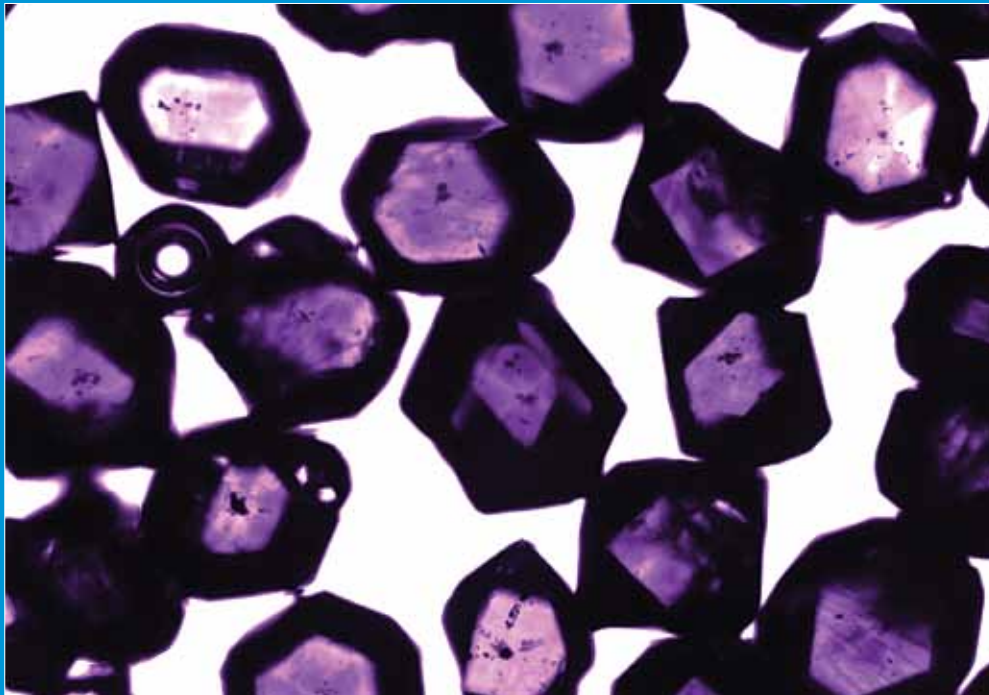


media pack 2011



### 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

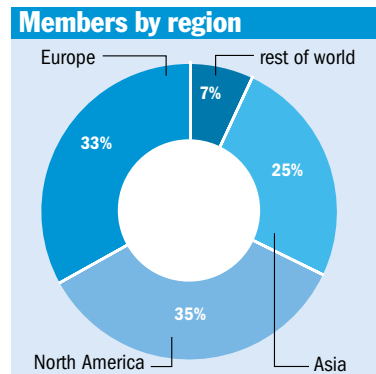
[nanotechweb.org](http://nanotechweb.org) is viewed in more than 60 countries every day, which means that when you advertise you are reaching a truly global audience.

#### ● Loyal users

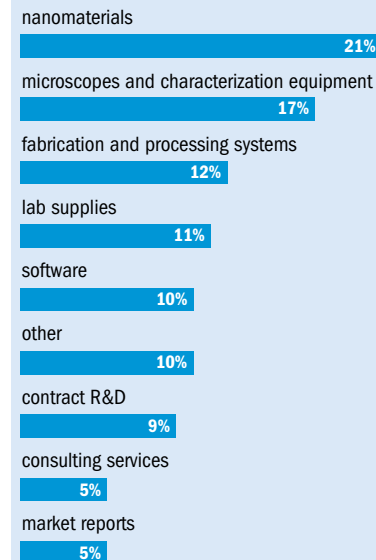
More than 60% of our users visit [nanotechweb.org](http://nanotechweb.org) at least once a week to ensure that they are up to date with the latest news from the nanotechnology sector.

#### ● 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.

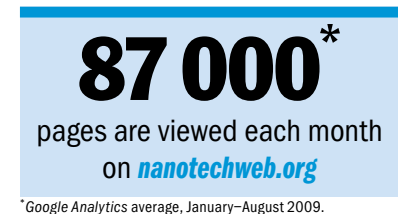
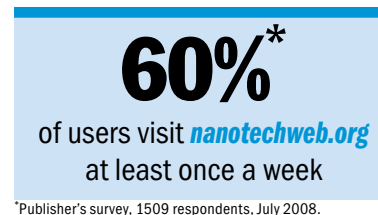
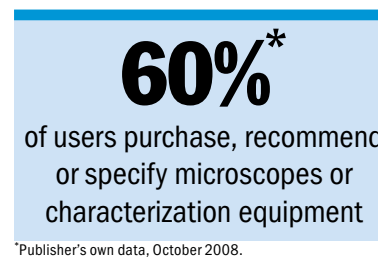


### Members' purchasing interests



### 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 2011 we are offering new package deals tailored to the needs of all types of advertisers.



# NANOTECHNOLOGY journal

An integrated marketing solution



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 2 million papers downloaded per year, *Nanotechnology* online is a valuable resource for top academics, and industrial and government institutions 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 they are online. This allows non-subscribers to access important content and makes it easier for advertisers to reach a larger audience.

#### ● 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.

#### Top universities and institutes who receive *Nanotechnology*

- University of Cambridge, UK
- University of Oxford, UK
- University of Bristol, UK
- Yale, US

- Harvard, US
- Cornell, US
- University of California, US
- CALTECH, US
- Penn State University, US
- University of Hamburg, Germany
- University of Basel, Switzerland
- EPFL, Switzerland
- University de Bretagne, France
- Lund University, Sweden
- NIMS, Japan
- Sungkyunkwan University, Korea

#### Conference and show calendar 2011

Date	Show
21–25 March	APS, Dallas, US
9–13 May	E-MRS, Strasbourg, France
5–9 June	Transducers 2011, Beijing, China
13–16 June	NSTI Nanotech, Boston, US
26–30 June	International Conference on Materials for Advanced Technologies (ICMAT)
4–7 September	Eurosensors, Athens, Greece
28 November – 2 December	MRS Fall, Boston, US

# Multimedia – webinars and videos

**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 six 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 six 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.



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.
- Includes MPU banner.

“In an independent survey conducted by The Microscopy & Imaging Place, Inc (The MIP) entitled ‘First International AFM Market Study’, the results showed that [nanotechweb.org](http://nanotechweb.org) was the most routinely visited website above all other nanotechnology sites.”

The screenshot shows the nanotechweb.org website interface. At the top, there is a navigation bar with links for Home, News, Journal, Multimedia, Events, Buyer's guide, White papers, Jobs, Links, Blog, and Contact us. A search bar is also present. The main content area features a video player for 'The World's Highest Resolution AFM' by Cypher. The video player includes a title, a date (Mar 4, 2010), and a description of the Cypher Atomic Force Microscope. Below the video player, there are sections for 'LATEST VIDEOS', 'MULTIMEDIA', 'HIGHLIGHTS 2009', 'KEY SUPPLIERS', and 'CORPORATE PARTNERS'. The 'KEY SUPPLIERS' section lists 'Piezo Ceramic Motors' and 'More companies'. The 'CORPORATE PARTNERS' section lists 'For maximum exposure, become a Corporate partner. Contact our sales team.' and 'Buyer's Guide'. A quote from Andras Kis, EPFL Switzerland, is displayed at the bottom of the video player: 'Cypher is by far the best, most stable and most configurable AFM I have ever used! Andras Kis, EPFL Switzerland'. Another quote is visible below: 'Cypher is the best AFM I have ever used. For our group it has allowed...'

From Nobel-prize winners to the director-general of CERN, the biggest names in science make a point of talking to [nanotechweb.org](http://nanotechweb.org). Now, thanks to our exclusive online video streaming service, 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 physics.

## Video sponsor

By sponsoring our high-quality video series, 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.

## Corporate video

Our industry-leading team offers a full-service video package to communicate your message to the global market. Let us take care of the content while you connect with your customers. You will benefit from:

- a high-quality 5–10 minute video hosted on [nanotechweb.org](http://nanotechweb.org);
- 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 [nanotechweb.org](http://nanotechweb.org)'s 53 000 visits per month.

# Key supplier status



Create a high-impact microsite with the [nanotechweb.org](http://nanotechweb.org) team and benefit from:

- 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;
- monthly statistics on views and click-throughs;
- updates carried out by your dedicated microsite manager.

“AIXTRON is using the nanotechweb platform and journal to promote its products because it addresses a wide community. In the emerging nanomaterials market, staying in touch with researchers and manufacturers is crucial for us.”

**Octavia Deufel, Marketing Communications, AIXTRON AG**

# Corporate partner



Corporate partnership offers the following benefits:

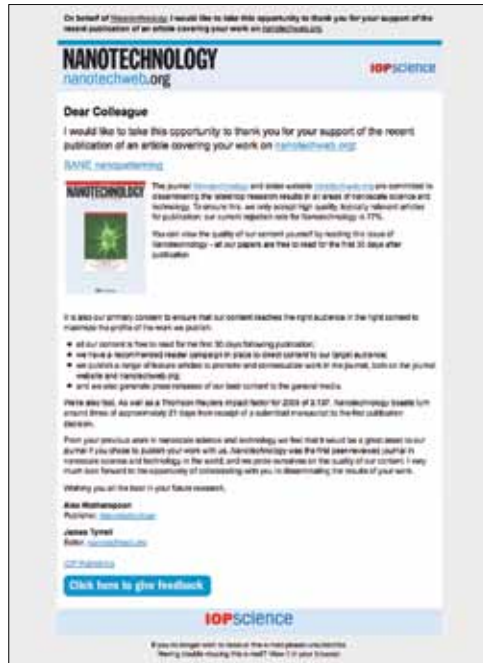
- a targeted audience – your company logo displayed next to relevant articles throughout the site, including the homepage;
- an opportunity to drive traffic – your logo is hyperlinked directly to your company website;
- tracked results, with Google Analytics statistics reported back to you each month;
- a priority position at the top of the Buyer's guide for the duration of the programme, plus an enhanced listing with hyperlinked logo;
- direct reach – your message goes straight to more than 24 000 opted-in newswire subscribers.

"As a corporate partner, we have found nanotechweb very beneficial in increasing the visibility of our products in the research community."

**Peter Samsel, CEO, Harrick Plasma**



# Newswire sponsorship (HTML format)



## Nanotechnology weekly newswire – bespoke packages

Combine brand awareness with timeliness by sending your message to more than 24 000 opted-in subscribers:

- weekly round-up of key news stories from [nanotechweb.org](http://nanotechweb.org);
- details about upcoming worldwide events;
- sponsorship positions available;
- information about the latest products and companies on [nanotechweb.org](http://nanotechweb.org).

# Star product sponsorship

## White papers

### Star product sponsorship

Benefit from a six-month priority listing in our Buyer's guide. Star products increase visibility and create leads.

You will also receive:

- home-page listing;
- a "Request info" button providing direct leads;
- statistics on views and click-throughs;
- inclusion in one newswire, delivered weekly to more than 24 000 opted-in subscribers;
- targeted promotion alongside related editorial content.

### Comparison of listing types\*

	Page views	Unique page views	Click-throughs
<b>Star product</b>	61	56	17
<b>Free product listing</b>	7	6	1

\*Comparison of one month's average listing

### White papers

Take advantage of [nanotechweb.org](http://nanotechweb.org)'s impressive traffic to promote your research and technical papers, and benefit from:

- leads sent to you on a monthly basis;
- a hyperlink direct to your website;
- inclusion in the newswire, delivered weekly to more than 24 000 opted-in subscribers.

# Banners

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



## 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

## Premium square banner

- Fixed across site
- Average 45 000 impressions, 100 clicks
- 30 days

## 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



## 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

# Banners

The screenshot shows the nanotechweb.org homepage. At the top, there is a navigation bar with links like Home, News, Journal, etc. Below the navigation bar, there is a main header with the site logo and a search bar. The main content area is divided into several sections: 'LATEST NEWS ARTICLES', 'TECHNOLOGY UPDATE', 'RELATED STORIES', 'RELATED LINKS', 'RESTRICTED LINKS', and 'RELATED PRODUCTS'. A large red rectangular area is overlaid on the 'RELATED STORIES' section, partially obscuring the text. To the right of this area, there is a 'Click here for more information and registration' link. Below the red area, there is a 'KEY SUPPLIERS' section featuring 'Piezo Ceramic Motors' and a 'CORPORATE PARTNERS' section.

## 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:

- run of site
- 30 days

## 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

The screenshot shows the nanotechweb.org homepage with a different layout. The main header features the site logo and a search bar. Below the navigation bar, there is a large red banner for 'Physica.Spb' with the text 'Oct. 27-28, 2010 Saint-Petersburg, Russia'. Below the banner, there is a 'Click here for more information and registration' link. The main content area is divided into several sections: 'SCANNING PROBE MICROSCOPY', 'TECHNOLOGY UPDATE', 'PRODUCTS & SERVICES', 'HIGHLIGHTS 2009', 'COMMUNITIES', and 'KEY SUPPLIERS'. The 'TECHNOLOGY UPDATE' section features several articles with dates and titles, such as 'AFM tip "writes" graphene nanowires' and 'Schottky diodes: the "door" to future memory devices'. The 'PRODUCTS & SERVICES' section features a list of products with images and descriptions, such as 'Nanonics' MultiView 4000TM MultiProbe SPM System' and 'eLockin - a quad-channel lock-in amplifier series'. The 'HIGHLIGHTS 2009' section features a list of papers and articles from the journal 'Nanotechnology and nanotechweb.org'. The 'COMMUNITIES' section features a list of communities, such as 'Scanning probe microscopy' and 'CLEANTECH LEDs'. The 'KEY SUPPLIERS' section features a list of suppliers, such as 'Piezo Ceramic Motors' and 'CLEANTECH LEDs'.

# Mechanical data – display

## Nanotechnology journal

<p><b>FULL PAGE</b> (bleed) 216 × 292 mm 8<sup>5</sup>/<sub>8</sub> × 11<sup>1</sup>/<sub>2</sub> inches</p> <p>(trim size) 210 × 286 mm 8<sup>3</sup>/<sub>4</sub> × 11<sup>1</sup>/<sub>4</sub> inches</p> <p>(text) 190 × 266 mm 7<sup>1</sup>/<sub>2</sub> × 10<sup>1</sup>/<sub>2</sub> inches</p>	<p><b>HALF HORIZONTAL</b> (bleed) 216 × 148 mm 8<sup>1</sup>/<sub>2</sub> × 5<sup>13</sup>/<sub>16</sub> inches</p> <p>(non-bleed) 180 × 125 mm</p>
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Print adverts should be supplied as high-resolution PDFs, although we can usually accept TIFF, JPEG and EPS files. All files must be 300 dpi and CMYK with fonts embedded.

## nanotechweb.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 a maximum of three times.

The following additional specifications apply to Flash adverts:

- an alternative GIF or JPEG 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.

# nanotechweb.org reach your community

## Digital rate card

Online advertising rates (£)		
	period	cost
<b>Nanotechnology online</b>		
<b>Homepage banner</b>	30 days	700
<b>nanotechweb.org</b>		
<b>Corporate partnership</b>	12 months	1200
<b>Leaderboard homepage</b>	30 days	700
<b>Skyscraper homepage</b>	30 days	800
<b>Premium square banner</b>	30 days	1000
<b>MPU</b>	30 days	500
<b>Buyer's guide category sponsor</b>	30 days	450
<b>Community sponsor message board</b>	30 days	500
<b>News wire</b>		
first sponsor	1 week	450
second sponsor	1 week	300
event booth listing in weekly newswire	1 week	50
<b>Star product</b>	12 months	350
<b>White papers</b>	3 months	400
with monthly lead-generation report	12 months	900
<b>Webinars and presentations</b>		on request
<b>Video presentation</b>	30 days	500
Subject to change		

Print advertising rates (£)	
<b>Cover page, full colour</b>	1200
<b>Full page, full colour</b>	900
<b>Full page, mono</b>	750
<b>Half page, mono</b>	500
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.

# Contact us

## Display



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