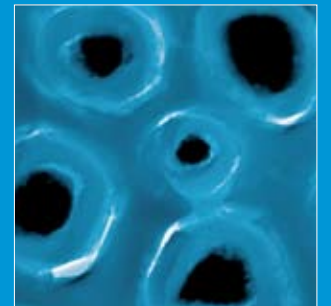
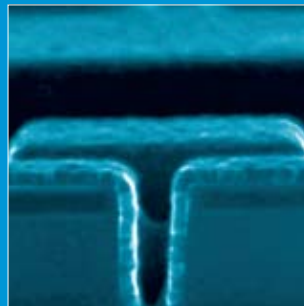
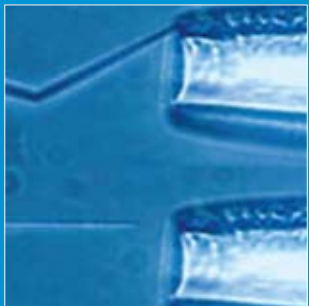


# nanotechweb.org NANOTECHNOLOGY

A direct route to the nanotechnology sector

media pack 2010



**IOP** Publishing

# nanotechweb.org reach your community

Digital solutions

Contact display sales

Tel +44 (0) 117 930 1032

E-mail sales@nanotechweb.org



## Get the most from your marketing spend

[nanotechweb.org](http://nanotechweb.org) interviews the people behind the breakthroughs to give its readers exclusive updates on the latest developments in nanotechnology.

In partnership with the journal *Nanotechnology*, [nanotechweb.org](http://nanotechweb.org) brings together researchers across all aspects of the field, from materials processing and characterization, through to emerging areas, such as bionanotechnology.

### ● Global audience

[nanotechweb.org](http://nanotechweb.org) is viewed in more than 60 countries every day, which means that when you advertise you are reaching a truly global audience.

### ● Loyal users

More than 60% of our users visit [nanotechweb.org](http://nanotechweb.org) at least once a week to ensure that they are up to date with the latest news from the nanotechnology sector.

### ● Involved in purchasing

More than 80% of [nanotechweb.org](http://nanotechweb.org)'s audience purchase, recommend or specify nanomaterials. Some 59% do the same for microscopes and characterization equipment, and another 39% do the same for fabrication and processing systems.

**53 000\***  
monthly visitors to  
[nanotechweb.org](http://nanotechweb.org)

\*Google Analytics average, January–August 2009.

**23 000\***  
newswire subscribers

\*Publisher's own data, September 2009.

**80%\***  
of the [nanotechweb.org](http://nanotechweb.org) audience  
purchase, recommend  
or specify nanomaterials

\*Publisher's own data, October 2009.

A variety of advertising formats and sections across the site are available to help you reach your target audience, including display adverts, white papers, newswire sponsorship and featured products.



Contact details Alex Wotherspoon, publisher, tel +44 (0) 117 930 1812, e-mail alex.wotherspoon@iop.org

nanotechweb.org • media pack 2010

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Corporate partnership

## Corporate partnership

Corporate partnership allows you to have your company displayed next to relevant editorial content across [nanotechweb.org](http://nanotechweb.org). Choose your own keywords and ensure that your company is being seen at the right time by our readers. Corporate partnership includes:

- sitewide contextual exposure, with your company logo alongside relevant editorial content
- premier extended listing in our buyer's guide
- priority search results
- five sponsored search terms
- monthly reporting
- **12 months, £1200**



News wire

## News wire

News wire is the weekly e-mail newsletter requested by more than 23 000 subscribers to keep them up to date with the latest research, products and white papers appearing on [nanotechweb.org](http://nanotechweb.org). Sponsorship positions of up to 50 words are available, allowing advertisers to reach the desktop of a targeted, receptive audience.

- **Top sponsor, £450 a week**
- **Second sponsor, £300 a week**



White papers

## White papers

A white paper is a downloadable application note or case study that provides an overview of a key technology or process so that users can clearly see the benefits of using a company's products. White papers provide the opportunity to obtain qualified sales leads, because readers' details are captured with each download and sent to the advertiser as a spreadsheet every month.

- **3 months, £400**
- **12 months, £900**



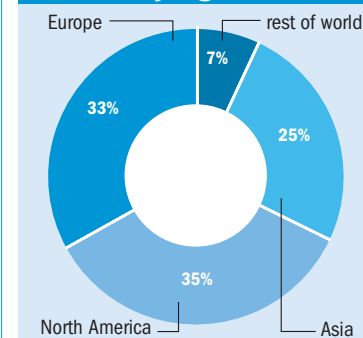
Star product

## Star products

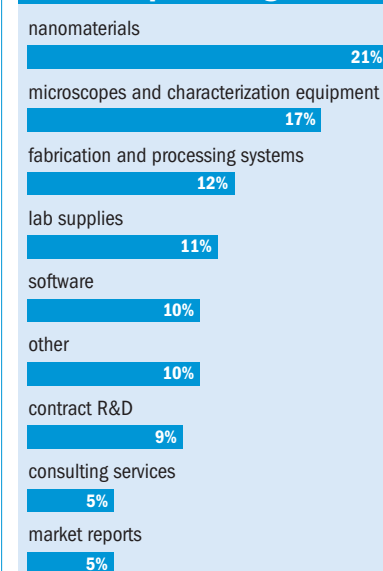
Star-product placement allows you to highlight products for scientists around the world. Whether these are new or existing products, having them as a star product on [nanotechweb.org](http://nanotechweb.org) will boost their profile. A reader-reply form in the listing provides a direct and immediate sales lead. Star-product listings include:

- positioning at the top of search results for 12 months
- homepage listing for one month
- four placements in the news wire
- a reader-reply form
- **12 months, £350**

## Members by region



## Members' purchasing interests



Contact details David Iddon, advertising manager, tel +44 (0) 117 930 1032, e-mail david.iddon@iop.org

The different formats of display advertising across [nanotechweb.org](http://nanotechweb.org) allow for flexibility in design and targeting when reaching your audience.



Leaderboard

### Leaderboard

The leaderboard takes pride of place at the top of the page and is ideal for both branding and direct-response campaigns.

Available on either:

- homepage
- run of site
- technology update
- 30 days, £700



Skyscraper

### Skyscraper

Ideal for both direct-response and branding campaigns, it maintains visibility as the users scroll down the page. Available on either:

- homepage
- run of site
- technology update
- 30 days, £800



MPU

### Message placement unit (MPU)

The MPU appears in every editorial article and also some archive pages. The MPU is a popular format due to its strong performance. Available on either:

- run of site
- 30 days, £500



Community sponsor

### Community sponsor message board

Priority promotion on selected community channels.

- Company logo
- Text can change when required
- Constantly update readers about company, events and products
- 30 days, £500



Buyer's guide category sponsor

### Buyer's guide category sponsor

- Select your chosen category to sponsor
- Top-level banner for 30 days
- Sponsor listing in weekly news alert
- Increased traffic to your buyer's guide entry, £450 each



**Generate qualified leads** Webinars are an excellent vehicle for you to educate customers and prospects about your new technologies or services.



Webinars

### Webinars

- Live audio conference by phone, plus a URL to view simultaneous slideshow online. Participants must register to take part – an excellent

medium to educate customers about new technologies and services.

- The webinar is archived on [nanotechweb.org](http://nanotechweb.org) for 6 months and users must register to listen to the archived content.
- Archived content will generate qualified leads that will be sent directly to you, extending your impact for a full 6 months beyond the live presentation.
- Using a variety of [nanotechweb.org](http://nanotechweb.org) marketing channels, webinars will be promoted via the [nanotechweb.org](http://nanotechweb.org) review, newswire slots and banner advert placements.
- £3800.



Note: image shown here refers to editorial

### Video presentation

- Place your video on [nanotechweb.org](http://nanotechweb.org) so that potential customers can view first-hand how your product works.
- Combine with a star product and a white paper for an integrated approach to qualified lead generation and product awareness.
- £1000 per month including MPU and web banner.

### Tailored package deals

We know that not everybody has the same marketing priorities and that some budgets are smaller than others. That's why in 2010 we are offering new package deals tailored to the needs of all types of advertisers.

**60%\***  
of users purchase, recommend or specify microscopes or characterization equipment

\*Publisher's own data, October 2008.

**60%\***  
of users visit [nanotechweb.org](http://nanotechweb.org) at least once a week

\*Publisher's survey, 1509 respondents, July 2008.

### Entry-level package

For start-ups, new entrants to the nanotechnology business and those on a tighter budget.

- **online** 12 months' corporate partner banner advert
- **newswire** two-week sponsorship
- **two white papers**
- £2500

### Brand-promotion package

For heightened brand awareness.

- **online** 12 months' corporate partner banner advert
- **online** four star product announcements for direct sales-lead generation
- **newswire** two-week sponsorship
- **webinar**
- **two white papers**
- £7500

**87 000\***  
pages are viewed each month on [nanotechweb.org](http://nanotechweb.org)

\*Google Analytics average, January–August 2009.



**Contact details** David Iddon, advertising manager, tel +44 (0) 117 930 1032, e-mail david.iddon@iop.org

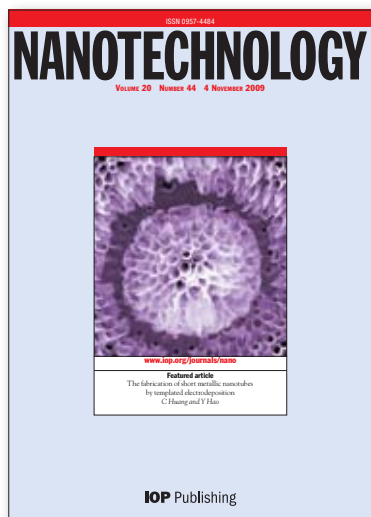
# NANOTECHNOLOGY online

An integrated marketing solution

Contact display sales

Tel +44 (0) 117 930 1032

E-mail sales@nanotechweb.org



Reach the leading nanotechnology experts in industry, research and academia using *Nanotechnology*, a broad-scope journal encompassing the understanding of fundamental physics, chemistry, biology and technology of nanometre-scale objects.

● **Engaged audience**  
With more than 100 000 papers being downloaded each month, *Nanotechnology* online is a valuable resource for top academics, and industrial and government institutions from around the world.

● **Free content available**  
It is the only nanotechnology journal that offers free access to all of its papers for the first 30 days that they are online. This

allows non-subscribers to access important content and makes it easier for advertisers to reach a larger share of their audience.

● **Close links to the community**  
*Nanotechnology* online is closely linked to the nanotechnology community. *Nanotechnology* is featured prominently on [nanotechweb.org](http://nanotechweb.org) and acts as a valuable resource for the community by providing the latest research.

● **Targeted content**  
The journal appeals to a wide audience to whom structure, properties or observation on the nanometre scale are critical. Special issues are published regularly that focus on a particular area of the industry, which allows advertisers to target their campaigns.

● **Worldwide visibility**  
*Nanotechnology* is read in key sectors and institutions in more than 100 countries and can be seen at more than 40 conferences and events every year.

## Print advertising rates

	\$	£	€
Cover page, full colour	2280	1200	1560
Full page, full colour	1700	900	1200
Full page, mono	1425	750	975
Half page, mono	950	500	600

Subject to change

### FULL PAGE

(bleed)

216 × 292 mm

8<sup>5</sup>/<sub>8</sub> × 11<sup>1</sup>/<sub>2</sub> inches

(trim size)

210 × 286 mm

8<sup>3</sup>/<sub>4</sub> × 11<sup>1</sup>/<sub>4</sub> inches

(text)

190 × 266 mm

7<sup>1</sup>/<sub>2</sub> × 10<sup>5</sup>/<sub>16</sub> inches

### HALF HORIZONTAL

(bleed)

216 × 148 mm

8<sup>1</sup>/<sub>2</sub> × 5<sup>13</sup>/<sub>16</sub> inches



**Contact details** David Iddon, advertising manager, tel +44 (0) 117 930 1032, e-mail david.iddon@iop.org

## Print adverts

- Adverts should be supplied as high-resolution PDF files.
- All files must be 300 dpi and CMYK with fonts embedded.
- Files can be e-mailed to us or, if they are very large, uploaded via our FTP site (<ftp://ftp.iop.org/incoming/dtp>).
- Responsibility for supplying the correct file size and type rests with the advertiser.

Online advertising rates				
	period	£	\$	€
<b>Nanotechnology online</b>				
Homepage banner	30 days	700	1211	910
Abstract pages banner	30 days	900	1553	1170
<b>nanotechweb.org</b>				
Corporate partnership	12 months	1200	2076	1560
Leaderboard homepage	30 days	700	1211	910
Skyscraper homepage	30 days	800	1384	1040
MPU	30 days	1100	1898	1430
Buyer's guide category sponsor	30 days	450	606	455
Community sponsor message board	30 days	500	865	650
<b>Newswire</b>				
first sponsor	1 week	450	777	585
second sponsor	1 week	300	518	390
event booth listing in weekly newswire	1 week	50	87	65
Star product	12 months	350	606	455
<b>White papers</b>				
with monthly lead-generation report	3 months	400	692	520
	12 months	900	1557	1170
<b>Webinars and presentations</b>				
		on request	on request	on request
<b>Video presentation</b>				
	30 days	1000	1730	1300

subject to change

Advert specifications			
	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

### Online adverts

All banners and logos must be supplied as GIF, JPG or Flash adverts 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.



### Conference and show calendar 2010

Date	Show
23–28 January	SPIE Photonics West
15–19 March	APS March Meeting
21–25 June	NSTI Nanotech
20–23 August	ICN+T 2010 (and VASSCAA5)
29 November – 3 December	MRS Fall Meeting

### Event booth listing in weekly newswire

- List your company booth for specific events
- Choose the number of weeks to be listed prior to the event
- Hyperlinks to your website
- Generate leads and meetings
- £50 per week

**112 000\***  
papers downloaded  
each month

\*Publisher's own data, average January–July 2009.

