

### Get the most from your marketing spend by opting for a mix of online and print advertising

Advertise online on [nanotechweb.org](http://nanotechweb.org) and through the journal pages on [iopscience.org](http://iopscience.org), and in the pages of *Nanotechnology* itself. By tailoring your advertising in this way, you will be reaching a truly global, engaged audience of top academics and researchers in the world's leading industrial and government institutions.

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## Nanotechweb.org



With an online membership of more than 35 000 and viewed in more than 60 countries every day, this website offers the advertiser a range of banner advertising options, corporate partnership, webinar and video sponsorship, product promotion and much more.

More than  
**300 000\***  
visits a year

\*Google Analytics, October 10 – September 11.

More than  
**24 600\***  
newswire subscribers

\*Publisher's own data, September 2011.

More than  
**28 600\***  
unique visitors a month

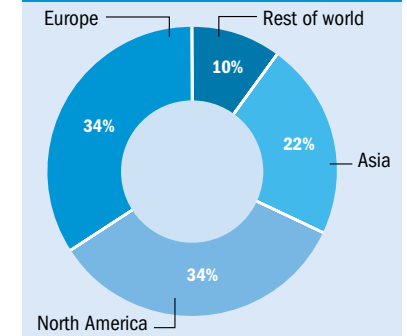
\*Google Analytics average, September 2011.

### Members' purchasing interests

nanomaterials	22%
microscopes and characterization equipment	17%
fabrication and processing systems	12%
lab supplies	11%
software	10%
other	9%
contract R&D	9%
consulting services	5%
market reports	5%

\*Publisher's own data, September 2011.

### Members by region



\*Publisher's own data, September 2011.

**94%\***  
of members purchase,  
recommend or specify  
nanotech products or services

\*Publisher's own data, September 2011.

# Nanotechnology

## Nanotechnology



*Nanotechnology* publishes papers at the forefront of nanoscale science and technology, especially those of an interdisciplinary nature, and encompasses the understanding of the fundamental physics, chemistry, biology and technology of nanometre-scale objects.

You can opt for either a full-page or half-horizontal advert and be sure that your message is read in the world's leading institutions. Copies of both the journal and the Nanotechnology Highlights magazine – a collection of the year's most cited, read and innovative papers – will also be distributed at key events in 2012.

### Conference and show calendar 2012

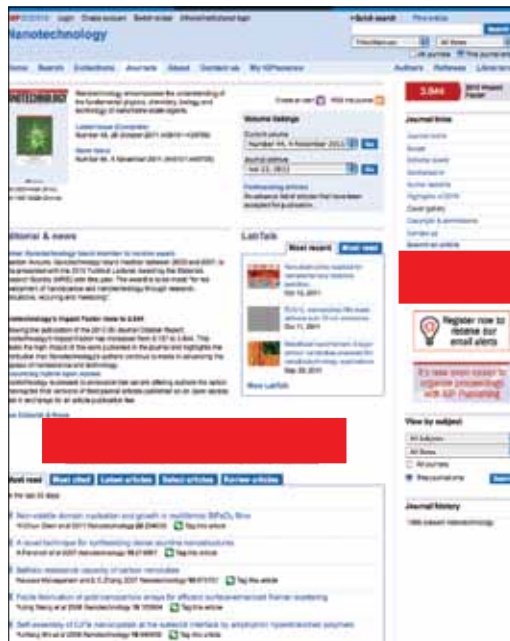
Show	Date
Photonics West, US	21–26 January
BIOSTEC 2012, Portugal	1–4 February
APS March Meeting, US	27 February – 2 March
IEEE-NEMS 2012, Japan	5–8 March
DPG Spring Meeting – Hadronic & Nuclear Physics, Germany	20–22 March
MRS Spring Meeting, US	9–13 April
E-MRS 2012, France	14–18 May
9th World Biomaterials Congress	1–5 June
NSTI Nanotech 2012, US	25 June
IEEE Nano 2012, UK	20–23 August
MRS Fall Meeting 2012, US	26–30 November

IMPACT FACTOR  
**3.652\***

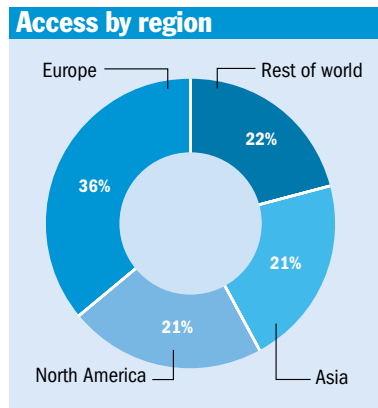
\* As listed in ISI's 2010 Science Citation Index Journal citation reports.

# Nanotechnology on iopscience.org

## Nanotechnology on iopscience.org



*iopscience.org* is IOP Publishing's website for journal content. All of *Nanotechnology*'s papers are published online and banner advertising is available. *Nanotechnology* is the only journal in this field to offer free access to all of its papers for the first 30 days of publication, allowing subscribers and non-subscribers to access content. This ensures your advertising message is seen by a large and highly targeted audience.



\*Publisher's own data, September 2011.

*Nanotechnology* is accessed by more than 2500 institutions worldwide

\*Publisher's own data, September 2011.

More than  
**1.5 million\***  
article downloads annually

\*Publisher's own data, October 2010 – September 2011.



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 [nanotechweb.org](http://nanotechweb.org);
- 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 to buy the rights to the webinar to use for your own promotion.

“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 was the most routinely visited website above all other nanotechnology sites.”

The screenshot shows the nanotechweb.org website. The main content area features a video player for an Asylum Research Cypher Atomic Force Microscope. The video player has a play button and a progress bar. Below the video player, there is a quote: "Cypher is by far the best, most stable and most configurable AFM I have ever used." - Andras Kis, EPFL, Switzerland. To the right of the video player, there is a vertical banner with the text "NANOTECHNOLOGY" and "ENERGY AT THE NANOSCALE".

## Corporate video

Make a direct connection with your target customers with the latest video advertising opportunities from [nanotechweb.org](http://nanotechweb.org). 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 [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 more than 28 600 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 physics.

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.

# Key supplier status



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

“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



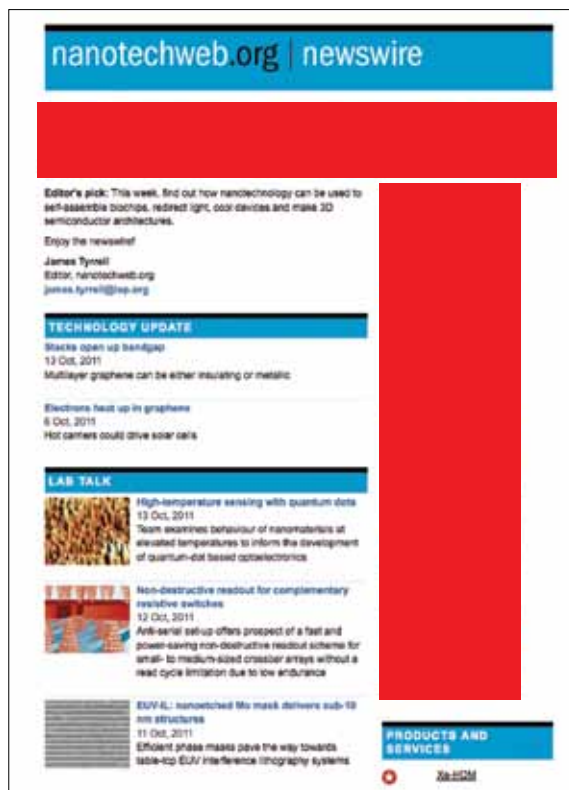
Corporate partnership offers the following benefits:

- 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;
- 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 24 500 opted-in newswire subscribers;
- two star products.

“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



E-mail sponsorship provides the ideal platform for you to combine brand awareness with timeliness. The weekly *Nanotechnology* newswire is read by more than 24 600 opted-in subscribers. It provides them with a round-up of key news stories from [nanotechweb.org](http://nanotechweb.org), 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

	Dimensions (pixels)	Max. file size GIF, JPG (KB)
Top-level banner	600 × 75	20
Skyscraper banner	160 × 600	20
Third banner	600 × 75	20

More than  
**24 600\***  
newswire subscribers

\*Publisher's own data, September 2011.

# White papers Star products

## 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 24 600 opted-in subscribers.

The screenshot shows the 'LATEST WHITE PAPERS' section on the nanotechweb.org website. It lists several papers with their titles, dates, and authors. For example, 'Zeta Potential Analysis using Z-NTA' by NanoSight, dated Apr 30, 2011. Other papers include 'SIMS Imaging of Semiconductor Contact Pads' and 'NanoSight invites you to watch a webinar on the characterisation of protein aggregation'.

## Star products

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

You will also receive:

- a "Request info" button providing direct leads;
- statistics on views and click-throughs;
- inclusion in one newswire, delivered weekly to more than 24 600 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

The screenshot shows the 'LATEST PRODUCTS' section on the nanotechweb.org website. It lists various products from Park Systems, including the Xe-120, Xe-130, and Xe-139. The Xe-120 listing is highlighted with a red box. The listing for Xe-120 includes the text: 'Take the award-winning XE-100, shrink it such that it can be placed on top of the many popular inverted optical microscopes, and you have the versatile XE-120.'

# Banners

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



## 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

## Square banner

- Site-wide exposure, offering extremely high visibility and click-through rates
- Banners are hyperlinked so you can direct customers to a page of your choice
- Can be animated or static
- Monthly statistics on impressions and click-throughs

## 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



## Product category sponsor

Sponsor a category in our Buyer's guide to target relevant users.

- Your banner displayed next to relevant search category for a month
- Sponsor listing in weekly newswire
- Monthly statistics on impressions and click-throughs
- Banner hyperlinked to your website

# Banners

The screenshot shows the nanotechweb.org homepage. 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. Below this, there are several sections: 'LATEST NEWS ARTICLES', 'TECHNOLOGY UPDATE', 'RELATED STORIES', 'RELATED LINKS', 'RESTRICTED LINKS', and 'RELATED PRODUCTS'. A prominent red box highlights a 'Message placement unit (MPU)' for RIXTRON. The MPU contains the RIXTRON logo, the text '...and graphene.', and a call to action: 'Click here for more information and registration'. Below the MPU, there is a 'HIGHLIGHTS 2009' section and a 'KEY SUPPLIERS' section featuring 'Piezo Ceramic Motors'.

## Message placement unit (MPU)

The MPU appears in every editorial article and also some archive pages.

- Very popular format due to strong performance
- Banner hyperlinked to your website
- Monthly statistics on impressions and click-throughs

## Community sponsor

Choose from one of our three community channels – scanning probe microscopy, cleantech or LEDs.

- Prime position
- Company logo and text, which you can change as and when required
- Update users about your company, products or events

The screenshot shows the nanotechweb.org homepage with a community sponsor banner for Physica.SPb. The banner is a large red rectangle with the text 'Click here for more information and registration' on the right. Below the banner, there are several sections: 'SCANNING PROBE MICROSCOPY', 'TECHNOLOGY UPDATE', 'PRODUCTS & SERVICES', 'HIGHLIGHTS 2009', 'COMMUNITIES', and 'KEY SUPPLIERS'. The 'TECHNOLOGY UPDATE' section features articles such as 'AFM tip "writes" graphene nanowires', 'Schottky diodes: the "door" to future memory devices', and 'Scanning probe etches tiniest patterns'. The 'PRODUCTS & SERVICES' section lists items like 'Nanonics' MultiView 4000TM MultiProbe SPM System' and 'eLockin - a quad-channel lock-in amplifier series'. The 'HIGHLIGHTS 2009' section features a 'NANOTECHNOLOGY' magazine cover. The 'COMMUNITIES' section lists 'Scanning probe microscopy', 'Cleantech', and 'LEDs'. The 'KEY SUPPLIERS' section features a 'Piezo Ceramic Motors' logo.

# Recruitment advertising



All recruitment advertising is posted on [brightrecruits.com](http://brightrecruits.com) – the international jobs site for physics and engineering. [brightrecruits.com](http://brightrecruits.com) connects employers with graduates and industry professionals who have qualifications and experience in physics. These analytical, numerate and adaptable candidates have the skills to work in a variety of sectors, from academia and research to finance.

[brightrecruits.com](http://brightrecruits.com) has a dedicated nanotechnology specialism, making it even easier for potential candidates to find your job.

Advertising options include:

- Standard job posting
- Job of the week
- Featured job
- Banner advertising
- Featured recruiter
- Career videos

**51 000\***  
visits per month

\*Google Analytics, March 2011.

More than  
**285 000\***  
page views per month

\*Google Analytics, March 2011.

# Rates (\$)

Online advertising rates (\$)		
	duration	cost
<b>nanotechweb.org</b>		
<b>Corporate partner</b>	12 months	2075
<b>Top-level banner</b>	30 days	1210
<b>Skyscraper banner</b>	30 days	1385
<b>Square banner</b>	30 days	1900
<b>MPU</b>	30 days	1900
<b>Product category sponsor</b>	30 days	605
<b>Community sponsor</b>	30 days	865
<b>Key supplier status</b>		
5-page site	12 months	8000
10-page site	12 months	16000
<b>News wire</b>		
top sponsor	1 week	775
second sponsor	1 week	520
third sponsor	1 week	400
<b>Star product</b>	12 months	605
<b>White papers</b>	3 months	690
	12 months	1555
<b>Webinars</b>		7990
<b>Corporate video</b>		8000
<b>Nanotechnology on iopscience.org</b>		
<b>Homepage banner</b>	30 days	1210
<b>Tile banner</b>	30 days	800
Subject to change		

Print advertising rates (\$)	
<b>Nanotechnology</b>	
<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	

Recruitment advertising rates on brightrecruits.com		
Number of ads*	non-universities	universities
<b>1</b>	1040	500
<b>5</b>	3800	2135
<b>12</b>	5960	4085
<b>Job of the week</b>	2850	1900
<b>Featured job</b>	1900	1430
<b>Featured recruiter tile including single job posting (site-wide, including profile)</b>	1615	1425
<b>Full banner</b>	1520	1115
<b>Career video</b>	9600	9600
*Unlimited job packages available – ask for more details		

# Mechanical data

## Online

### 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

	Dimensions (pixels)	Max. file size GIF, JPG (KB)	Max. file size animated GIF, Flash (KB)
<b>Nanotechweb.org</b>			
Key supplier logo	160 × 60	5	N/A
Corporate partner logo	160 × 60	5	N/A
Top-level banner	468 × 60	20	40
Square banner	160 × 160	15	20
Skyscraper banner	160 × 600	20	40
Category banner	468 × 60	20	40
MPU	300 × 250	20	40
<b>Nanotechnology on iopscience</b>			
Homepage banner	468 × 60	20	40
Tile banner	180 × 75	15	20

## Nanotechnology

### 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>1</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>1</sup>/<sub>2</sub> inches

### HALF HORIZONTAL

(bleed) 216 × 148 mm

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

(non-bleed) 180 × 125 mm

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.

# Contact us

## Display



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