

# 2020 Advertising Rate Card

## Journal of Applied Clinical Medical Physics

The *Journal of Applied Clinical Medical Physics* (JACMP) is an open access journal devoted to publishing papers that help clinical medical physicists and other health professionals perform their responsibilities more effectively and efficiently for the increased benefit of the patient. *Journal of Applied Clinical Medical Physics* publishes papers in radiation oncology, medical imaging, radiation measurements, radiation protection and regulations, non-ionizing topics, medical physics clinical practice, professional issues, and other topics.

### Advertising & Sales

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### Editorial Information

**Editor-in-Chief:** Michael D. Mills, University of Louisville

**2018 Impact factor:** 1.544

**ISI Journal Citation Reports Ranking: 2018:** 91/129  
(Radiology, Nuclear Medicine & Medical Imaging)

## Digital Advertising Opportunities

### Banner Advertising

Ad unit	CPM*
Leaderboards	\$80
MPU (square)	\$80

\* Cost per thousand

- Leaderboards: 728 x 90 pixels
- MPU (square) 300 x 250 pixels
- Include your URL with ad creative file
- Accepted file formats: GIF, JPG, PNG and HTML5; maximum size: 200 KB



## Digital Advertising Opportunities

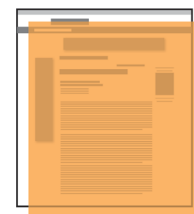
### Electronic PDF Ads (ePDFs)

Place your full page ad on the cover or back page of every article downloaded from this journal. An average of 1,500 articles are downloaded each week.

Ad position	Price**
Cover	\$1,200
Last page	\$700

\*\*Per week

- Ad size: 1237 x 1631 pixels
- Include your URL with ad creativefile
- Acceptable file format: non-animated JPG; 150 dots per inch, max. size: < 1MB
- No 3rd party tags or geo-targeting



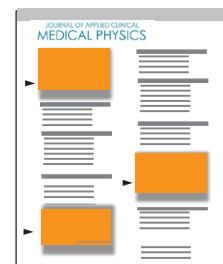
### Issue Alerts

Reach subscribers who opt-in for our monthly Issue Alerts, a preview of upcoming journal articles in a mobile friendly email. Display your message in a high-exposure, 300 x 250 pixel MPU Banner ad.

Ad position	Price***
Top Position	\$1,200
Middle Position	\$900
Bottom Position	\$600

\*\*\*Cost per month

- MPU ad units: 300 x 250 pixels (GIF, JPG, PNG) No animation
- Accepted formats: GIF, JPG, PNG No3rd party tags accepted
- File size: 200 KB max
- Click-through URLs required
- All artwork subject to review by publisher prior to placement.



For detailed digital specifications: <https://goo.gl/mQJHJV>

### Contact

Send digital advertising files to:

[OnlineAdTraffic@wiley.com](mailto:OnlineAdTraffic@wiley.com) and CC Beverly Lawrence  
at [blawrence@wiley.com](mailto:blawrence@wiley.com)