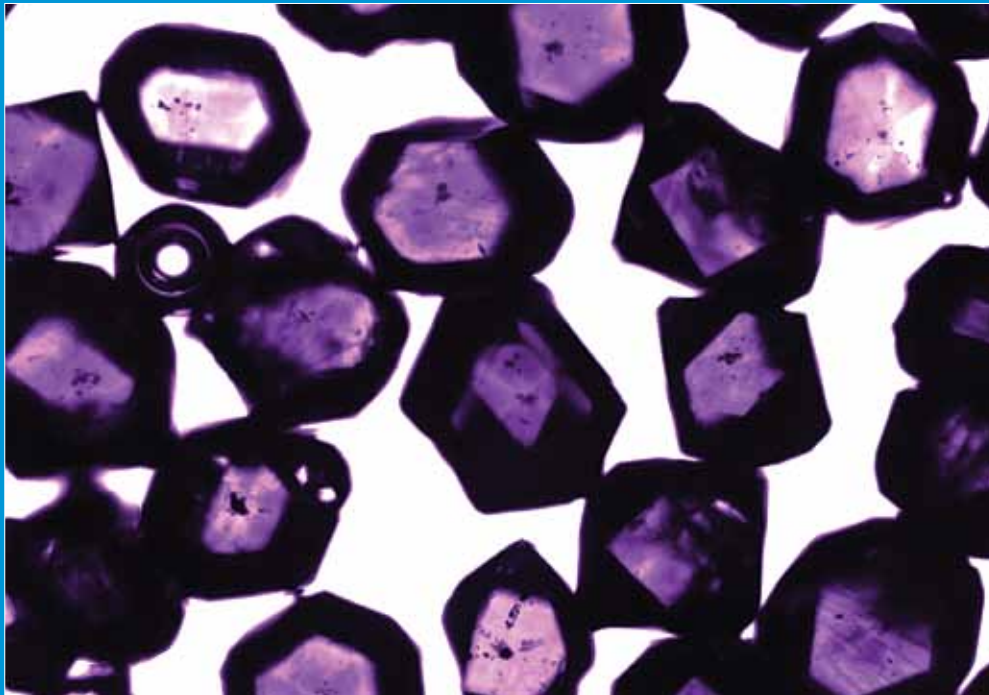


media pack 2011



### 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

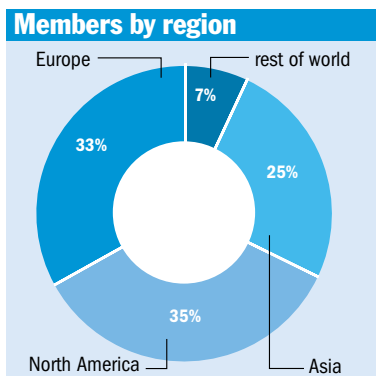
[nanotechweb.org](http://nanotechweb.org) is viewed in more than 60 countries every day, which means that when you advertise you are reaching a truly global audience.

#### ● Loyal users

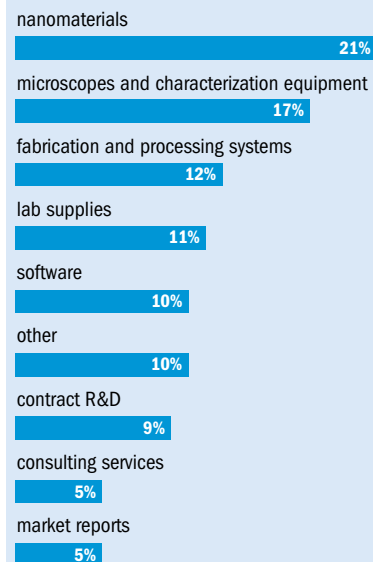
More than 60% of our users visit [nanotechweb.org](http://nanotechweb.org) at least once a week to ensure that they are up to date with the latest news from the nanotechnology sector.

#### ● 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.

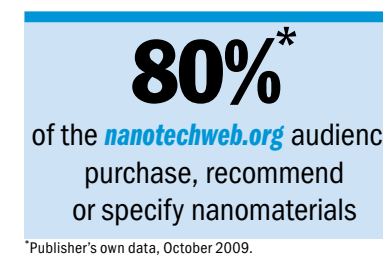
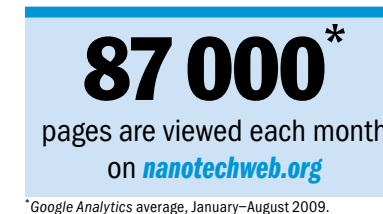
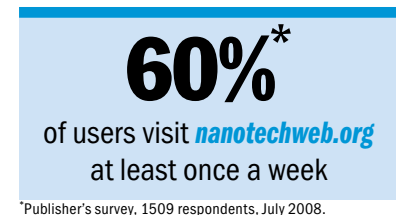
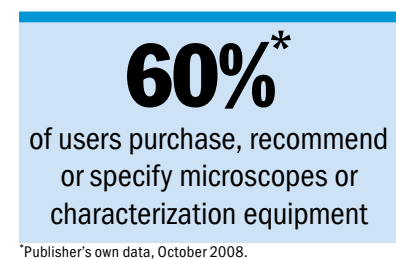


### Members' purchasing interests



### 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 title is 'Introducing the Cypher Atomic Force Microscope - the World's Highest Resolution AFM'. The text below the video describes the Cypher AFM as the first completely new small sample AFMSPM in over a decade, achieving closed loop atomic resolution using sensors in all three axes. It highlights features like the SpotOn™ automated laser and photodetector alignment, interchangeable light source modules, and high-speed AC imaging. The video player includes a 'KEY SUPPLIERS' section for Piezo Ceramic Motors and a 'CORPORATE PARTNERS' section. Testimonials from Andras Kis at EPFL Switzerland are also visible.

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:

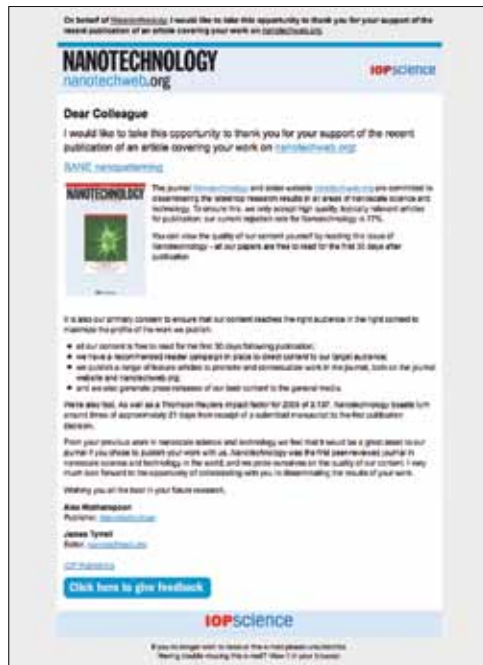
- a targeted audience – your company logo displayed next to relevant articles throughout the site, including the homepage;
- an opportunity to drive traffic – your logo is hyperlinked directly to your company website;
- tracked results, with Google Analytics statistics reported back to you each month;
- 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

IOP A community website from IOP Publishing Sign in | Forgotten your password? | Sign up

nanotechweb.org **RIXTRON** ...and graphene.

Home | News | Journal | Multimedia | Events | Buyer's guide | White papers | Jobs | Links | Blog | Contact us Search [Go]

**LATEST NEWS ARTICLES**

- Graphene electronics move closer
- Pushy hydrogen boosts molecular microscopy
- DNA helps turn graphene into a chemical sensor
- Tuning transitions in quantum dots
- Semiconductor nanocrystals make ideal optical thermometers

**TECHNOLOGY UPDATE**

Sep 2, 2010

**Pushy hydrogen boosts molecular microscopy**

When physicists in Germany discovered a simple way of using a scanning tunnelling microscope (STM) to take images of molecules at the atomic scale for the first time, the technique looked set to make these instruments much more useful for studying molecular structure. But before the method could be used with confidence by the wider scientific community, the researchers involved needed to solve the mystery of why it seemed to work so well.

Click here for more information and registration

**HIGHLIGHTS 2009**

View the best published papers and articles from the journal Nanotechnology and nanotechweb.org.

View here

**RELATED STORIES**

- Moving hydrogen atoms under the surface (Dec 2005)

**RELATED LINKS**

- Markus Terras
- Stefan Tautz

**RESTRICTED LINKS**

- Phys. Rev. Lett. 105 086103

**RELATED PRODUCTS**

- Nanonics' MultiView 4000TM MultiProbe SPM System**  
Nanonics Imaging Ltd.  
Aug 25, 2010
- eLockin - a quad-channel lock-in amplifier series**  
Anfotec Instruments AG  
Aug 25, 2010

**KEY SUPPLIERS**

**Piezo Ceramic Motors**

More companies ▶

**CORPORATE PARTNERS**

For maximum exposure, become a Corporate partner. Contact us

## 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

IOP A community website from IOP Publishing Sign in | Forgotten your password? | Sign up

nanotechweb.org **Physica.Spb** Oct. 27-28, 2010 Saint-Petersburg, Russia

Home | News | Journal | Multimedia | Events | Buyer's guide | White papers | Jobs | Links | Blog | Contact us Search [Go]

**SCANNING PROBE MICROSCOPY**

Click here for more information and registration

**TECHNOLOGY UPDATE**

**AFM tip 'writes' graphene nanowires**  
Jun 10, 2010  
New, simple and fast technique could be used to make flexible electronic circuits from carbon sheets

**Schottky diodes: the 'door' to future memory devices**  
Jun 1, 2010  
Seoul National University group takes a closer look at resistance-switching random access memory (RRAM)

**Scanning probe etches tiniest patterns**  
Apr 23, 2010 | comment  
New technique from IBM can produce features as small as just 15 nm

**TR-mode AFM shares STM success**  
Mar 9, 2010  
Torsion resonance (TR) feedback isolates performance-enhancing tip-sample interaction

More technology updates ▶

**LAB TALK**

**Taking MRI to the nanoscale by force**  
Aug 26, 2010  
Force detection techniques can improve MRI sensitivity, resulting in spatial resolutions better than 10 nm

**PRODUCTS & SERVICES**

This channel compares content supplied by vendors.

- Nanonics' MultiView 4000TM MultiProbe SPM System**  
Nanonics Imaging Ltd.  
Aug 25, 2010
- eLockin - a quad-channel lock-in amplifier series**  
Anfotec Instruments AG  
Aug 25, 2010
- The TM3000 - the Next Generation Tabletop SEM from Hitachi High Technologies**  
Hitachi High Technologies Europe GmbH  
Aug 11, 2010
- JPK NanoWizard® 3 BioScience AFM System**  
JPK Instruments AG  
Jul 23, 2010

More products ▶ Add a product ▶

**HIGHLIGHTS 2009**

View the best published papers and articles from the journal Nanotechnology and nanotechweb.org.

View here

**COMMUNITIES**

- Scanning probe microscopy
- Cleantech
- LEDs

**KEY SUPPLIERS**

More companies ▶

# 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>
---	---

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	1211
<b>Abstract pages banner</b>	30 days	1553
<b>nanotechweb.org</b>		
<b>Corporate partnership</b>	12 months	2076
<b>Leaderboard homepage</b>	30 days	1211
<b>Skyscraper homepage</b>	30 days	1384
<b>MPU</b>	30 days	1898
<b>Buyer's guide category sponsor</b>	30 days	606
<b>Community sponsor message board</b>	30 days	865
<b>News wire</b>		
first sponsor	1 week	777
second sponsor	1 week	518
event booth listing in weekly newswire	1 week	87
<b>Star product</b>	12 months	606
<b>White papers</b>		
with monthly lead-generation report	3 months	692
	12 months	1557
<b>Webinars and presentations</b>		on request
<b>Video presentation</b>	30 days	1730

Subject to change

Print advertising rates (\$)	
<b>Cover page, full colour</b>	2280
<b>Full page, full colour</b>	1700
<b>Full page, mono</b>	1425
<b>Half page, mono</b>	950

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

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