
14.11.2023
12.12.2023

* Creatives are due one week ahead of deployment

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.

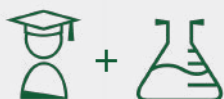
Elevate your brand & gain credibility by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

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)

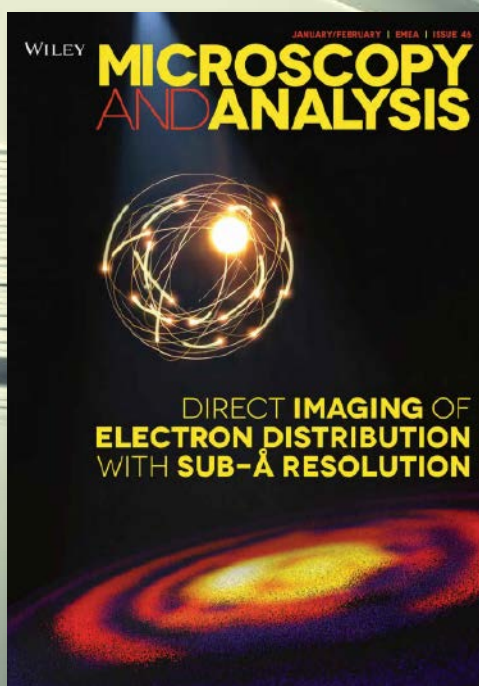


Contact us for
more details!

Print and Digital B2B Publications

Benefit from our extensive B2B publications and journals reach to connect with top decision-makers in your target audience.

Present your company with an image ad to readers of...



For further marketing solutions, please see the media kits by clicking on the images.

Move Beyond Advertising

Powering your message across science & industry

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.



Events & Education

Present your own content or sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

Communications

These co-branded publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to scientists and industry professionals.

Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!

Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

■ Webinar

Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.

Choose from:

- **Single-Speaker Webinar**
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

Speakers can be provided by the Wiley editorial team or suggested by the sponsor.

Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting



■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers, panel discussions, or co-branded webinars.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

By sponsoring a virtual event your brand will benefit from:

- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



■ Knowledge Hub

Strategically showcase your brand alongside trusted, relevant content.

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a custom combination of engaging content, such as article collections, webinars, content feeds, and more!

Knowledge Hubs help scientists and industry professionals put their research into practice and enable you to:

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

Take advantage of expert project management for seamless execution.

Pricing

For detailed information on any of these options, please contact your local representative.

Communications

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■ Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 7 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

By sponsoring an Article Collection, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

■ Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.



Work with Wiley to identify a topic — we take care of the content and design

By co-branding an EKB, your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

■ Expert Insights

Provide scientists and industry professionals with a custom, co-branded publication focusing on a technology in your field. Examples are Ebooks or whitepapers and infographics combined into content assets along with sponsor content.

Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.



With Expert Insights scientists get a comprehensive view on a key topic and your brand will benefit from:

- Lead generation with free access for target audience
- Thought leadership: brand associated with custom publications relating to sponsor's subject area of choice

Pricing

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Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

Consider adding these amplifiers to your package:

Extended Reach	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
Content Feed	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
Infographic	Visually represent scientific research or content, making it easier to digest. Custom-created in print, as downloadable PDFs, or as videos.
Expert Commentary	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
Translation	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
Run On / Print Copies	Get extra printed copies of content products to share.

Pricing

For detailed information on any of these options, please contact your local representative.

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

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- (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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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.
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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.

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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.

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 - (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;
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- (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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Advertising and Reprint Production Terms and Conditions

PRICING

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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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