

# 2020 Advertising Rate Card

## AIChE Journal

# AIChE®



The **AIChE Journal** is the premier research monthly in chemical engineering and related fields. This peer-reviewed and broad-based journal reports on the most important and latest technological advances in core areas of chemical engineering as well as in other relevant engineering disciplines. To keep abreast with the progressive outlook of the profession, the Journal has been expanding the scope of its editorial content to include such fast developing areas as biotechnology, electrochemical engineering, and environmental engineering.

### Advertising & Sales Office

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### Publisher & Editorial Office

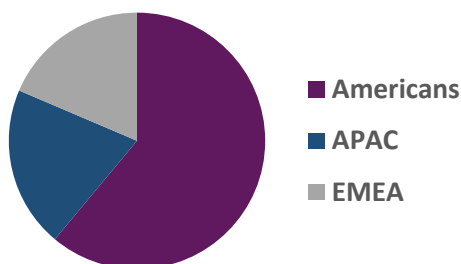
**Wiley**  
101 Station Landing, Suite 300, Medford, MA 02155

### Circulation

**Total Circulation:** 372

**Coverage:** United States and International

**Markets Served:**  
Chemical Engineers,  
Electrochemical  
Engineers, and  
Environmental  
Engineers.



### Editorial Information

**Editor:** Michael P. Harold

**2018 Impact Factor:** 3.463

**ISI Journal Citation Reports® Ranking 2018:**  
31/138 (Engineering, Chemical)

### Advertising Information

**Ask about digital advertising opportunities in AIChE Journal**

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date) Contact your

Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

### Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$795	\$535	\$360
3x	\$775	\$525	\$350
6x	\$755	\$515	\$340
12x	\$700	\$495	\$330
24x	\$690	\$465	\$320

**Color Rates** (in addition to earned B&W rate):

2–3 color process	20%
4-color process:	\$1,040

**Cover and Preferred Position** (in addition to earned B&W rate):

4th Cover:	50%
3rd Cover:	25%
2nd Cover:	35%
First Spread:	15%
Opposite Table of Contents:	10%
Opposite First Page of Text:	10%
Spread Between ToC and First Editorial:	–10%

Positions available on a non-cancelable basis.

**Inserts:** Earned B&W page rate times the number of pages plus one page.

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## AICHe Journal

### Issuance & Closing Dates

Frequency: 12x per year

2020 Closing Dates:

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
66:1	January	11/18/19	11/25/18	12/1/19
66:2	February	12/16/19	12/23/18	12/29/19
66:3	March	1/20/20	1/27/19	2/3/20
66:4	April	2/17/20	2/24/19	3/1/20
66:5	May	3/16/20	3/23/19	3/29/19
66:6	June	4/20/20	4/27/19	5/3/20
66:7	July	5/18/20	5/25/19	5/31/20
66:8	August	6/22/20	7/29/19	7/5/20
66:9	September	7/20/20	7/27/19	8/2/20
66:10	October	8/17/20	8/24/19	8/30/20
66:11	November	9/21/20	9/28/19	10/4/20
66:12	December	10/19/20	10/26/19	11/1/20

### Mechanical Requirements

Trim Size: 8.125" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.3125"	11.125"
1/2 page horizontal	8.5"	5.5625"
Two-page spread	17"	11.125"

### Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd, Advertising Specialist, at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com) prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof

(Cromalin™, matchprint, IRIS, etc.).

- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

### Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes. 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated.
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

### Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10 pt. C2S

Halftone Screen: 133

Type of Binding: Perfect.

### Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

### Contacts

Ship all insertion orders, advertising material, and two insert examples to:

#### Wiley

Attn: Al Liburd, Advertising Specialist  
AIC, Volume \_\_, Issue \_\_  
111 River Street, Hoboken, NJ 07030  
E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)

Ship inserts to:

#### The Sheridan Press

Attn: Annette Flannery  
AIC, Volume \_\_, Issue \_\_  
450 Fame Avenue, Hanover, PA 17331  
P: 717-632-8448

