Environmentalresearchweb is the must-read information source for professionals working in any area of environmental science, including:

- biodiversity
- biogeochemical cycles
- climate
- energy
- environmental health
- environmental risk assessment
- food
- pollution
- natural resources
- policy and law
- water resources

It provides users with expert analysis and commentary on all areas of environmental research, policy and sustainable technology, and provides you with the ideal platform for your marketing message.

It allows you to engage with the environmental-science community and gives you access to the key decision-makers. So, if you are looking for high-value exposure for your corporate branding or new customers for your products and services, environmentalresearchweb is uniquely placed to help you build awareness and generate sales leads.

High profile
Every year we exhibit at the AGU and EGU and have over recent years established ourselves as a key player in the field of environmental science. By advertising online with us you will be aligning yourself not only with high-quality editorial but also with a recognized and respected brand.

In association with its sister publication, Environmental Research Letters, environmentalresearchweb provides its users with special "Focus on..." collections of invited papers, news stories and opinion on specific areas of interest. These are readily available from the homepage and provide ideal opportunities for targeted banner advertising.

Members by region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>40%</td>
</tr>
<tr>
<td>North America</td>
<td>20%</td>
</tr>
<tr>
<td>Asia</td>
<td>10%</td>
</tr>
<tr>
<td>Rest of World</td>
<td>30%</td>
</tr>
</tbody>
</table>

More than 15 500*
unique visitors a month
*Google Analytics, March 2012.

More than 300 000*
annual page views
*Google Analytics, November 11–October 12.

More than 9 600*
signed-up members
*Publisher’s own data, September 2012.

Members’ purchasing interests

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>environmental instrumentation</td>
<td>10%</td>
</tr>
<tr>
<td>water resources</td>
<td>20%</td>
</tr>
<tr>
<td>policy and law</td>
<td>30%</td>
</tr>
<tr>
<td>natural resources</td>
<td>40%</td>
</tr>
<tr>
<td>pollution</td>
<td></td>
</tr>
<tr>
<td>food</td>
<td></td>
</tr>
<tr>
<td>environmental risk assessment</td>
<td></td>
</tr>
<tr>
<td>environmental health</td>
<td></td>
</tr>
<tr>
<td>energy</td>
<td></td>
</tr>
<tr>
<td>climate</td>
<td></td>
</tr>
<tr>
<td>biogeochemical cycles</td>
<td></td>
</tr>
<tr>
<td>biodiversity</td>
<td></td>
</tr>
</tbody>
</table>

*Publisher’s own data, September 2012.
ERL is an open access journal, which attracts a large, loyal audience of professionals working in the environmental sciences. Banner advertising is available on the journal homepage.

“Environmental Research Letters is a free-to-read journal dedicated to bringing together intellectual and professional scientists, economists, engineers and social scientists, as well as the public sector and civil society who are engaged in efforts to understand the state of natural systems and, increasingly, the human footprint on the biosphere.”

Daniel M Kammen, Editor-in-Chief

8 new ERL Focus issues 2012/2013

- Second-generation biofuels and sustainability
- Improving quantification of agricultural greenhouse gases
- Delivering on conservation promises
- Environmental assessments in the built environment
- High-energy particles and atmospheric processes
- Changing permafrost in a warming world: observation and implication
- Cyrospheric ecosystems
- The impact of climate change on wetland-ecosystem carbon dynamics

*Publisher's own data, October 2012.

More than
1.4 million*
annual page views

*Google Analytics, November 11–October 12.

More than
675,500*
full-text downloads a year

*Google Analytics, November 11–October 12.
A webinar generates targeted and active leads for your product and service. Your company will benefit from a bespoke, real-time, interactive presentation direct to potential customers.

This high-visibility package includes:

**Before the webinar**
- bespoke marketing activities, including multiple e-shot promotions;
- a dedicated technical and marketing team available for consultation;
- hyperlinked banners on environmentalresearchweb;
- a bespoke registration form to capture qualifying information for your sales team.

**During and after the webinar**
- a six-month hosting period to continuously generate leads;
- customized reporting on audience demographics, traffic, questions asked;
- before the webinar expires you will be able to extend your presence for another six months or buy the rights to the webinar to use for your own promotion.
Video

Make a direct connection with your target customers with the latest video-advertising opportunities.

**Corporate video**
Our full-service video package makes it easy and affordable for businesses of all sizes to exploit this powerful marketing tool. You will benefit from:
- a professional filming and editing service to create a 3–5 minute video hosted on [environmentalresearchweb](http://environmentalresearchweb);
- marketing to our extensive global audience of science and industry professionals;
- a copy of the video for your own marketing promotions.

**Video hosting**
During the hosting period your corporate video will be available to view by [environmentalresearchweb](http://environmentalresearchweb)'s more than 15,500 unique visitors a month.

**Video sponsor**
By sponsoring our high-quality video series you can ensure that your priority marketing message is closer to the action as our readers watch, listen and learn from the people redefining the future of environmental research.

Your company will receive:
- your corporate logo/banner displayed alongside the video;
- promotion of your sponsorship to our extensive global audience of industry professionals;
- a link to the video page for your own marketing promotions.
Become a key supplier on environmentalresearchweb and benefit from increased, targeted exposure for your company.

Create a high-impact microsite with the environmentalresearchweb team and benefit from:

- a targeted audience — your company logo displayed next to relevant articles throughout the site, including the homepage;
- a premium position on the homepage and throughout the site;
- enhanced site search — your microsite at the top of company searches;
- improved impact with animated images;
- lead capture with up to 20 downloadable pages and a “Request info” button;
- a newswire link for the first week of the programme and regular rotation within weekly news alerts throughout the year;
- statistics on views and impressions;
- updates carried out by your dedicated microsite manager;
- four-star products.
Drive traffic to your website and increase your brand awareness by becoming a corporate partner on environmentalresearchweb.

Corporate partnership offers the following benefits:
- a targeted audience — your company logo displayed next to relevant articles throughout the site, including the homepage;
- an opportunity to drive traffic — your logo is hyperlinked directly to your company website;
- statistics on views and impressions;
- a priority position in the Buyer’s guide for the duration of the programme, plus an enhanced listing with hyperlinked logo;
- direct reach — goes straight to more than 6000 opted-in newswire subscribers;
- two-star products.
Newswire sponsorship

E-mail sponsorship provides the ideal platform for you to combine brand awareness with timeliness.

The weekly environmentalresearchweb newswire is read by more than 6000 opted-in subscribers. It provides them with a round-up of key news stories from environmentalresearchweb, information about the latest products and companies, and upcoming worldwide events.

Banners

Three sponsorship banner positions are available — top-level, skyscraper and a third banner that sits at the foot of the newswire. Statistics on views and impressions are provided.

Newswire advert specifications

<table>
<thead>
<tr>
<th></th>
<th>Dimensions (pixels)</th>
<th>Max. file size GIF, JPG (KB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Top-level banner</td>
<td>600 × 75</td>
</tr>
<tr>
<td>2</td>
<td>Skyscraper banner</td>
<td>160 × 600</td>
</tr>
<tr>
<td>3</td>
<td>Third banner</td>
<td>600 × 75</td>
</tr>
</tbody>
</table>

*More than 6000* newswire subscribers

Publisher’s own data, September 2012.
Banner advertising is a tried-and-tested means of driving new customers to your website, and a combination of banners on environmentalsearearchweb and ERL is guaranteed to deliver the best results.

1 Top-level banner
Ideal for both branding and direct-response campaigns.
- Takes pride of place at the top of the page
- Site-wide exposure, offering extremely high visibility and click-through rates
- Banners are hyperlinked, redirecting to your corporate site
- Can be animated or static and can be set to reach your target audience
- Monthly statistics are provided, offering you accountability for your marketing spend

2 Skyscraper
A high-impact location on the homepage and alongside high-quality editorial throughout the site.
- Offers more space to get your corporate or product message across
- Can be animated or static
- Target your banners for specific marketing activities or time zones
- Monthly statistics supplied for added accountability

3 Homepage banner
The perfect position for attracting the attention of ERL’s loyal audience.
All job adverts posted on environmentalresearchweb are free but if you want to reach a much wider audience then why not advertise your job on brightrecruits.com — the international jobs site for physics and engineering. brightrecruits.com has a dedicated environment and Earth-science specialism, making it easy for potential candidates to find your job. All jobs advertised on brightrecruits.com will automatically be posted on environmentalresearchweb.

With some 40 000 visits per month and more than 190 000 page views per month, brightrecruits.com is a cost-effective way of recruiting your ideal candidate.

Advertising options include:
- standard job posting
- job of the week
- featured job
- banner advertising
- featured recruiter
- career videos
## Online advertising rates (€)

<table>
<thead>
<tr>
<th>Service</th>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>environmentalresearchweb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate partner</td>
<td>12 months</td>
<td>1110</td>
</tr>
<tr>
<td>Top-level banner</td>
<td>30 days</td>
<td>650</td>
</tr>
<tr>
<td>Skyscraper banner</td>
<td>30 days</td>
<td>735</td>
</tr>
<tr>
<td>Key-supplier status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-page site</td>
<td>12 months</td>
<td>5670</td>
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<tr>
<td>10-page site</td>
<td>12 months</td>
<td>11340</td>
</tr>
<tr>
<td>Newswire</td>
<td></td>
<td></td>
</tr>
<tr>
<td>top sponsor</td>
<td>1 week</td>
<td>411</td>
</tr>
<tr>
<td>second sponsor</td>
<td>1 week</td>
<td>275</td>
</tr>
<tr>
<td>third sponsor</td>
<td>1 week</td>
<td>220</td>
</tr>
<tr>
<td>Star product</td>
<td>12 months</td>
<td>325</td>
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<tr>
<td>White papers</td>
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<tr>
<td>3 months</td>
<td>12 months</td>
<td>370</td>
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<tr>
<td>12 months</td>
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<td>830</td>
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<tr>
<td>Webinars</td>
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<td>4395</td>
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<td></td>
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<tr>
<td>Corporate video</td>
<td></td>
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<tr>
<td>4400*</td>
<td></td>
<td></td>
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<tr>
<td>Environmental Research Letters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homepage banner</td>
<td>30 days</td>
<td>650</td>
</tr>
</tbody>
</table>

*Dependent on location

## Recruitment advertising rates on brightrecruits.com

<table>
<thead>
<tr>
<th>Number of ads*</th>
<th>non-universities</th>
<th>universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>710</td>
<td>340</td>
</tr>
<tr>
<td>5</td>
<td>2600</td>
<td>1465</td>
</tr>
<tr>
<td>12</td>
<td>3895</td>
<td>2795</td>
</tr>
<tr>
<td>Job of the week</td>
<td>1950</td>
<td>1300</td>
</tr>
<tr>
<td>Featured job</td>
<td>1300</td>
<td>980</td>
</tr>
<tr>
<td>Featured recruiter tile including single job posting (site-wide, including profile)</td>
<td>1105</td>
<td>955</td>
</tr>
<tr>
<td>Full banner</td>
<td>1045</td>
<td>765</td>
</tr>
<tr>
<td>Career video</td>
<td>6600</td>
<td>6600</td>
</tr>
</tbody>
</table>

*Unlimited job packages available — ask for more details

## Contact us

**Display**
Edward Jost  
Commercial operations manager  
tel +44 (0)117 930 1026  
e-mail edward.jost@iop.org

**Recruitment**
Stephen Jones  
Executive  
tel +44 (0)117 930 1196  
e-mail stephen.jones@iop.org
**General specifications**

All banners and logos must be supplied as GIF, JPEG or Flash adverts with “alt” text and a URL to which to link the banner or logo.

**Animation specifications**

GIF/Flash animations must:
- be no longer than 15 seconds;
- loop through a sequence of frames three times maximum.

The following specifications apply to Flash adverts:
- an alternative GIF or JPEG image file must be provided as a 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. Stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

**Online advert specifications**

<table>
<thead>
<tr>
<th>Environmentalresearchweb</th>
<th>Dimensions (pixels)</th>
<th>Max. file size GIF, JPG (KB)</th>
<th>Max. file size animated GIF, Flash (KB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key-supplier logo</td>
<td>160 x 60</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>Corporate-partner logo</td>
<td>160 x 60</td>
<td>5</td>
<td>N/A</td>
</tr>
<tr>
<td>Top-level banner</td>
<td>468 x 60</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Skyscraper banner</td>
<td>160 x 600</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Environmental Research Letters</td>
<td>468 x 60</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Homepage banner</td>
<td>468 x 60</td>
<td>20</td>
<td>40</td>
</tr>
</tbody>
</table>