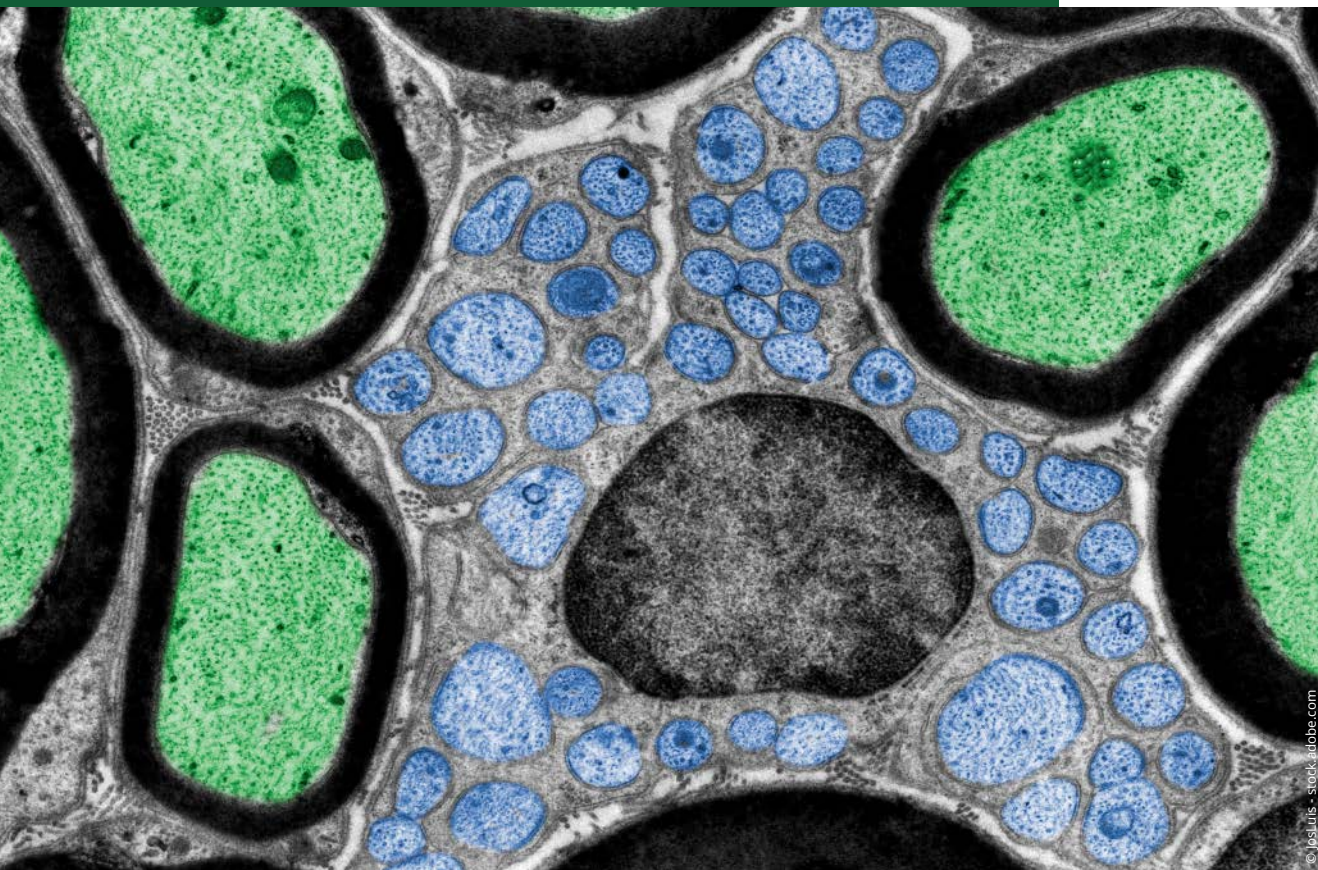


WILEY



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2024 Media Guide

Imaging & Microscopy

Compelling solutions through strategic partnerships

analyticalscience.wiley.com



Imaging & Microscopy

Imaging & Microscopy (I&M) magazine is the premier resource for the European microscopy community. As official partner of the European Microscopy Society you reach all members of all microscopy societies in Europe and additional microscopy specialists. Our well-organized brand has been providing readers with thought-provoking and relevant information on developments and trends in microscopy methods in the Life Sciences and Material Sciences for more than 25 years.

The magazine's high-scientific content is designed for microscopy users and developers providing practical information on new methods and applications in Light Microscopy, Electron Microscopy, Scanning Probe Microscopy, Image Processing and X-Ray Analysis. Our material covers also latest news, information from societies, announcements of meetings and conferences and the latest products for scientific research.

With the help of its editorial team and an updated Editorial Advisory Board, I&M is constantly striving to ensure its content is well-rounded and meets the needs of its professional readers.

I look forward to welcoming you to working with and for you
Birgit Foltas, Editor-in-chief

Imaging & Microscopy – the ideal partner to meet your marketing goals for 2024 and beyond.

Content

2	Description	11	Web Advertising
3	Dates & Contents	12	Native Advertising
4	Advisory Board	13	Newsletters
5	Media Partners	14	Wiley Analytical Science Conference
6	Geographical Breakdown	15	Move Beyond Advertising
7	Circulation & Audience	16	General Terms and Conditions
8	Prices & Formats	17	General Terms and Conditions
9	Formats	18	Contact
10	Technical Specifications	19	Publisher

Overview

Publication frequency
4 issues per year

Volume
26th year 2024

Circulation
18,000

Publishing Director
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Editor-in-chief
Dr. Birgit Foltas

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Subscription
€ 41.00 (+ VAT)

Single copy rate
€ 15.90 (+ VAT)

Subscription for students
€ 20.50 (+ VAT)

ISSN
1439-4243

Format of the magazine
DIN A4

Dates & Contents

Issues	1 / March	2 / May	3 / August	4 / November
Publishing Date	08 Mar 2024	21 May 2024	07 Aug 2024	27 Nov 2024
Advertising Deadline	15 Feb 2024	30 April 2024	16 July 2024	05 Nov 2024
Editorial Deadline	15 Jan 2024	02 April 2024	18 June 2024	07 Oct 2024

Fairs and Exhibitions	Focus on Microscopy - FOM 2024 Genoa, Italy March 24-27, 2024	European Light Microscopy Initiative Meeting - ELMI Liverpool, UK June 04-07, 2024	European Microscopy Congress EMC2024 Copenhagen, Denmark August 25-30, 2024	SPIE Photonics West San Francisco, USA February 2025
	Analytica Munich, Germany April 09-12, 2024	Microscopy & Microanalysis - M&M 2024 Cleveland, USA July 28-Aug 01, 2024	Neuroscience Chicago, USA Oct 05-07, 2024	


Topics

To provide our readership with up-to-date Information on Products and Services, Technology and Applications, each issue of Imaging & Microscopy focuses on:
**Light Microscopy · Electron, Ion and X-Ray Microscopy · Scanning Probe Microscopy
 Image Analysis/Processing · Compositional Analysis**

I&M Showcase	<p>This half-page advertorial format is consisting of:</p> <ul style="list-style-type: none"> • 1,500 characters incl. blanks • main technical specifications, 65 letters incl. blanks per line • one illustration, 250 dpi • company logo • Email and URL 	<p>I&M Showcase is a regular feature introducing new products and services related to:</p> <ul style="list-style-type: none"> • Light Microscopes • Electron, Ion and X-Ray Microscopes • Scanning Probe Microscopes • Compositional Analysis • Image Analysis/Processing • Microscopy Accessories • Microscopy Consumables
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I&M Showcase

Deep Tissue and Live Cell Nanoscopy: Leica HC PL APO 93x / 1,3 Glyc motCORR STED WHITE



STED WHITE – Don't Compromise on Optics

The new STED WHITE objective (Leica HC PL APO 93x/1,3 Glyc motCORR) designed for resolving at the nanoscale. Its outstanding chromatic correction ensures optimal overlay of excitation and STED PSF in xy and z over the visible spectral range. Using the white light laser as excitation source for STED at 532/660/775 nm the objective allows the greatest choice of fluorophores ever for STED nanoscopy.

New Opportunities for Live Cell Nanoscopy

The live cell imaging capabilities of STED WHITE creates new opportunities. The motorized STED WHITE objective allows for tilt adjustments to the optical lenses. The motorized STED WHITE objective allows for live cell deep imaging with 2D/3D STED in passive or main temperature or at 37°C.

Deep Tissue Nanoscopy at Unparalleled Depth

Thick tissues are often mounted in glycerol-based embedding media or mounting media that have a refractive index close to that of glycerol. When imaged with the STED WHITE glycerol objective, the refractive index is well matched. Besides a motorized correction collar allows adjusting for inhomogeneity. This results in significantly improved image quality, outstanding 2D/3D STED performance and nanoscopy at unparalleled depth.

Eye-Catching Image

Deep nanoscopy: 45-65 nm (middle) cleared adult kidney sample, 20 nm (top) stack confocal 3D STED. Image realized with STAR 632P. Clarity by modified CLARITY protocol. STED: Leica HC PL APO 93x/1,3 Glyc motCORR - STED WHITE. Sample courtesy of David Oberdorfer, Leibniz Universität Hannover, Germany.

Key Features

- ▶ 2D/3D nanoscopy
- ▶ outstanding resolution
- ▶ motorized STED WHITE objective
- ▶ motorized correction collar for deep tissue imaging

Company Logo

Email and URL

www.leica-microsystems.com/nanoscopy_qr

SHOWCASE | A Confocal Fluorescence Unit Installed on your Own Microscope



MAICO® MEMS confocal unit can be easily attached to any microscope to achieve confocal fluorescence microscopy. This plug and play compact unit is an affordable and convenient option to high-end confocal microscopes. It is everything you may expect from a classical confocal set-up including a pinhole, filter, a laser source, and a detector, with its compact size is designed to be used right from a researcher's lab desk.

MAICO® has a unique subunit structure that contains all the necessary components for each fluorescence and excitation and detection in a single unit. It supports single channel observation, and up to four multi-channel (488 nm, 488 nm, 561 nm, 633 nm) simultaneous excitation and observation.

Vital for the research of biological systems, confocal microscopes are not always accessible to laboratories, their high-resolving power and their ability to capture images in the depth direction are essential to accurately observe samples. MAICO® was specifically developed for this purpose, to offer an affordable alternative without compromising on high-quality features.

It offers high speed, high sensitivity and a compact design that is capable of simultaneous multiband observation without bleed-through. As MAICO® utilizes our most sensitive detector and signal processing techniques, we were able to successfully reduce the laser power to a Class II®, allowing for it to be used in a normal laboratory environment, without the need for a laser-controlled area.

maico@hamamatsu.com
www.hamamatsu.com

More information in MAICO®

HAMAMATSU
PHOTONICS BUSINESS
www.hamamatsu.com

Advisory Board

Support from Science

We are very proud to present the advisory board of **Imaging & Microscopy** to our readership. Composed of leading experts from around the world, its role is to advise on current issues and advances in all fields of modern microscopy and imaging. The board serves as a guardian for the journals' scientific quality. In the most general term it is a sounding board and a conscience.

Imaging & Microscopy calls upon suggestions and criticism that will make a good journal even better.



Prof. Alberto Diaspro,
Italian Institute of
Technology, Genoa, Italy



Dr. Roland Fleck,
King's College London, UK



Prof. Daniela Nicastro,
University of Texas
Southwestern, TX, USA



Dr. Denis Spitzer, Institut
franco-allemand de
recherches de Saint-Louis,
France



Dr. Roger Wepf,
University of Queensland,
Australia



Dr. Colm Durkan,
University of
Cambridge, UK



Prof. Min Gu,
University of Shanghai for
Science and Technology,
China



Prof. Fu-Jen Kao,
National Yang-Ming
University, Taipei, Taiwan



Dr. Jens Rietdorf,
Thermo Fisher,
The Netherlands



Prof. George A. Stanciu,
University Politehnica of
Bucharest, Romania



Dr. Timo Zimmermann,
EMBL, Heidelberg,
Germany



Dr. Markus Dürrenberger,
University of Basel,
Switzerland



Prof. Bert Hecht,
University of Wuerzburg,
Germany



Prof. Norbert Kruse,
Washington State
University, WA, USA



Prof. Giovanni Valdré,
University of Bologna, Italy

Media Partners

European Microscopy Society (EMS)



The aims of EMS are to promote the use and the quality of advanced microscopy in all its aspects in Europe, with particular reference to developments in instrumentation and methodology and novel applications of all types of microscopy. Although light, electron and scanning-probe microscopy are expected to occupy a large place in the activities of The Society, no form of microscopy is excluded.

European Microscopy Congress 2024



The European Microscopy Congress 2024 will bring the world of scientific imaging together in Copenhagen, Denmark. The conference program will be a balanced mix of light and electron microscopy in both physical and life sciences. Topics for the Congress will be in the fields of imaging, volume scanning, tomography and, spectroscopy where we see an increasing amount of new and exciting research and results. The congress offers open science methodology, source, data & educational resources on display at a number of dedicated booths at the concurrent trade show, various training opportunities, product demonstrations, commercial workshops, and a poster village where you can discover the latest research.

European Light Microscopy Initiative (ELMI)



ELMI was created in 2001 to establish a unique communication network between European scientists working in the field of advanced light microscopy in life science and the manufacturers of their equipment. The annual meetings of this initiative combine lecture sessions focusing on applications and workshop sessions organized by the industry partners for instrument demonstration and hands-on opportunities.

Focus on Microscopy



The FOM conferences constitute an effective meeting point for developers and users working in the rapidly evolving field of optical microscopy and imaging, playing an important role in the dissemination of information about new developments. The FOM conferences are accompanied by a technical exhibition showing the recent technical developments in microscopy and associated techniques. Focus on Microscopy 2018 is the continuation of a yearly conference series presenting the latest innovations in optical microscopy and their application in biology, medicine and the material sciences.

Royal Microscopical Society (RMS)



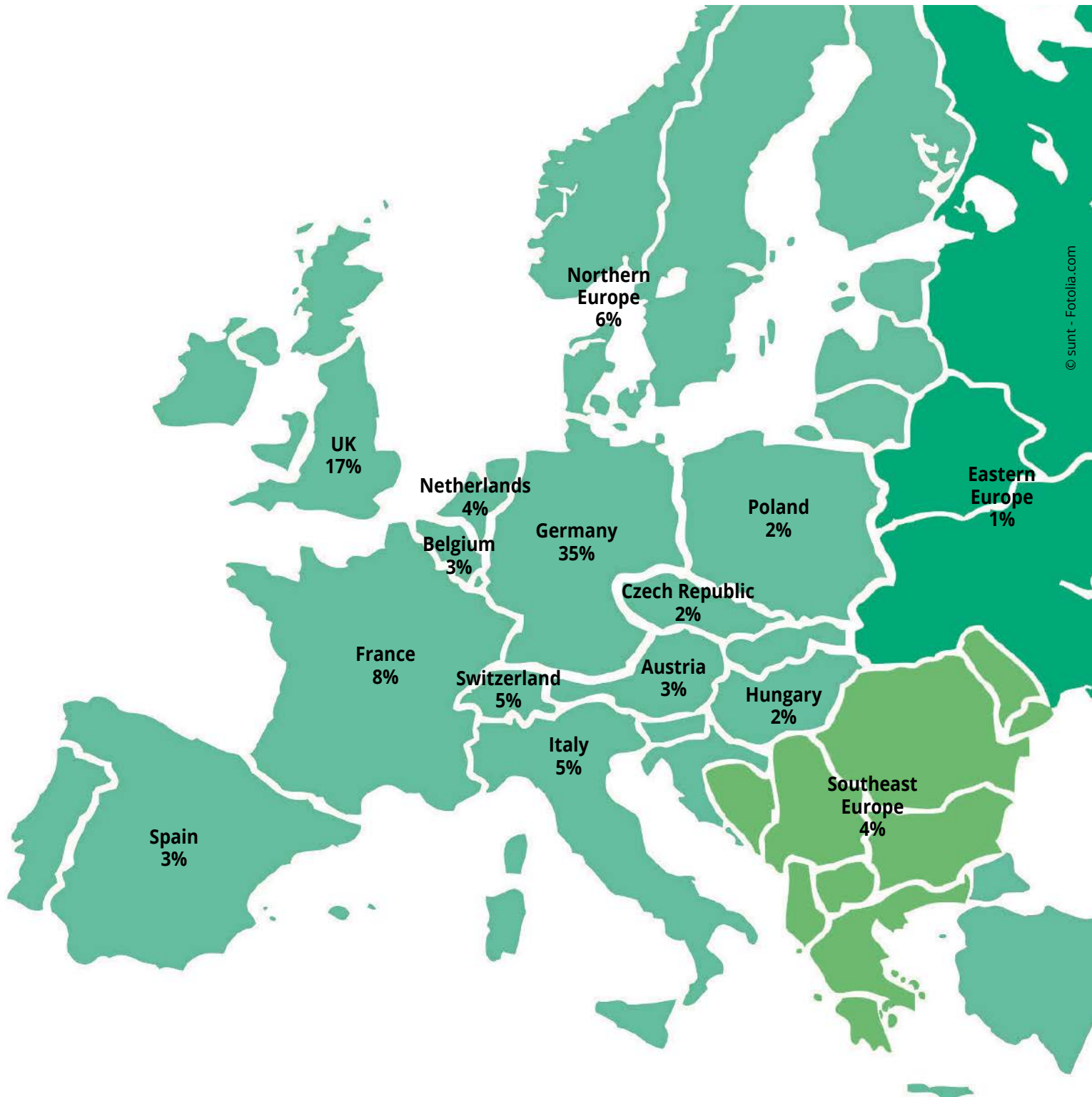
This international microscopical society serves the needs of its company members who represent all the major manufacturers and suppliers of microscopes, equipment and services. It is dedicated to advancing science, developing careers and supporting wider understanding of science and microscopy. Its council of trustees and members drive the direction of the society and form its long-term strategy. The society publishes the Journal of Microscopy and a series of microscopy books.

EMBL International Centre for Advanced Training (EICAT)



The EMBL International Centre for Advanced Training fosters information exchange between the respective EMBL training branches. Among these are the International PhD Program, the Postdoctoral Program and the Collaborative Training Program. It also includes the highly successful Courses and Conferences Program and collaborates with the Science and Society Program. EICAT thus pursues a dual mission: to provide first-rate training for the scientists who work at EMBL, and to serve as a European hub of advanced training for those who primarily work elsewhere.

Highly Qualified Audience* Geographical Breakdown



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*Audience Analysis 2022

Circulation & Audience

Imaging & Microscopy caters to scientists who work in a variety of job sectors

Circulation by Job Function

University Professor/Lecturer	26%
Scientist/Post Doc/Graduate	23%
Engineer/Technician	21%
CEO/Managing Director	9%
Sales/Product Manager	9%
PhD Student	8%
Other	4%

Imaging & Microscopy addresses the users and decision-makers in industrial and academic research

Circulation by Area

University and Research Institute	40%
Pharmaceutical Industry	12%
Biotechnology Industry	11%
Chemical Industry	10%
Measurement and Automation Technology	7%
Optics	6%
Working Materials and Metals	6%
Semiconductor and Electronic Industry	4%
Energy-/Agro-/Environmental Industry	2%
Others	2%

*Audience Analysis 2022

Two strong brands to reach the global microscopy community

Imaging & Microscopy



High valuable content focused on methodology and academic research

Microscopy & Analysis



Presents current trends in microscopy instrumentation and application

Readership



18.000 (readers in Europe)



Users and key decision-makers in industrial and academic research



46.000 readers around the world



Fully qualified professionals and academics - all specifiers, influencer and/or purchasers of microscopical and imaging equipment

Partnerships and Cooperations



Prices & Formats

Advertisements	width / height (mm)	Price €
1/1 Page	210 x 297*	6.490
1/2 Page portrait	90 x 260	4.030
1/2 Page landscape	185 x 128	4.030
Juniorpage	137 x 190	4.295
1/3 Page portrait	58 x 260	2.440
1/3 Page landscape	185 x 85	2.440
1/4 Page classic	90 x 128	2.010
1/4 Page portrait	43 x 260	2.010
1/4 Page landscape	185 x 63	2.010
1/8 Page classic	90 x 63	1.390
1/8 Page landscape	185 x 30	1.390
Job Advertisements	25 % discount on regular advertisement prices	

* plus 3 mm overlap on all sides

Preferred positions

Title Page + Story ^{1**}	213 x 303	8.100
Inside front/back page, Back page ¹	213 x 303	7.695
1 st right hand page in text ¹	185 x 260	7.695
Belly Band	450 x max. 100	5.865
Postcards ²		135

** The cover story will be handled like an editorial article and is subject to the standards and formalities of the magazine.

Advertorials	1/1 page	1/2 page
- Application Note		
- Technical Report	2.720	1.690
- Showcase		
- Company Profile		

Reprints and ePrints

For your internet presence we would be pleased to provide you with the PDF file of your article for a nominal charge of **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact:

Dr. Stefanie Krauth
Ph.: +49 (0) 6201 606 728, mkrauth@wiley.com

Bound-in inserts	width / height (mm)	Price €
2-page A4	210 x 297	4.950
3-page A4 + side flip	207 + 105 x 297	7.435
4-page A4	420 x 297	7.935
6-page A4	414 + 203 x 297	10.400

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	
	up to 25 g	315
	up to 50 g	395

Additional charges

Binding positions	10 %
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Discounts

3 Advertisements	5 %
6 Advertisements	10 %
9 Advertisements	15 %

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE136766623

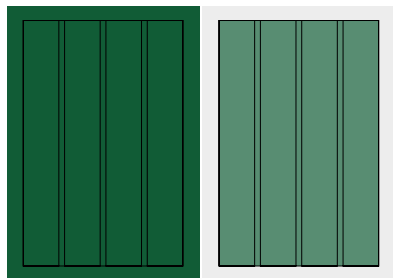
Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2023 and supersedes all previous price lists.

- 1 Cancellation only possible up to 8 weeks before advertising deadline. Title page: the picture must be coordinated with publisher in advance and Wiley-VCH has exclusive rights of it for 6 months.
- 2 Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

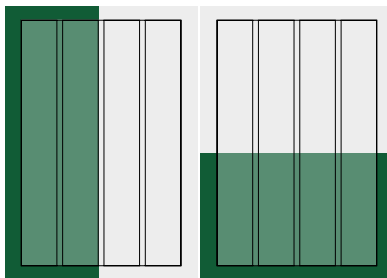
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

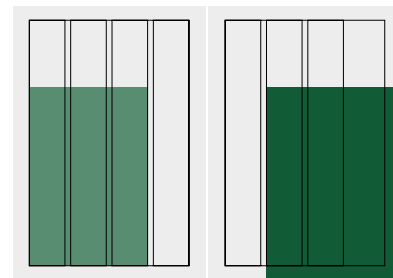
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

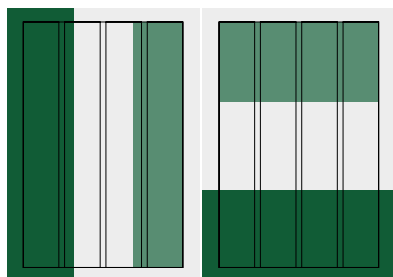
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

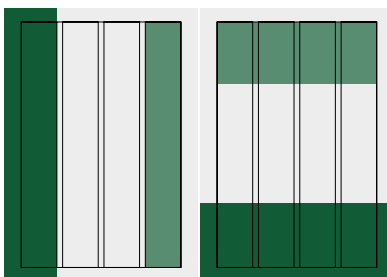
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

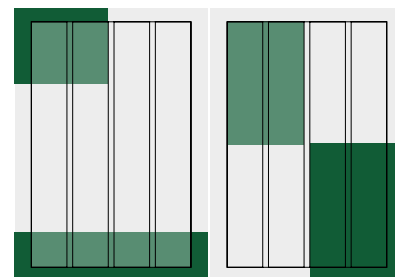
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



1/4 | 1/8
Page Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm

Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm

Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4; column width 43 mm

Print and binding methods

Sheet offset

Colors

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts

Delivery quantity: 18,200 copies

Delivery of bound-in inserts

Delivery quantity: 18,500 copies

The delivery address for bound-in inserts and any supplements will be given to you with the order confirmation.

Data format

We accept the following data formats:
PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

by e-mail to kerstin.kunkel@wiley.com



Wiley-VCH GmbH
FAO: Kerstin Kunkel
Boschstrasse 12
69469 Weinheim, Germany
Ph.: +49 (0) 6201 606 731

Wiley Analytical Science

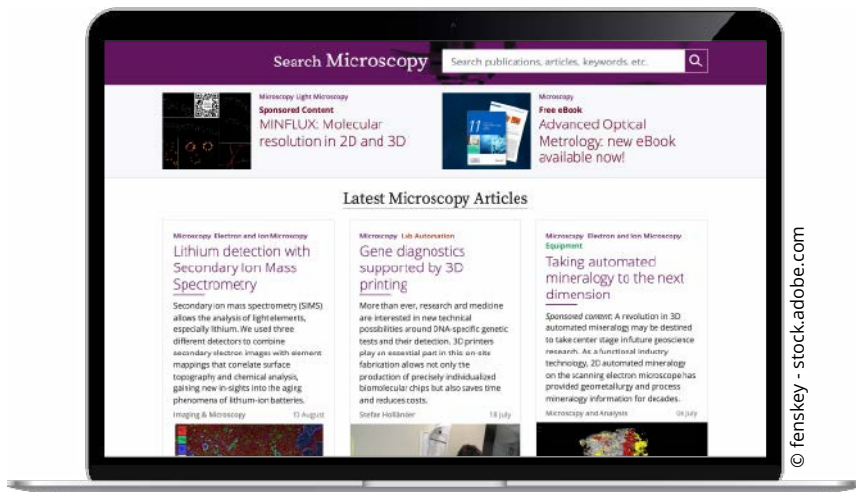
Web Advertising

<https://analyticalscience.wiley.com>

Wiley Analytical Science keeps the analytical science community informed on latest news, applications, and research in **spectroscopy, microscopy, separation science, equipment, lab automation**, and other key areas in the analytical sciences.

On the **Microscopy channel** we offer a range of opportunities for advertisers to share their voice to increase brand visibility and drive key messages directly to our audience. Leverage our responsive display units to communicate your brand message seamlessly on mobile and desktop.

Let's get started.



Banner advertising solutions on the WAS Microscopy Channel

Desktop Advertising

Size in pixels	CPT
Position 1: Interstitial	
Interstitial 640 x 480	220 €
Position 2: Header Banner	
Billboard 970 x 250	220 €
Super Leaderboard 970 x 90	130 €
Leaderboard 728 x 90	75 €
Position 3: Impact Right Rail Banner	
Super Rectangle 300 x 600	180 €
Rectangle 300 x 250	75 €
Position 4: Tracking Right Rail Banner	
Rectangle 300 x 250	180 €

Mobile Devices Advertising*

Size in pixels	
Position 1: Mobile Header Banner	
Large Mobile Leaderboard 320 x 100	
Mobile Leaderboard 320 x 50	
Small Mobile Leaderboard 300 x 50	
Position 2: Sticky Mobile Banner	
Small Mobile Leaderboard 300 x 50	
Position 3: Secondary Mobile Banner	
Rectangle 300 x 250	

*Mobile Device Advertising is included in Desktop Advertising rates

Submission Lead Time

Ad creative must be submitted at least one week ahead of deployment for testing and build processing time to ensure assets are in-spec. Third-party ads must be live at time of submission. Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch

Wiley Analytical Science

Native Advertising Opportunities

Native Advertising on the WAS Microscopy Channel

Use posts to **engage the Microscopy audience** with your brand objectives via one of our proven native display formats.

Top Teaser Story – 1,740 €

Promote your product, your application note, your event or any other highlight on the starting page of the WAS microscopy channel. Reach your target group 24/7/365.

Scope of Service:

Headline up to 60 characters incl. blanks, one image 180 x 150 px. The top teaser will be linked to a more comprehensive sponsored content on WAS Microscopy. Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video.

Run time:

2 weeks on the starting page and 6 months as sponsored content on WAS Microscopy.

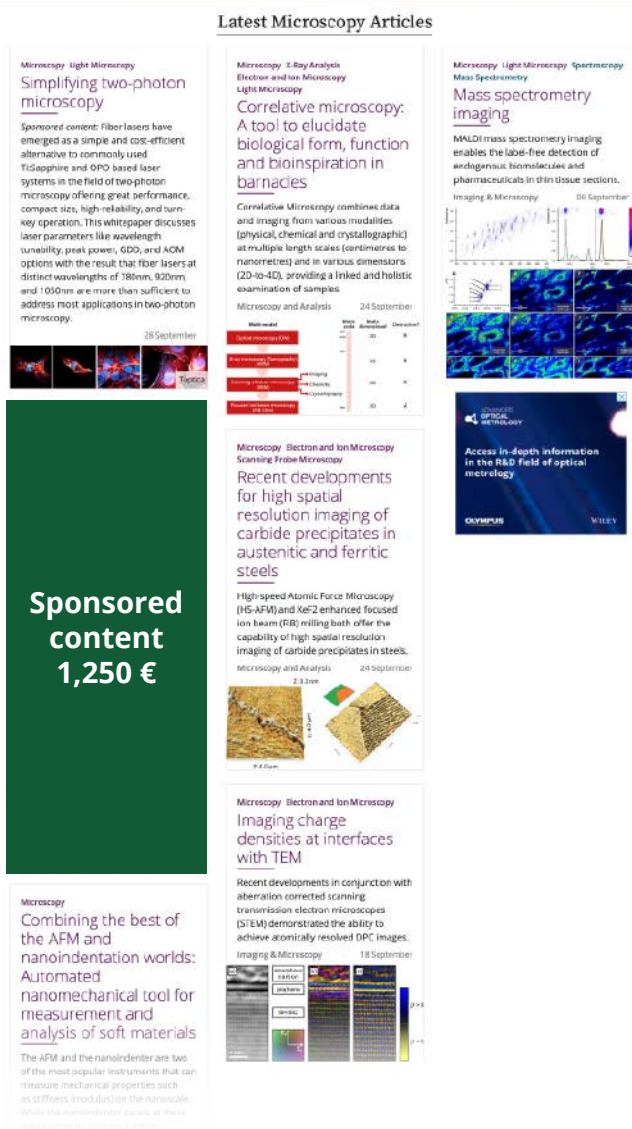
Sponsored Content – 1,250 €

Promote your product, your application note, your event or any other highlight on WAS Microscopy.

Scope of Service:

Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video

Run time: 6 months



Wiley Analytical Science Microscopy Newsletters

Capabilities for your Brand

The latest insights, news and techniques are shared bi-monthly with researchers in the microscopy field. Get in front of our 14,8K+ Email subscribers by sponsoring our bi-monthly EMail Newsletter.

Partner with us. We'll develop exciting solutions to get your brand and message in front of Microscopy audiences.

Align your brand with an aspirational voice that inspires action.

Let's connect.

14.8K+ Opt-in subscribers	27% Average open rate**	20+ Newsletters	26K+ Page Views per Position
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* Average Newsletter Subscribers 2022
**Industry benchmarks for Publishing: Open rate: 18.10%

Advertising solutions in the WAS microscopy newsletter

Rectangle Banner 300 x 250 px Average CTR Banner: 0,26%	2,740 €
Content Ad Average CTR Content Ad: 0,18%	3,150 €
Single-Sponsored (3 MPU's plus + 2 content ads)	8,500 €

Email Newsletter Specifications

MPU: 300 x 250 px
Max. file size: 200 KB
File Types Accepted: GIF, JPG & PNG only
No 3rd Party or HTML5 tags accepted
Click-Through URLs: Required for all creative files provided (GIF, JPG, PNG).
Animation/Looping:
No animation permitted / Static display only.

Content Ad
Maximum 50 characters incl. blanks for the headline and up to 250 characters for the body text. Unlimited number of characters for the publication on the website. Please provide one image as a JPG file in 250 x 210 px format.
Destination URL for text ads should be direct domain and path URL. Any added URL path code such as tracker, may cause errors.

	Newsletter
	WAS Microscopy English
	23 Jan 2024
	06 Feb 2024
	20 Feb 2024
Issue Alert I&M 1/24	12 Mar 2024
	02 Apr 2024
	16 Apr 2024
	07 May 2024
Issue Alert I&M 2/24	21 May 2024
	11 Jun 2024
	25 Jun 2024
	09 Jul 2024
	23 Jul 2024
Issue Alert I&M 3/24	13 Aug 2024
	03 Sep 2024
	17 Sep 2024
	08 Oct 2024
	22 Oct 2024
	05 Nov 2024
	19 Nov 2024
Issue Alert I&M 4/24	03 Dec 2024

Wiley Analytical Science
Microscopy
Content Alert - 26 July 2022

Meet us at Microscopy & Microanalysis
Wiley is attending the year's Microscopy & Microanalysis (M&M), starting on July 31 in Portland, Oregon, USA. We will have a booth at the show, and can't wait to meet you. Please visit us to pick up copies of Microscopy & Analysis, and Imaging & Microscopy magazines. You could also talk to our editors, Dr. Chris Parmenter (MAA editor-in-chief) and Dr. Rebecca Post (MAA editor). See you there.

Scanning Probe Microscopy
Voltage pulses control single-molecule reactions
Scanning probe microscope breaks and creates atomic bonds; switches between different molecular structures.
READ MORE >

IMAGING AND MICROSCOPY
New Issue Available
New 04
enr@wiley.com
Recommended by

Cryo Soft X-Ray Tomography
High throughput imaging of 3D whole cell ultrastructure at the nanoscale
Cryo soft X-ray tomography using low energy X-rays is a powerful method for imaging the 3D ultrastructure of whole cells to around 50 nm resolution. Cells or tissue blocks up to 10 µm thick are simply flash frozen and since the contrast is generated naturally, no staining or chemical fixatives are needed.
READ MORE >

Park Systems
Making dielectrics the only barrier in your research with conductive AFM
Receive your email for the after summer newsletter on 14 September, in which Park Systems will demonstrate the use of CAFM in exploring the registry of layered materials heterostructures, specifically moiré patterns between single layer graphene and hexagonal boron nitride and reconstructed domains in marginally rotated (θ) 2L-MoS₂.
READ MORE >

Special Collection
Meet the Greatest Minds in Microscopy
Recommended by

Attosecond Spectroscopy
Resolving electron dynamics in water
Researchers measure the blisteringly fast dynamics of electrons in water clusters.
READ MORE >

Electron Microscopy
Capturing small molecule structures
US-based researchers have developed a novel atom-resolution scanning transmission electron microscopy (STEM) method to image light elements in small organic molecules in solution.

Elevate Your Brand. Generate Leads.

Twice a year Wiley Analytical Science Virtual Conference brings together top **researcher** and **professionals** in the fields microscopy, spectroscopy, mass spectrometry, laboratory automation, and more.

Tap into an **exclusive and expansive network** and position your company as a thought leader. The quality of content can make or break the credibility of your entire business.

Elevate your brand & gain credibility by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

Sponsorship Opportunities

Combination Package: Educational + Application- Focused Seminar

Set the perfect stage for your message!

- First, build credibility & authority in your target research area with unbiased content from a scientific leader
- Then follow up with an application-focused presentation to the same audience



Educational Seminar

- Visibility of your company logo on registration page and promotional materials
- Wiley organizes the speakers (or if you have a key opinion leader that we should pursue, we are open to suggestions)
- Forwarding of all leads from registered participants (GDPR compliant)



Application-Focused Seminar

- You can run your own application-focused seminar
- Visibility of your company logo on registration page and promotional materials
- Forwarding of all leads from registered participants (GDPR compliant)



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more details!**

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Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
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- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
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- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
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13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such ‘make-up’ bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;

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- (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;

- (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;

- (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;

- (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and

- (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.

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18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“IAB Terms”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):

- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

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19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

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Advertising and Reprint Production Terms and Conditions

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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
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29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
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Order Management

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