

## Journal of Vinyl & Additive Technology

**Journal of Vinyl and Additive Technology** is a peer-reviewed technical publication for new work in the fields of polymer modifiers and additives, vinyl polymers and selected review papers. Over half of all papers in JVAT are based on technology of additives and modifiers for all classes of polymers: thermoset polymers and both condensation and addition thermoplastics. Papers on vinyl technology include PVC additives.

### Advertising & Sales Office

**Roland Espinosa**, Senior Account Manager

Print & E Media Advertising

P: 201-748-6819 ~ E: [respinosa@wiley.com](mailto:respinosa@wiley.com)

**Kristin McCarthy**, Account Manager—Classified Advertising

P: 858-230-7295 ~ E: [kmccarthy@wiley.com](mailto:kmccarthy@wiley.com)

**Dave Surdel**, Dir.— Reprint Sales, Americas

P: 781-388-8343 ~ E: [dsurdel@wiley.com](mailto:dsurdel@wiley.com)

### Publisher & Editorial Office

**Wiley**

111 River Street, Hoboken, NJ 07030

### Digital Impressions

**Website Metrics:** Average 119,698 unique visitors per month

**Markets Served:** Polymer scientists in industry, academia, and startups.

### Editorial Information

**Editors:** Alan J. Lesser

**2018 Impact Factor:** 1.292

**ISI Journal Citation Reports Ranking:** 42/71 (Chemistry, Applied); 6/24 (Materials Science, Textiles); 63/87 (Polymer Science)

### Digital Advertising Opportunities

#### Banner Advertising

- Leaderboards: 728 x 90 pixels, fixed or rotating
- 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 placements per year.

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

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

### Issuance & Closing Dates

**Frequency:** 4x per year

**2020 Closing Dates:**

Vol/Iss	Cover Date	Reservation	Material Due	Inserts Due
26:1	February	1/7/20	1/14/20	1/21/20
26:2	May	4/20/20	4/27/20	5/3/20
26:3	August	7/20/20	7/27/20	8/2/20
26:4	November	10/19/20	10/26/20	11/1/20

**Send digital advertising files to:**

[OnlineAdTraffic@wiley.com](mailto:OnlineAdTraffic@wiley.com) Wiley 101 Station Landing, Suite 300, Medford, MA 02155