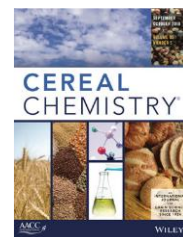


Cereal Chemistry



Cereal Chemistry publishes high-quality papers reporting novel research and significant conceptual advances in genetics, biotechnology, composition, processing, and utilization of cereal grains (barley, maize, millet, oats, rice, rye, sorghum, triticale, and wheat), pulses (beans, lentils, peas, etc.), oilseeds, and specialty crops (amaranth, flax, quinoa, etc.). Papers advancing grain science in relation to health, nutrition, and safety, along with new methodologies, instrumentation, and analysis relating to these areas are welcome, as are research notes and topical review papers.

Advertising & Sales Office

Bob Zander Senior Account Manager – Wiley
P: 312-925-7648 ~E: bzander@wiley.com

Kristin McCarthy, Account Manager – Classified Advertising P: 978-609-4215 ~ E: kmccarthy@wiley.com

Dave Surdel, Director – Reprint Sales, Americas
P: 781-388-8343 ~ E: commercialreprints@wiley.com

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

Publisher & Editorial Office

Wiley

111 River Street, Hoboken, NJ 07030

Christen Pruitt: Journal Publishing Manager

Editorial Information

Editor: Les Copeland

2018 Impact Factor: 1.289

ISI Journal Citation Reports® Ranking 2018:

43/71 (Chemistry, Applied); 93/135 (Food Science & Technology)

Circulation

Total Circulation: 211

Coverage: United States and International

Advertising Information

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.

Digital Advertising Opportunities

Banner Advertising

Published for this journal on the Wiley Online Library, one of the world's most heavily trafficked web-sites 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 No 3rd party tags or geo-targeting



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). Each insert page counts 1x toward the earned page rate.

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

Black & White Print Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,229	\$826	\$556
3x	\$1,197	\$811	\$540
6x	\$1,166	\$795	\$525
12x	\$1,081	\$764	\$510
24x	\$1,065	\$717	\$494

Color Rates (in addition to earned B&W rate):

4-color process:	\$1,652
Standard:	\$826
Matched:	\$928

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%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%.

Other Services Available: Reprints, sponsored subscriptions, online advertising, and supplements.

Ask about digital advertising opportunities in
Cereal Chemistry

2020 Advertising Rate Card

Cereal Chemistry

Issuance & Closing Dates

Frequency: 6x per year 2020

Closing Dates:

Vol/Iss	Cover Date	Space Reservation	Material Due	Inserts Due
96:1	Jan/Feb	12/4/18	12/27/18	1/2/19
96:2	Mar/Apr	2/1/19	2/25/19	3/2/19
96:3	May/Jun	4/2/19	4/25/19	5/1/19
96:4	Jul/Aug	6/3/19	6/26/19	7/2/19
96:5	Sep/Oct	8/3/19	8/27/19	9/2/19
96:6	Nov/Dec	10/4/19	10/28/19	11/2/19

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"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at PrintAdTraffic@wiley.com.
- 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.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- 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.

Insert Requirements

- Multi-page inserts are to be furnished folded (Three samples).
- Sizes: 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine.
- Stock weights acceptable: Not to exceed 80 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, ad month clearly indicated.

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 print advertising material in PDF format to: Al

Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

Send digital advertising files to:

OnlineAdTraffic@wiley.com

Wiley

101 Station Landing, Suite 300, Medford, MA 02155

Ship inserts to be bound into the journal to:

Sheridan PA (SPA)

Attn: Angie Myers

CCHE, Volume: _____, Issue: _____

450 Fame Avenue

Hanover, PA 17331

717-632-3535 X8131

E: angie.myers@sheridan.com

