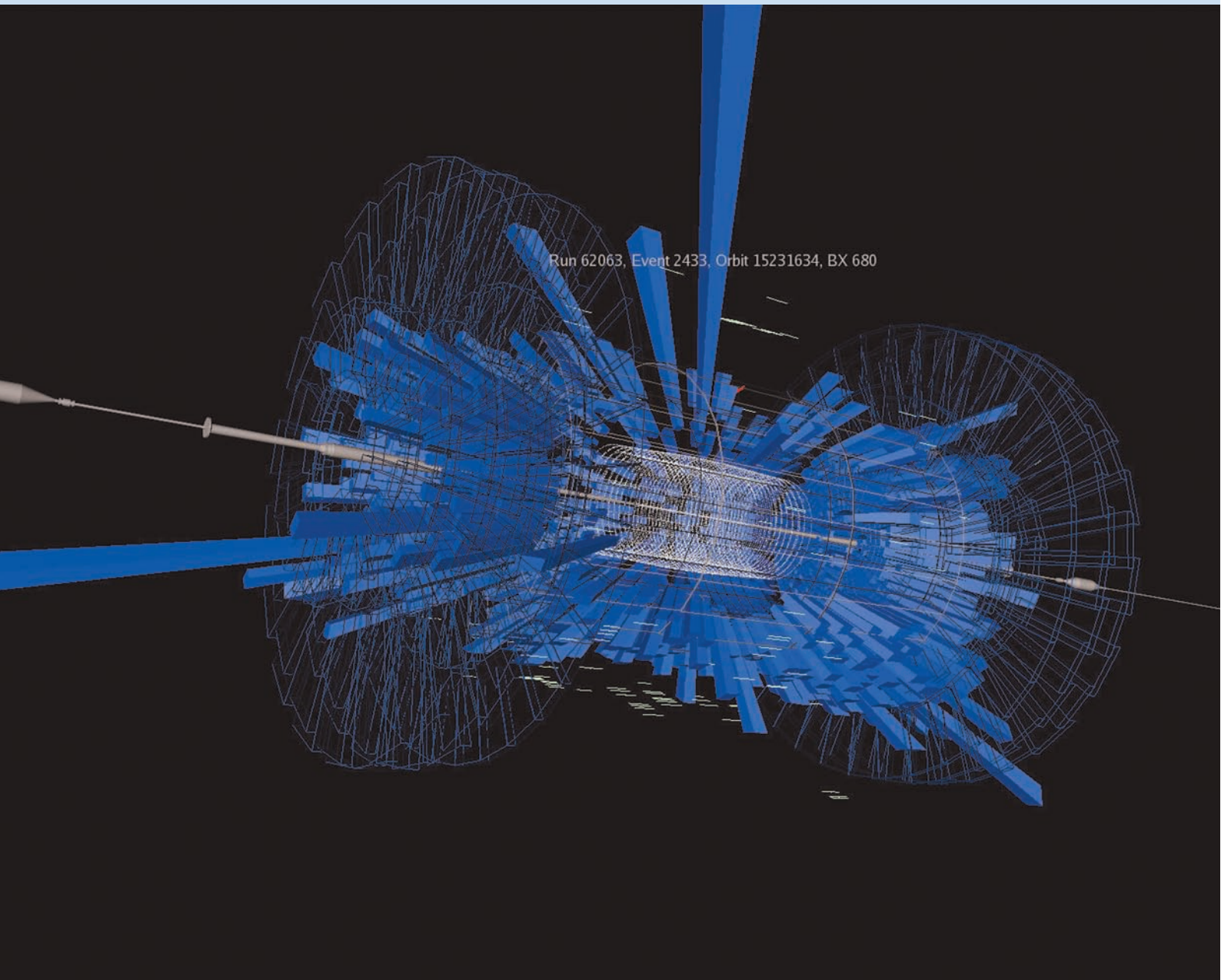


INTERNATIONAL JOURNAL OF HIGH-ENERGY PHYSICS



CERN COURIER

MEDIA PACK 2009



Run 62063, Event 2433, Orbit 15231634, BX 680

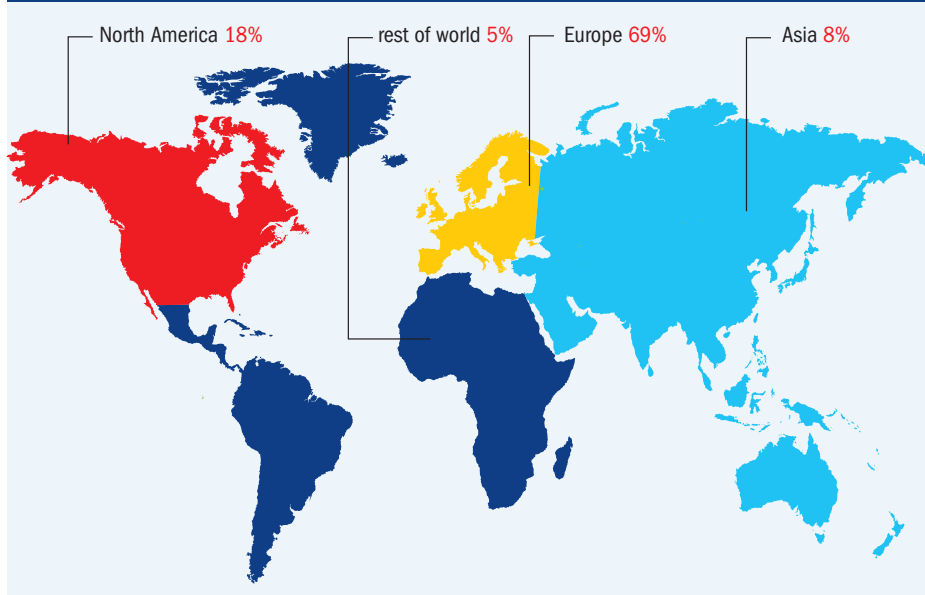
Image courtesy of CERN

Readership

CERN Courier is the reading matter of choice for the high-energy physics community, but it also goes into every other area of physics. In fact, nearly half of the *CERN Courier* readership work in areas other than high-energy physics, choosing *CERN Courier* to keep them up to date with developments in fundamental research. Published 10 times a year, *CERN Courier* is not just CERN's

in-house magazine; it has a worldwide distribution network in high-profile research centres and a global readership stretching across every major research institution. With a team of correspondents in more than 20 of the world's most significant laboratories, it reports on news and the latest research developments from across the world.

Readers – geographical breakdown



The Large Hadron Collider

CERN's flagship accelerator, the Large Hadron Collider (LHC), started up in September 2008. This world-leading facility, which will reach its full potential in 2009, serves physics communities based in more than 60 countries around the world. Their eyes, and indeed those of the broader scientific community worldwide, will be turning to *CERN Courier* during 2009 to follow developments as the first results begin to emerge from the experiments at the LHC. Advertising in *CERN Courier* will ensure that your marketing message appears in front of this influential audience in this high-profile year.

72 000*
READERS WORLDWIDE

*Publisher's own data

Which fields do *CERN Courier* readers work in?

- astrophysics and astronomy
- computing, software and IT
- cosmology
- cryogenics
- detector developments and imaging
- education
- electronics and data communication
- high-energy physics
- imaging, materials and instrumentation
- medical physics
- nuclear physics
- particle physics
- quantitative finance
- radio frequency, power supplies and engineering
- solid-state physics
- space research
- subatomic physics
- synchrotron radiation
- vacuum research

Who will your message reach?

Some examples of large-budget projects, where the procurement managers and key decision makers receive *CERN Courier*:

- Large Hadron Collider (LHC) at CERN: more than €3 bn
- Facility for Antiproton and Ion Research (FAIR): €1 bn until 2014
- JAERI-KEK Joint Facility for High Intensity Proton Accelerators (J-PARC): ¥133.5 bn until 2008
- Linac Coherent Light Source: \$315 m until 2009
- European X-ray laser project (XFEL): €908 m until 2012

Distribution

CERN Courier is distributed to all of these major research sites

Africa	Accelerator Laboratory of the Department of Physics (JYFL) at the University of Jyväskylä	Synchrotronstrahlungslabor (HASYLAB)	South America	Cornell High Energy Synchrotron Source (CHESS)
National Accelerator Centre, South Africa		Heavy-Ion Test Storage Ring (TSR)	Laboratorio Nacional de Luz Sincrotron (LNLS), Brazil	Crocker Nuclear Laboratory
Asia	France	Helmholtz Institut für Strahlen und Kernphysik (HISKP)	Tandem Accelerator (TANDAR), Argentina	Duke Free Electron Laser Laboratory (DFELL)
Beijing Electron Positron Collider, China	Centre d'Etudes et de Recherches par Irradiation CNRS (CERI)	IonenstrahlLabor am Hahn Meitner Institute (ISL)	Sweden	Fermi National Accelerator Laboratory
Beijing Synchrotron Radiation Facility, China	Centre national de la recherche scientifique (CNRS)	Maier-Leibnitz-Laboratorium: Accelerator of LMU and TU Munich (MLL)	Manne Siegbahn Laboratory (MSL)	Idaho Accelerator Center
INDUS I and II, India	European Synchrotron Radiation Facility (ESRF)	Mainz Microtron (MAMI)	MAX-Lab, Lund University	Indiana University Cyclotron Facility (IUCF)
National Laboratory for High Energy Physics (KEK), Japan	Grand Accélérateur National d'Ions Lourds (GNAIL)	Max Planck Institut für Kernphysik (MPI-HD)	Royal Institute of Technology (KTH)	Lawrence Berkeley National Laboratory (LBNL)
National Synchrotron Radiation Laboratory, China	Laboratoire pour l'Utilisation du Rayonnement Electromagnétique (LURE)	Italy	The Svedberg Laboratory (TSL)	Los Alamos National Laboratory (LANL)
Nuclear Science Centre, India	Source Optimisée de Lumière d'Energie Intermédiaire du LURE (SOLEIL)	Double Annular Factory for Nice Experiments (DAFNE)	Switzerland	Louisiana Accelerator Center
Pohang Light Source, Korea		ELETTRA	Centre Europeen de Recherche Nucleaire (CERN)	National Superconducting Cyclotron Laboratory (NSCL)
Raja Ramanna Centre for Advanced Technology, India	Germany	Instituto Nazionale di Fisica Nucleare (INFN)	Paul Scherrer Institut (PSI)	National Synchrotron Light Source (NSLS)
RIKEN, Japan	Angströmquelle Karlsruhe (ANKA)	Laboratori Nazionali di Frascati (LNF)	UK	Oak Ridge National Laboratory (ORNL)
Super Photon ring – 8 GeV (SPRING-8), Japan	Berliner Elektronenspeicherung-Gesellschaft für Synchrotronstrahlung (BESSY)	Netherlands	Diamond	Particle Beam Physics Lab
Synchrotron-light for Experimental Science and Applications in the Middle East (SESAME), Jordan	Cooler Synchrotron (COSY)	Accelerateur Groningen-Orsay (AGOR)	Rutherford Appleton Laboratory (RAL)	Relativistic Heavy Ion Collider (RHIC)
Synchrotron Radiation Research Center, Taiwan	Deutsches Elektronen Synchrotron (DESY)	National Institute for Nuclear Physics and High Energy Physics (NIKHEF)	Synchrotron Radiation Source Daresbury	Saskatchewan Accelerator Laboratory (SAL)
Variable Energy Cyclotron Centre (VECC), India	Dortmund Electron Test Accelerator (DELTA)	Russia	US and Canada	Spallation Neutron Source (SNS)
Australia	Electron source with high brilliance and low emittance (ELBE)	Budker Institute of Nuclear Physics	88-Inch Cyclotron	Stanford Linear Accelerator Center
Australian Synchrotron	Electron Stretcher Accelerator (ELSA)	Institute for High Energy Physics (IHEP)	Advanced Light Source	Stanford Synchrotron Radiation Laboratory
Belgium	Forschungszentrum Rossendorf (FZR)	Institute for Theoretical and Experimental Physics (ITEP)	Alternating Gradient Synchrotron (AGS)	Stony Brook Superconducting Linac (SBSL)
Cyclotron of Louvain la Neuve (CYCLONE)	Free Electron Laser in Hamburg (FLASH)	Joint Institute for Nuclear Research (JINR)	Argonne National Laboratory (ANL)	Sudbury Neutrino Observatory
Denmark	Gesellschaft für Schwerionenforschung (GSI)	Spain	Bates Linear Accelerator Center, Massachusetts Institute of Technology (MIT-Bates)	Synchrotron Radiation Center
Aarhus Storage Ring in Denmark (ASTRID)	Hamburger	ALBA	Brookhaven National Laboratory (BNL)	Synchrotron Ultraviolet Radiation Facility (SURF II)
Institute for Storage Ring Facilities in Aarhus			Canadian Light Source (CLS)	Thomas Jefferson National Accelerator Facility (TJNAF)
Finland			Center for Advanced Microstructures and Devices (CAMD)	TRI-University Meson Facility/National Meson Research Facility (TRIUMF)
			Cornell Electron-Positron Storage Ring (CESR)	

CERN Courier show calendar 2009

Issue	Show(s)	Editorial
Jan/Feb	AAAS 2009, US	
Mar	APS March Meeting, US; DPG Condensed Matter & EPS Meeting, Germany; DPG Darmstadt, Germany; CHEP 2009, Czech Republic; IPOT 2009, UK	
Apr	MRS Spring Meeting, US; APS April Meeting, US	
May	EGEE Spring Meeting, Switzerland; PAC 2009, Canada; SVC 52nd Annual Meeting, US	
Jun	ISC, Germany; CEC-ICMC 2009, US	Rubbia Fest – <i>CERN Courier</i> will report on the 75th birthday celebrations of the ex-CERN DG and Nobel prize winner Carlo Rubbia
July/Aug		50th anniversary of <i>CERN Courier</i> (with additional distribution at Lepton Photon and the EPS HEP meeting)
Sep	EGEE Autumn Meeting, Switzerland; Synchrotron Radiation User Meeting, UK	
Oct	Semicon Europa, Germany; Frankfurt Book Fair, Germany	Nobel prize issue celebrating the 10th, 25th and 30th anniversaries of the Nobel prizes won at CERN
Nov	MRS Fall Meeting, US	20th anniversary of LEP and the 50th anniversary of PS (with additional distribution at these celebrations)
Dec		50th anniversary of DESY

Display advertising solutions

Print

Advertising

As well as offering standard display solutions to help you to reach readers, we can create a bespoke package to help you to increase your brand exposure and promote products, services and developments tailored to your budgets and marketing schedule.

Advertorials

Enhance your company or brand presence to get ahead of the competition with an advertorial that will deliver your marketing message to your target prospects. Previous clients include SAES Getters, Hewlett-Packard, Instrumentation Technologies, OCEM and Babcock Noell.

Reprints

If your product or company features in a *CERN Courier* article, or if a colleague writes an editorial piece for us, reprints can play an important part in enhancing your marketing campaign. You can:

PHOTONIS Your partner for new detection solutions

Advanced Light Detector Photo Multiplier Tubes Extreme Detectors

Hybrid Photo Detector (HFD), PLANAON, Image Intensifier Tubes, MCP/PMT

SP 2020: large area PMT's, Ultra-Fast Timing PMT's, High-Current PMT's

High Resolution & Gamma Flux, Ultra-Fast Dark Tube, Microchannel Plates for Extreme UV and X-ray optics, UV-detection and Imaging in Space

PHOTONIS INTEGRATED DETECTOR SOLUTIONS

www.photonis.com

- increase your PR coverage;
- include them in direct mail/e-mail to customers;
- post them on your website;
- distribute them at industry events.

ADVERTISEMENT FEATURE

SAES® Getters' SORB AC Getter Wafer Modules Boost UHV Conditions at Shanghai Synchrotron Radiation Facility (SSRF)

The Shanghai Synchrotron Radiation Facility (SSRF) is a third-generation synchrotron light source designed to meet the growing demand for synchrotron radiation in China. It consists of a 4.22 m circumference storage ring operating at 3.5 GeV, a 3000mA electron beam, and several beam lines and experimental stations. It will be the largest synchrotron in China and the fourth largest worldwide. Once fully operative, more than 60 beam lines will be made available to users for a variety of studies, encompassing macromolecular crystallography, XAFS, hard X-ray microfocus, X-ray imaging and biomedical applications, soft X-ray spectroscopy, diffraction and small angle X-ray scattering. The synchrotron ring, which is all housed under construction at Zhang Jiang High Tech Park in Shanghai, is supposed to begin the commissioning phase by the end of 2008.

One of the key challenges faced during the project has been the achievement and maintenance of a suitable vacuum level, especially at full beam current when large gas loads are generated by synchrotron radiation along the ring and in specific areas like the catch absorbers. A pressure design value of $<1 \times 10^{-7}$ mbar during machine operation and 10^{-8} mbar under static conditions has been set for SSRF. To ensure this challenging target the vacuum ring is covered by more than 3000 ion pumps, most of which integrate inside gas valves a SAES® SORB AC Getter Wafer Module (mainly of the WP 2350-01 707 type).

The integration of SAES® NEG Wafer Modules inside ion pumps is a well known and proven approach which has been used in South Korea at APS at Argonne National Laboratory. The Getter Wafer Modules are available in two getter alloys (SR 707 and SR 202) and come in a range of compact sizes. They feature pumping speeds for hydrogen between 800 and 1200 l/s, significantly boosting ion pump performances, ion pumps, in fact, lose their pumping efficiency for hydrogen in the 10^2 mbar range and below. Being hydrogen the main residual gas in UHV systems, this one creates inconveniences during the machine operations, especially in the high gas load regions. The Getter Wafer Modules provide therefore a simple and cost effective way to significantly increase speed and capacity for hydrogen as well as for the other gases right where this is most required.

A picture of a NEG module mounted inside the ion pump installed at SSRF is showed in the picture.

Given its compact size, the module can be easily mounted inside the ion pump. Activation is generally accomplished by passive heating during the ion pump bake-out, or, preferably, by direct passage of current through the module length. Modules have high capacity for gases and are rugged pumps, so once installed they do not need to be replaced, but just reactivated from time to time or after ion pump venting for maintenance and shut-downs. This is possible, as for other getter pumps, a large number of times, generally more than 50. However, if required after extensive operation or for any other reasons, modules can be easily replaced. This provides extra safety and reliability to the entire vacuum system, since the replacement operation is very simple and does not affect at all the ion pump performance.

Extensive testing of Wafer Getter Modules inside ion pumps of different vendors is ongoing in several synchrotron light sources which are being built or designed in Europe and in Asia.

In particular, investigations carried out at SSRF have showed that after getter module activation, vacuum in the 10^{-7} mbar range is obtained, fully meeting the demanding vacuum requirements of this light source.

For more information:
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 Business Area Manager Vacuum Systems
 Phone: +39 02 8337444
 e-mail: steve_hines@saes-getters.com
 www.saesgetters.com

Online

The website has recently been redesigned to maximize usability for both visitor and advertiser. Our aim is for *cerncourier.com* to be a leading website for the physics community, so link up with us to extend the reach of your online activity.

Star product

- A priority position on the home and products pages.
- Enhanced exposure: your product listing remains in the archive and in your company listing until you choose to delete it.

Sponsored search terms

This is an innovative way of driving quality, focused traffic direct to your website.

International Journal of High Energy Physics

CERN COURIER

Latest Issue: Archive, CNA, Jobs, Links, Super's guide, Items, Contact us

WELCOME

The CERN Courier website brings you online articles from the print magazine and a range of resources for the high-energy physics community.

FEATURE OF THE MONTH

French Minister's talent for ingenious invention

Colleagues and friends of French Minister recall some of his major contributions to experimental particle physics

Continue reading the feature of the month archive

NEWS

CERN Council looks forward to imminent start-up of the LHC

Protons knock on the LHC's door

GLAST in orbit to explore extreme universe

Protons and neutrons certainly prefer each other's company

High-energy physics labs become 'HEPNET'

CNS completes milestone installation of beam pipe

FEATURES

The step-start approach to rare isotope beams

Don Mirone investigates plans to reconstruct rare isotope beams

The Super-LHC is on the starting blocks

The Super-LHC is under way

YERK Takai to Kamikita

Commission is in full swing in Japan on the new facility to send neutrons from J-PARC to the Super-Kamiokande detector

DAFNE provides a fine electron source

An electron test beam at the Frascati @-factory offers

KEY SUPPLIERS

1

2

3

FEATURED COMPANIES

HIDEN ANALYTICAL

TUG

ET Enterprises

CeramTec

- 1 Key supplier**
This provides you with detailed representation on *cerncourier.com*, offering essential information to our users and capturing sales leads in the process by building a multipage microsite.
- 2 Banner advertising**
● A top-level banner gives you presence throughout the site.
- 3 Featured company**
● Extremely high visibility: located on the homepage.
● Your logo and link alongside relevant editorial.
● A detailed listing in our company finder.
● Monthly reports to quantify your return on investment.

“Advertising in *CERN Courier* and *cerncourier.com* has increased our visibility among the key audience and resulted in opportunities that we would not have otherwise seen.”
Thoms Schmidt, FuG Elektronik GmbH

cerncourier.com

31 000*

unique visitors a month

*Publisher's own data based on Google Analytics' year-to-date average, January–September 2008.

Recruitment advertising solutions

Online

1 Star employer

- A highly visible animated banner on the jobs page for the duration of booking.
- A standard listing on the jobs page or a hyperlink to your chosen URL.

2 Star job

- A featured flag at the top of the jobs page for the duration of the booking.
- Homepage exposure for the duration of the booking.
- A jobswire listing sent to 9600 subscribers for the duration of the booking.



3 Company spotlight

- Premium logo positioning on the jobs homepage.
- Logo click-through to the company profile page.
- A standard listing on the jobs page.
- Listings in the weekly jobswire.

Text listing

- One month's exposure on the jobs page.
- High visibility: initial homepage exposure.
- Inclusion in the weekly jobswire.

Print

CERN Courier's status as a highly valued resource in the physics community offers you a direct route to skilled job seekers in high-energy physics, scientific computing and related areas. The dedicated recruitment section in the magazine directs our 72 000 readers to your vacancy. They are looking for positions ranging from graduate to senior level, including:

- heads of industry
- chairs
- lecturers
- research associates
- fellowships
- postdoctorates
- engineers



“Many of our scientific positions have been advertised through *CERN Courier* and *Physics World*. We have always been rewarded with a remarkable number of worthy applications and we have enjoyed the professional and friendly services of their dedicated staff.”

Personnel Office of the International Centre for Theoretical Physics, Abdus Salam

Job adverts in **CERN Courier** benefit from up to **eight weeks' free exposure** on **cerncourier.com** and **physicsworld.com**, reaching

224 036*
visitors per month

*Combined visitor numbers to cerncourier.com (45 849) and physicsworld.com (178 187) based on Google Analytics data, three-month average, July–September 2008.

Contact the recruitment sales team Moo Ali, tel +44 (0)117 930 1264, e-mail moo.ali@iop.org

Advertising rates (euros)

Display

CERN Courier display advertising rates 2009 (€)			
	1x	5x	10x
Full page			
Full colour	5500	5170	4950
Mono	4400	4136	3960
Half island			
Full colour	4675	4395	4208
Mono	3740	3516	3366
Half vertical			
Full colour	3700	3478	3330
Mono	2960	2782	2664
Half horizontal			
Full colour	3700	3478	3330
Mono	2960	2782	2664
Third vertical			
Full colour	2800	2632	2520
Mono	2240	2106	2016
Quarter			
Full colour	2150	2021	1935
Mono	1720	1617	1548
Eighth			
Full colour	1350	1269	1215
Mono	1080	1015	972

Subject to change

Online display advertising rates 2009 (€)		
	Duration	€
Featured company	12 months	1780
Top-level banner	1 month	1310
Skyscraper banner	1 month	1310
Buyer's Guide sponsorship banner	1 month	675
Key supplier		
5-page site	12 months	6750
10-page site	12 months	13500
Latest issue alert sponsorship	1 month	540
Sponsored search terms, 3 words	6 months	1350
	12 months	2000
Star product	12 months	675
Feature product	12 months	450

Subject to change

Recruitment

SCC rates (€)*		
	non-university	university
Mono	95	86
Spot colour	98	90
Full colour	101	95

Subject to change
*Single column centimetre

Set size discounts – mono (€)	
	non-university
Quarter page	2223
Half page	4446
Full page	7904
Double-page spread	13832

Subject to change

Example bespoke sizes – mono (€)		
	non-university	university
5 cm × 2 col	950	860
10 cm × 2 col	1900	1720
12 cm × 2 col	2280	2064
15 cm × 2 col	2850	2580
10 cm × 3 col	2850	2580
20 cm × 3 col	5700	5160

Subject to change

Online rates (€)		
	non-university	university
Text listing	763	364
Star job	973	553
Star employer	868	490
Company spotlight	1330	630
Site-wide banner	1680	980

Subject to change

Contact the display sales team Ed Jost, tel +44 (0)117 930 1026, e-mail edward.jost@iop.org
Kathryn Zerboni, tel +44 (0)117 930 1031,
e-mail kathryn.zerboni@iop.org

Contact the recruitment sales team Moo Ali, tel +44 (0)117 930 1264, e-mail moo.ali@iop.org

Mechanical information

Display advertising

FULL-PAGE BLEED
219 × 288 mm
8⁵/₈ × 11⁵/₁₆ inches

TRIM SIZE
213 × 282
8³/₈ × 11¹/₁₆

NO BLEED
193 × 262
7⁵/₈ × 10⁵/₁₆

Print adverts

Adverts should be supplied as high-resolution PDF files, although we can usually accept TIFF, JPEG and EPS files. All files must be 300 dpi and CMYK with fonts embedded.

QUARTER
91 × 125
3⁹/₁₆ × 4⁷/₈

HALF ISLAND
120 × 193
4¹¹/₁₆ × 7⁵/₈

THIRD VERTICAL
63 × 262
2¹/₂ × 10⁵/₁₆

THIRD SQUARE
125 × 125
4⁷/₈ × 4⁷/₈

HALF HORIZONTAL
193 × 125
7⁵/₈ × 4⁷/₈

Dimensions given in millimetres/inches

Online advertising

All banners and logos must be supplied as GIF, JPG or Flash files with "alt" text and a URL to which to link the banner or logo.

The maximum length of animation for animated GIF and Flash files is 15 seconds, with a maximum of three loops through the animated sequence.

The following additional specifications apply to Flash adverts:

- An alternative GIF or JPG image file must be provided as a graceful degradation option for browsers that do not support Flash.
- Subsequent downloading is not permitted.
- Expansion is not permitted.
- Any audio included may only play when initiated by the user.
- Adverts must have a solid background colour (i.e. not transparent).
- Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera and Safari browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

VAT

All UK and European Union advertisers are subject to VAT at 17.5%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from VAT.

Recruitment advertising

FULL PAGE
26 cm × 4 col
10¹/₄ inches × 4 col

The column length is 26 cm (10¹/₄ inches) and a full page is four columns wide. Adverts can span one, two, three or four columns (below are some of the most popular options). The sales team is happy to advise on advert sizes geared to the amount of text and budget available.

HALF VERTICAL
26 cm × 2 col
10¹/₄ inches × 2 col

QUARTER
13 cm × 2 col
5¹/₈ inches × 2 col

CREDIT CARD
5 cm × 2 col
1¹⁵/₁₆ inches × 2 col

Size and shape specifications for online adverts

	Dimensions (pixels)	Max. file size GIF, JPG (KB)	Max. file size animated GIF, Flash (KB)
Site-wide banner	468 × 60	20	40
Square banner	160 × 160	15	20
Star employer logo	160 × 60	5	N/A
Company spotlight logo	160 × 60	5	N/A
MPU banner	300 × 250	20	40
Skyscraper banner	160 × 600	20	40
Category banner	468 × 60	20	40
Corporate partner logo	160 × 60	5	N/A
Key supplier logo	160 × 60	5	N/A