

## The Journal of Applied Polymer Science

**The Journal of Applied Polymer Science** is the largest scientific publication in polymer science, and number 4 by total citations in the ISI Polymer Science category, with over 49,000 citations in 2016. Featuring research articles and compact reviews, the journal covers all applications of polymers, including membranes, energy conversion and storage, and biomedical implants; as well as all types of polymeric materials, from polysaccharides, to composites, to biodegradable polymers. The journal bridges the crucial gap between basic research and patenting of an invention, targeting a broad audience of academic and industrial researchers, as well as the increasingly important world of scientists and engineers at start-up companies

### Advertising & Sales Office

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### Publisher & Editorial Office

**Wiley**  
111 River Street, Hoboken, NJ 07030  
**Melissa Ekis**, Journal Publishing Manager

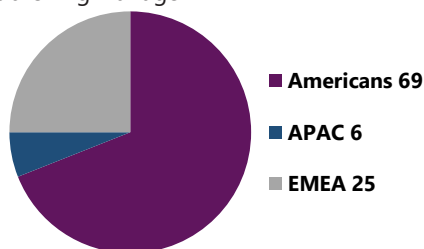
### Circulation

**Total Circulation:** 31

**Coverage:** Global

**Markets Served:**

Polymer scientists  
in industry, academia  
,and startups.



### Editorial Information

**Editor:** Hilary Crichton

**2017 Impact Factor:** 1.86

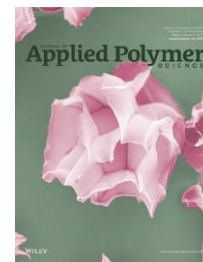
**ISI Journal Citation Reports Ranking:** 3/83 (total citations  
in Polymer Science category)

### Advertising Information

Advertising and advertising opportunities in  
**The Journal of Applied Polymer Science**

Connect with buyers and make a lasting impression. Wiley offers unique value to advertisers through print and online advertising opportunities. Contact your Wiley representative to learn how we can help you.

[www.wileyonlinelibrary.com/journal/app](http://www.wileyonlinelibrary.com/journal/app)



**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.

### Digital Advertising Opportunities

#### Banner Advertising

Published for this journal on the Wiley Online Library, one of the world's most heavily trafficked websites for scientific content.

- 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



### Black & White Print Advertising Rates

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x        | \$1,575   | \$1,103  | \$917    |
| 6x        | \$1,528   | \$1,069  | \$895    |
| 12x       | \$1,481   | \$1,036  | \$874    |
| 24x       | \$1,433   | \$1,003  | \$852    |
| 36x       | \$1,386   | \$970    | \$831    |
| 48x       | \$1,339   | \$937    | \$809    |
| 60x       | \$1,292   | \$904    | \$788    |
| 72x       | \$1,244   | \$871    | \$766    |
| 84x       | \$1,197   | \$838    | \$745    |
| 96x       | \$1,150   | \$805    | \$723    |
| 108x      | \$1,103   | \$772    | \$702    |
| 120x      | \$1,055   | \$739    | \$680    |

**Color Rate:** \$1,230 in addition to earned B&W rate

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

|                             |     |
|-----------------------------|-----|
| 2nd Cover:                  | 35% |
| 3rd Cover                   | 25% |
| 4th Cover:                  | 50% |
| Opposite Table of Contents: | 15% |

**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).

**Inserts:** Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.

**WILEY**

# 2020 Advertising Rate Card

## The Journal of Applied Polymer Science

### Issuance & Closing Dates

Frequency: 48x per year

2020 Closing Dates:

| Vol/Iss    | Cover Date      | Reservation | Material Due | Inserts Due |
|------------|-----------------|-------------|--------------|-------------|
| 137:1      | 5 January       | 8/26/19     | 9/2/19       | 09 Sep 2019 |
| 137:1-2    | 5-10 January    | 8/5/19      | 9/12/19      | 19 Sep 2019 |
| 137:2      | 10 January      | 9/2/19      | 9/9/19       | 14 Sep 2019 |
| 137:3      | 15 January      | 9/9/19      | 9/16/19      | 23 Sep 2019 |
| 137:3-4    | 15-20 January   | 9/19/19     | 9/26/19      | 03 Oct 2019 |
| 137:4      | 20 January      | 9/16/19     | 9/23/19      | 29 Sep 2019 |
| 137:5      | 5 February      | 9/23/19     | 9/30/19      | 07 Oct 2019 |
| 137:5-6    | 5-10 February   | 10/3/19     | 10/10/19     | 17 Oct 2019 |
| 137:6      | 10 February     | 9/30/19     | 10/7/19      | 12 Oct 2019 |
| 137:7      | 15 February     | 10/7/19     | 10/14/19     | 21 Oct 2019 |
| 137:7-8    | 15-20 February  | 10/17/19    | 10/24/19     | 31 Oct 2019 |
| 137:8      | 20 February     | 10/14/19    | 10/21/19     | 26 Oct 2019 |
| 137:9      | 5 March         | 10/28/19    | 11/4/19      | 11 Nov 2019 |
| 137:9-10   | 5-10 March      | 11/7/19     | 11/14/19     | 21 Nov 2019 |
| 137:10     | 10 March        | 11/4/19     | 11/11/19     | 16 Nov 2019 |
| 137:11     | 15 March        | 11/11/19    | 11/18/19     | 25 Nov 2019 |
| 137:11-12  | 15-20 March     | 11/21/19    | 11/28/19     | 5 Dec 2019  |
| 137:12     | 20 March        | 11/18/19    | 11/25/19     | 30 Nov 2019 |
| 137:13     | 5 April         | 11/27/19    | 12/4/19      | 11 Dec 2019 |
| 137:13-14  | 5-10 April      | 12/12/19    | 12/19/19     | 26 Dec 2019 |
| 137:14     | 10 April        | 12/9/19     | 12/16/19     | 21 Dec 2019 |
| 137:15     | 15 April        | 12/16/19    | 12/23/19     | 30 Dec 2019 |
| 137: 15-16 | 15-20 April     | 12/26/19    | 1/2/20       | 09 Jan 2020 |
| 137:16     | 20 April        | 12/23/19    | 12/30/19     | 05 Jan 2020 |
| 137:17     | 5 May           | 12/30/19    | 1/6/20       | 13 Jan 2020 |
| 137:17-18  | 5-10 May        | 1/9/20      | 1/16/20      | 23 Jan 2020 |
| 137:18     | 10 May          | 1/6/20      | 1/13/20      | 18 Jan 2020 |
| 137:19     | 15 May          | 1/13/20     | 1/20/20      | 27 Jan 2020 |
| 137: 19-20 | 15-20 May       | 1/23/20     | 1/30/20      | 06 Feb 2020 |
| 137:20     | 20 May          | 1/20/20     | 1/27/20      | 01 Feb 2020 |
| 137:21     | 5 June          | 1/27/20     | 2/3/20       | 10 Feb 2020 |
| 137:21-22  | 5-10 June       | 2/6/20      | 2/13/20      | 20 Feb 2020 |
| 137: 22    | 10 June         | 2/3/20      | 2/10/20      | 15 Feb 2020 |
| 137:23     | 15 June         | 2/10/20     | 2/17/20      | 24 Feb 2020 |
| 137: 23-24 | 15-20 June      | 2/20/20     | 2/27/20      | 05 Mar 2020 |
| 137:24     | 20 June         | 2/17/20     | 2/24/20      | 29 Feb 2020 |
| 137:25     | 5 July          | 2/24/20     | 3/2/20       | 09 Mar 2020 |
| 137:25-26  | 5-10 July       | 3/5/20      | 3/12/20      | 19 Mar 2020 |
| 137: 26    | 10 July         | 2/26/20     | 3/4/20       | 11 Mar 2020 |
| 137: 27    | 15 July         | 3/16/20     | 3/23/20      | 30 Mar 2020 |
| 137: 27-28 | 15-20 July      | 3/26/20     | 4/2/20       | 09 Apr 2020 |
| 137:28     | 20 July         | 3/23/20     | 3/30/20      | 04 Apr 2020 |
| 137:29     | 5 August        | 3/30/20     | 4/6/20       | 11 Apr 2020 |
| 137:29-30  | 5-10 August     | 4/9/20      | 4/16/20      | 23 Apr 2020 |
| 137:30     | 10 August       | 4/6/20      | 4/13/20      | 18 Apr 2020 |
| 137:31     | 15 August       | 4/13/20     | 4/20/20      | 27 Apr 2020 |
| 137:31-32  | 15-20 August    | 4/23/20     | 4/30/20      | 07 May 2020 |
| 137:32     | 20 August       | 4/20/20     | 4/27/20      | 02 May 2020 |
| 137:33     | 5 September     | 4/27/20     | 5/4/20       | 11 May 2020 |
| 137:33-34  | 5-10 September  | 5/7/20      | 5/14/20      | 21 May 2020 |
| 137:34     | 10 September    | 5/4/20      | 5/11/20      | 16 May 2020 |
| 137:35     | 15 September    | 5/11/20     | 5/18/20      | 25 May 2020 |
| 137:35-36  | 15-20 September | 5/21/20     | 5/28/20      | 04 Jun 2020 |
| 137:36     | 20 September    | 5/18/20     | 5/25/20      | 30 May 2020 |
| 137:37     | 5 October       | 6/1/20      | 6/8/20       | 15 Jun 2020 |
| 137:37-38  | 5-10 October    | 6/11/20     | 6/18/20      | 25 Jun 2020 |
| 137:38     | 10 October      | 6/8/20      | 6/15/20      | 20 Jun 2020 |
| 137:39     | 15 October      | 6/15/20     | 6/22/20      | 29 Jun 2020 |
| 137:39-40  | 15-20 October   | 6/25/20     | 7/2/20       | 09 Jul 2020 |
| 137:40     | 20 October      | 6/22/20     | 6/29/20      | 04 Jul 2020 |
| 137:41     | 5 November      | 6/29/20     | 7/6/20       | 13 Jul 2020 |
| 137:41-42  | 5-10 November   | 7/9/20      | 7/16/20      | 23 Jul 2020 |
| 137:42     | 10 November     | 7/6/20      | 7/13/20      | 18 Jul 2020 |
| 137:43     | 15 November     | 7/13/20     | 7/20/20      | 27 Jul 2020 |
| 137:43-44  | 15-20 November  | 7/23/20     | 7/30/20      | 06 Aug 2020 |
| 137:44     | 20 November     | 7/20/20     | 7/27/20      | 01 Aug 2020 |
| 137:45     | 5 December      | 7/27/20     | 8/3/20       | 10 Aug 2020 |
| 137:45-46  | 5-10 December   | 8/6/20      | 8/13/20      | 20 Aug 2020 |
| 137:46     | 10 December     | 8/3/20      | 8/10/20      | 15 Aug 2020 |
| 137:47     | 15 December     | 8/10/20     | 8/17/20      | 24 Aug 2020 |
| 137:47-48  | 15-20 December  | 8/20/20     | 8/27/20      | 03 Sep 2020 |
| 137:48     | 20 December     | 8/17/20     | 8/24/20      | 29 Aug 2020 |

### Mechanical Requirements

Trim Size: 8.25" 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     | 4.2667" | 11.125" |
| 1/2 page horizontal   | 8.5"    | 5.5625" |
| Two-page spread       | 17"     | 11.125" |
| Belly-bands           | 18.25"  | 4.5"    |
| Cover tips            | 7"      | 5"      |

### Submission of Print Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd 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 0.125" bleed.
- All fonts and graphics must be embedded.
- Convert all RGB to CMYK.
- Wiley assures an accurate color match of your color ad file when it is accompanied by a SWOP-certified proof (Chromalin™, match print, IRIS)
- 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.

### Paper Stock

- Inside pages: 45b Dependoweb
- Covers: Sterling Ultra, 100 lb.

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head

### Contacts

Ship all insertion orders and print advertising material to: Al Liburd,  
Advertising Production Specialist  
P: 201-748-8754  
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Wiley  
111 River Street, 4-01, Hoboken, NJ 07030-5774

Send all insertion orders and digital advertising material to: Online Ad Operations

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