

2020 Advertising Rate Card

Polymer Engineering and Science



Polymer Engineering and Science is one of the most highly regarded journals in the field, serving as a forum for authors of treatises on the cutting edge of polymer science and technology. The importance of PE&S is underscored by the frequent rate at which its articles are cited, especially by other publications - literally thousand of times a year. Engineers, researchers, technicians, and academicians worldwide are looking to PE&S for the valuable information they need. Special issues compiled by distinguished guest editors contain proceedings of symposia on such diverse topics as polyblends, mechanics of plastics and polymer welding.

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For sponsorships, supplements, microsites and custom projects, please contact busdev@wiley.com

Publisher & Editorial Office

Wiley
111 River Street, Hoboken, NJ 07030

Digital Impressions

Website Metrics: Average 733,487 unique visitors per month

Markets served: United States and International

Editorial Information

Editors: Alan J. Lesser

2018 Impact Factor: 1.92

ISI Journal Citation Reports Ranking: 70/138 (Chemistry, Applied); 8/24 (Materials Science, Textiles); 40/87 (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



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
60:1	January	12/23/19	12/30/19	1/4/20
60:2	February	1/20/20	1/27/20	2/2/20
60:3	March	2/17/20	2/24/20	3/1/20
60:4	April	3/16/20	3/23/20	3/29/20
60:5	May	4/20/20	4/27/20	5/3/20
60:6	June	5/18/20	5/25/20	5/31/20
60:7	July	6/22/20	6/29/20	7/5/20
60:8	August	7/24/20	7/31/20	8/7/20
60:9	September	8/24/20	8/31/20	9/5/20
60:10	October	9/14/20	9/21/20	9/26/20
60:11	November	10/20/20	10/27/20	11/3/20
60:12	December	11/23/20	11/30/20	12/6/20

Send digital advertising files to:

OnlineAdTraffic@wiley.com Wiley 101 Station Landing, Suite 300, Medford, MA 02155