

Polymers for Advanced Technologies

Polymers for Advanced Technologies is published in response to recent significant changes in the patterns of materials research and development. Worldwide attention has been focused on the critical importance of materials in the creation of new devices and systems. It is now recognized that materials are often the limiting factor in bringing a new technical concept to fruition and that polymers are often the materials of choice in these demanding applications. A significant portion of the polymer research ongoing in the world is directly or indirectly related to the solution of complex, interdisciplinary problems whose successful resolution is necessary for achievement of broad system objectives.

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Publisher & Editorial Office

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Digital Impressions

Website Metrics: Average **327,972** unique visitors per month

Markets served: United States and International

Editorial Information

Editor: Dr Abraham Domb

2018 Impact Factor: 2.162

ISI Journal Citation Reports® Ranking: 36/87 (Polymer Science)

Digital Advertising Opportunities

Banner Advertising

- Leaderboards: 728 x 90 pixels, fixed
- MPU (square) 300 x 250 pixels, available on all website pages
- Include your URL with ad creative file
- Maximum size: 200 KB
- Accepted file formats: GIF, JPG, PNG and HTML5
- 3rd party tags and geotargeting accepted



Issue Alerts

Sent to opt-in subscribers, it is a preview of upcoming articles in a mobile friendly email. Four (4) positions are available in each issue.

- MPU (square): 300 x 250 pixels
- Include your URL with ad creative file
- Maximum size: 200 KB
- Accepted file formats: static GIF, JPG, and PNG
- No 3rd party tags accepted



For detailed digital specifications:

<https://goo.gl/mQJHjV>

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate).

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.

Issuance & Closing Dates

Frequency: 12x per year

2020 Closing Dates:

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
30:1	January	11/7/18	11/30/18	12/6/18
30:2	February	12/12/18	1/4/19	1/10/19
30:3	March	1/9/19	2/1/19	2/7/19
30:4	April	2/6/19	3/1/19	3/7/19
30:5	May	3/13/19	4/5/19	4/11/19
30:6	June	4/10/19	5/3/19	5/9/19
30:7	July	5/11/19	6/4/19	6/10/19
30:8	August	6/12/19	7/5/19	7/11/19
30:9	September	7/10/19	8/2/19	8/8/19
30:10	October	8/14/19	9/6/19	9/12/19
30:11	November	9/11/19	10/4/19	10/10/19
30:12	December	10/9/19	11/1/19	11/7/19

Send digital advertising files to:

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