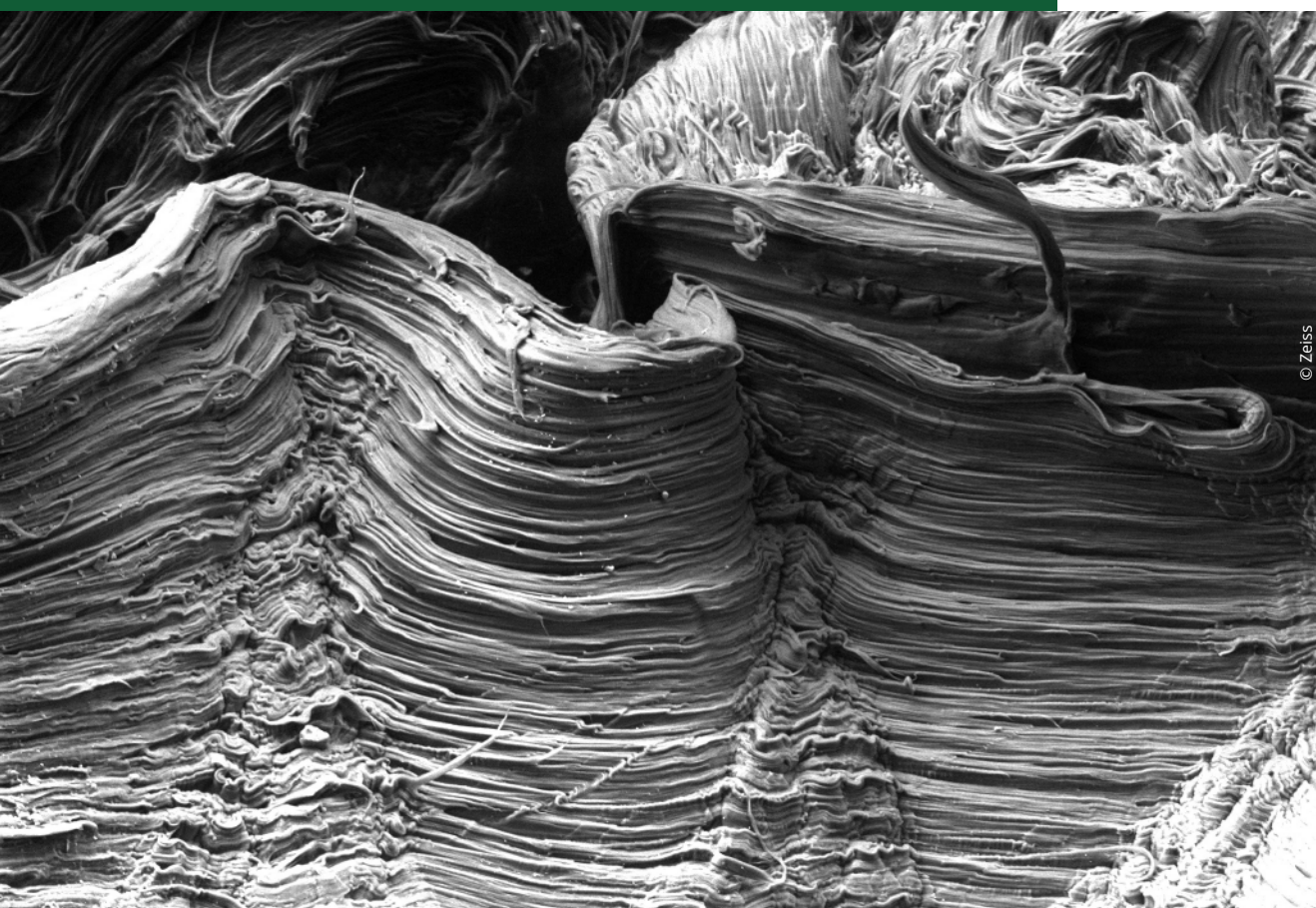


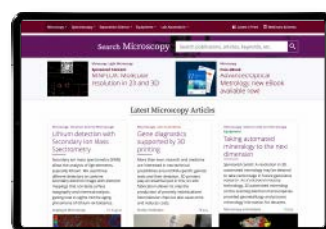
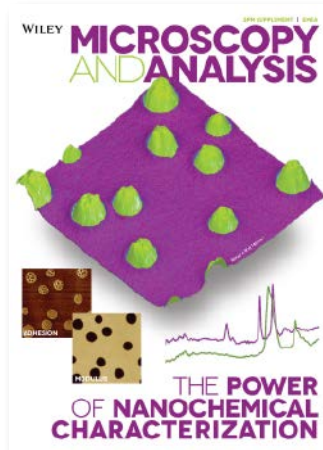
WILEY



# 2024 Media Guide **Microscopy and Analysis**

Independent Voice of Microscopy

[analyticalscience.wiley.com](http://analyticalscience.wiley.com)



# Microscopy and Analysis

*Microscopy and Analysis is the global leader in the microscopy community with over 30 years' experience bringing you the latest trends in the field. Our global reach in EMEA, Americas and Asia-Pacific means we're on the coffee tables of our 120,000 readers in many labs around the world. Our well established format has been bringing industrial players together with end users and influencers from academic and commercial backgrounds and is the natural home for all who consider themselves a microscopists, regardless of end application or type of microscope. The title has a selection of traditional scientific editorial pieces, along with news and commercial happenings, including new product releases.*

*The title is published six times a year and features regular product focuses and opportunities to advertise in each issue. The online presence offers a range of opportunities for dissemination of content to the readership including a twice-monthly email. Two experienced editors handpick content to reflect the changes in the field and keep readers up to date with what is happening in microscopy and related analytical technologies. The readership is loyal and enthusiastic with frequent submissions of novel work to the editors. Microscopy vendors value the brand and its position in the market.*

*I look forward to welcoming you to working with and for you*  
Chris Parmenter, Editor-in-chief

## Overview

**Publication Frequency**  
6 issues per year

**Circulation**  
18,000 (US/Americas)  
16,000 (Europe/EMEA)  
12,000 (Asia/Pacific)

**Publishing Director**  
Dr. Heiko Baumgartner

**Editor-in-chief**  
Dr. Chris Parmenter

**News Editor**  
Dr. Rebecca Pool

**Commercial Manager  
Sciences**  
Vanessa Winde

**Sales, EMEA**  
Dr. Stefanie Krauth  
Hagen Reichhoff  
Stefan Schwartze

**Sales, America**  
John Day  
Jen Keats

## Content


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# Dates & Contents


Issues	1   2024	2   2024	3   2024
Publishing Date	31 Jan 2024	27 Mar 2024	01 May 2024
Advertising Deadline	10 Jan 2024	13 Mar 2024	10 Apr 2024
Editorial Deadline	27 Dec 2023	28 Feb 2024	27 Mar 2024
<b>Event distribution</b>	<b>Focus on Microscopy – FOM 2024</b> Genoa, Italy March 24–27, 2024		
<b>Topic Focus</b>	<b>Digital Cameras</b>	<b>SPM Special Supplement</b>	<b>Energy</b>
Issues	4   2024	5   2024	6   2024
Publishing Date	03 July 2024	02 Oct 2024	20 Nov 2024
Advertising Deadline	12 Jun 2024	11 Sep 2024	30 Oct 2024
Editorial Deadline	29 May 2024	28 Aug 2024	16 Oct 2024
<b>Event distribution</b>	<b>Microscopy &amp; Microanalysis – M&amp;M</b> Cleveland, USA July 28–Aug 1, 2024		<b>Neuroscience</b> Chicago, USA Oct 05–07, 2024
	<b>European Microscopy Congress – EMC2024</b> Copenhagen, Denmark August 25–30, 2024		<b>SPIE Photonics West</b> San Francisco, USA Feb, 2025
<b>Topic Focus</b>	<b>Conference Overview</b>	<b>Neuroscience   Brain Cancer</b>	<b>Nanotechnology</b>

## 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





# Highly Qualified Audience\*

## Geographical Breakdown

### American Edition

North America	92%
South America	6%
Central America	2%

### European (EMEA) Edition

UK & Ireland	32%
Germany/Austria/Switzerland	18%
France	9%
Italy	7%
Belgium & Netherlands	6%
Northern Europe	5%
Spain	5%
Other	18%

### Asia/Pacific Edition

Japan	27%
China	24%
India	18%
Australia	11%
South Korea	6%
Taiwan	5%
Other	9%

## Circulation & Audience

### Circulation by Job

Function	Americas %	Asia Pacific %	Europe %
Scientist/Engineer	41	30	36
Professor/Lecturer	29	36	32
PostDoc/Graduate	9	12	10
Senior Technician	10	6	8
Research Officer	4	8	7
Lab/Dept Manager	5	7	6
Military	2	<1	<1
Librarian*	<1	<1	<1

\*Librarians pay a subscription to receive the publication

### Circulation by Area

Area	Americas %	Asia Pacific %	Europe %
Materials Science	34	38	33
Life Sciences	34	26	31
Semiconductors	8	13	9
Medical Technology	7	8	8
Quality Control	5	6	5
Earth Sciences	5	4	6
Environment	5	4	6
Food Technology	2	1	2

\*Audience Analysis 2022

## Prices & Formats

### List Prices for Multiple Editions

For two editions combined simply add prices together and then deduct 5% from the total.

For three editions combined see the 'Worldwide (combined editions)' column below.

Print Advertising	US Edition to 18,000+ Subscribers		APAC Edition to 12,000+ Subscribers		EMEA Edition to 16,000+ SUBSCRIBERS		WORLDWIDE to 46,000+ SUBSCRIBERS	
	US \$	EU €	US \$	EU €	US \$	EU €	US \$	EU €
Full (four) color								
Full page	5,200	4,400	3,500	2,950	4,650	3,900	13,350	11,250
Half page standard	3,350	2,850	2,250	1,900	3,000	2,500	8,500	7,150
Half page island (junior page)	3,650	3,100	2,450	2,050	3,250	2,750	9,350	7,900
Half page vertical	3,350	2,850	2,200	1,900	3,000	2,500	8,500	7,150
Third page horizontal	3,000	2,550	2,100	1,750	2,650	2,250	7,800	6,600
Third page vertical	3,000	2,550	2,100	1,750	2,650	2,250	7,800	6,600
Quarter page	2,100	2,750	2,400	1,150	1,900	1,550	5,250	4,450
Sixth page	800	750	750	650	750	650	2,100	1,800
Front cover (see note)	6,000	5,000	4,000	3,400	5,350	4,500	15,350	13,000
Inside front cover	5,750	4,850	3,900	3,250	5,100	4,350	14,700	12,500
Back cover	5,500	4,650	3,650	3,150	4,900	4,200	14,000	11,850
Outside back cover	5,750	4,750	3,850	3,250	5,100	4,350	14,700	12,500
Full page application note							4,100	3,450
Half page application note							3,150	2,650
Quarter page product information							1,950	1,650

### Front Cover

Carries an image only and not product pictures, additional text cannot be applied. Images supplied for the front cover should represent cutting edge, innovative microscopy techniques and be as visually striking as possible without embedded graphs or figures.

We do not accept images previously published as M&A covers.

For more than one insertion series discounts of up to 10% apply. Combined editions count as one insertion. Contract and agency discounts also applicable

### Terms

Credit accounts are strictly net and must be settled 30 days from date of invoice. Cancellation Six weeks prior to the first day of the publication month. All material for advertisements is accepted subject to the publisher's approval. The Advertiser warrants that his advertisements are neither illegal nor defamatory and comply with the British Code of Advertising Practice. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever although all reasonable care will be

### Specifications Advertorial

#### Quarter Page Product Information

1/4 text ad with 200 words, company contact details and 1 image

#### Half Page Advertorial

1/2 page text ad with max. 400 words, company contact details and 1-2 images

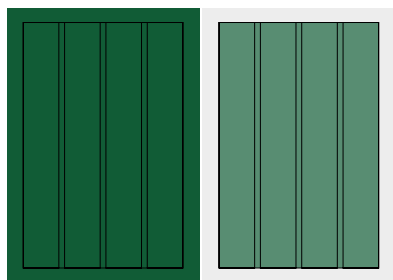
#### Application Note | Technical Report | Product Profile

1/1 page text ad with max. 700 words, company contact details and 3-4 images

These numbers represent a guideline, more figures can be used with fewer words and the reverse is true too.

taken. The Advertiser must be responsible for the insurance of all advertisement material delivered to the Publisher. Advertiser's material is held at the owner's risk. The Publisher, in the absence of instructions to the contrary, reserves the right to destroy all material which has been in his custody for twelve months from the date of its last appearance. In the event of copy instructions not being received by the copy date, the Publisher reserves the right to repeat standing copy. Material must conform to the Publisher's requirements and any additional work involved will be charged out at cost.

## Formats

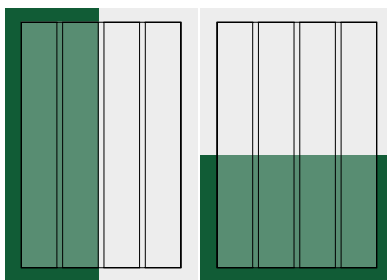


**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
184 x 271 mm

**Bleed Size:**  
210 x 297 mm  
+ 3 mm overlap on all sides

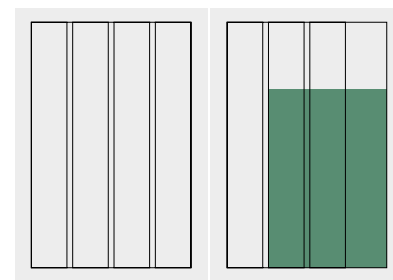
**Final Size:**  
216 x 303 mm



**1/2** Page  
Type Area/Bleed Size

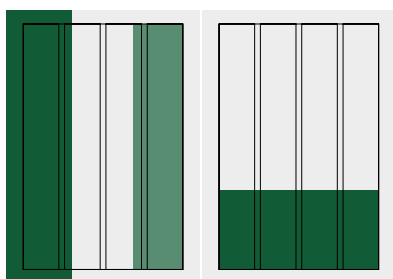
**Type Area:**  
portrait: 97 x 271 mm  
landscape: 184 x 130 mm

**Bleed Size:**  
portrait: 110 x 307 mm  
landscape: 215 x 154 mm



**Halfpage island**

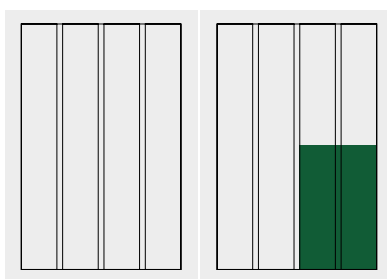
**Type Area:**  
122 x 170 mm



**1/3** Page  
Type Area/Bleed Size

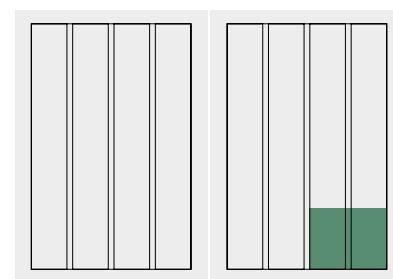
**Type Area:**  
portrait: 60 x 271 mm  
landscape: 184 x 90 mm

**Bleed Size:**  
portrait: 70 x 307 mm



**1/4** Page  
Type Area

**Type Area:**  
portrait: 90 x 130 mm



**1/6** Page  
Type Area

**Type Area:**  
portrait: 90 x 90 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  
184 x 271 mm (width x height), print space

## Print and binding methods

Sheet offset

## Colors

Euro scale

## Screen ruling

70 ruling

## 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/m<sup>2</sup>

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.

## Print Ad Submissions

For files larger than 10mb please contact Simon Evans at [sevans@wiley.com](mailto:sevans@wiley.com) or on +44 (0)1243 770342 to request our FTP details or use web-based file sharing sites such as [SendSpace.com](https://SendSpace.com) or [Hightail.com](https://Hightail.com)

Please ensure your artwork is high resolution. Images should be 300dpi. PDF is preferred although we can accept InDesign, Illustrator or Photoshop if necessary.

Word files are not acceptable. If not sending PDF please ensure all images (pictures and logos) and typefaces are sent too. If not, we cannot ensure your ad will print correctly. Artwork should be prepared for print in CMYK format. RGB is not acceptable.

## Transmission options

**by e-mail** to [kerstin.kunkel@wiley.com](mailto:kerstin.kunkel@wiley.com)



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

# Wiley Analytical Science

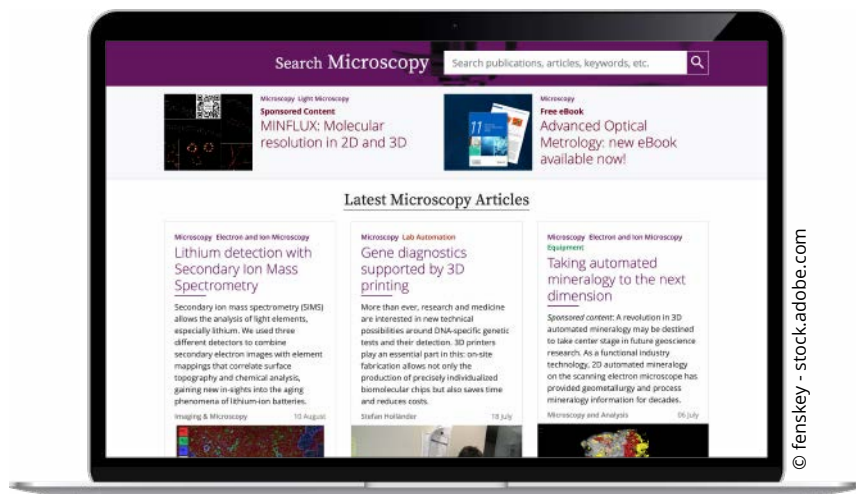
## Web Advertising

<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.



© fenskey - stock.adobe.com

## Banner advertising solutions on the WAS Microscopy Channel

### Desktop Advertising

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

### Mobile Devices Advertising\*

Size in pixels	
<b>Position 1: Mobile Header Banner</b>	
Large Mobile Leaderboard 320 x 100	
Mobile Leaderboard 320 x 50	
Small Mobile Leaderboard 300 x 50	
<b>Position 2: Sticky Mobile Banner</b>	
Small Mobile Leaderboard 300 x 50	
<b>Position 3: Secondary Mobile Banner</b>	
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.

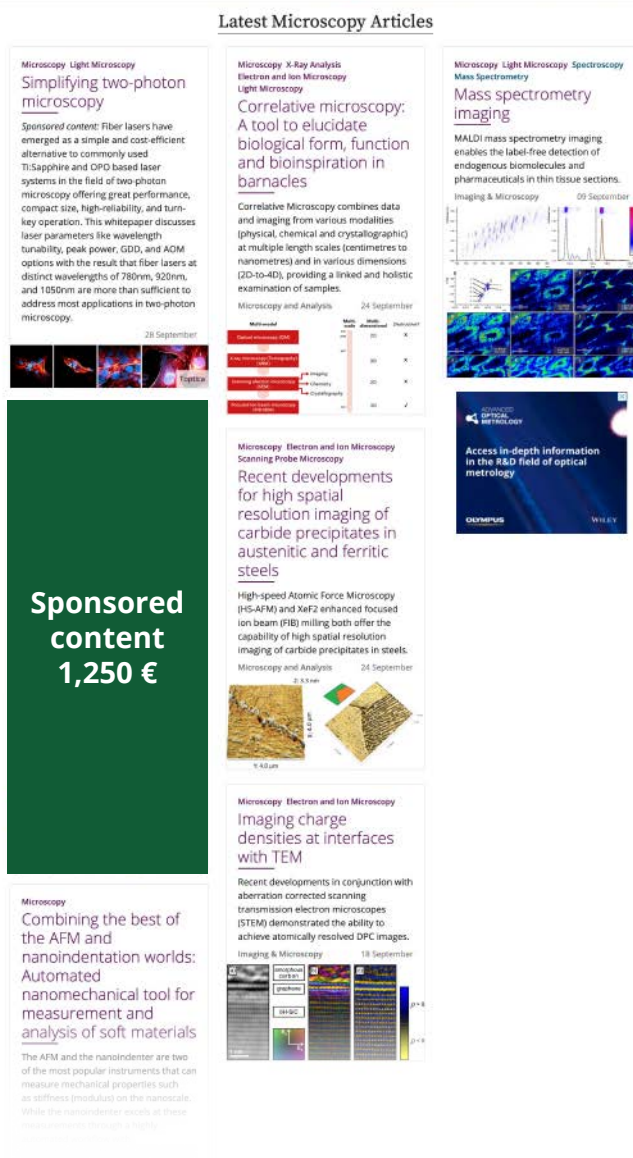
#### Sponsored Content – 1,250 €

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

\* 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 MPUs 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 3<sup>rd</sup> 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
Issue Alert M&A 1/24	06 Feb 2024
	20 Feb 2024
	12 Mar 2024
Issue Alert M&A 2/24	02 Apr 2024
	16 Apr 2024
Issue Alert M&A 3/24	07 May 2024
	21 May 2024
	11 Jun 2024
	25 Jun 2024
Issue Alert M&A 4/24	09 Jul 2024
	23 Jul 2024
	13 Aug 2024
	03 Sep 2024
	17 Sep 2024
Issue Alert M&A 5/24	08 Oct 2024
	22 Oct 2024
	05 Nov 2024
Issue Alert M&A 6/24	19 Nov 2024
	03 Dec 2024

Wiley Analytical Science  
**Microscopy**  
Content Alert - 28 July 2022

**Meet us at Microscopy & Microanalysis**  
Wiley is attending this 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 (MSA editor-in-chief) and Dr. Rebecca Pool (MSA 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 On  
analyticalscience.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**  
Reserve your seat for the after-summer webinar 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 twisted (0°) 2L-MoS<sub>2</sub>.  
[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 atomic-resolution scanning transmission electron microscopy (STEM) method to image light elements in small organic molecules on surfaces.

## 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.

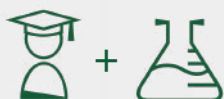
**Elevate your brand & gain credibility** by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

## 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)



**Contact us for  
more details!**

# MOVE BEYOND ADVERTISING

Elevate your brand and take your message to new levels!

Whether it be lead generation, branding, virtual events, or content solutions, Wiley can help you find the right marketing mix and channels to reach your goals.

Explore how you can engage your audience even further by integrating **Wiley Events & Education** and **Wiley Communications** solutions with your advertising plans.



## Events & Education Solutions

Deliver clear, focused content and deepen your engagement with your target audience through:



### Webinar

Advance knowledge and understanding of the latest research, technology trends, or key developments with our webinars.



### Virtual Events

Engage your target audience through sponsored plenary sessions led by leaders in your area of interest, connecting and engaging via our independent, trusted channels.



### Knowledge Hub

Strategically showcase your brand alongside trusted content and position yourself as a thought leader in a specific subject area. Educate scientists and industry professionals in an engaging online learning environment.

## Communications Solutions

Be a thought leader in your area of expertise, with tailored solutions to generate quality scientific leads including:



### Article Collections

Position your brand alongside primary peer-reviewed journal content by sponsoring a collection of articles on a common theme.



### Essential Knowledge Briefing

Deliver your target audience valuable information for their daily work in short, practical guides that are mobile-enabled for convenience and easy access.



### Expert Insights

Engage with your target audience and provide expert insights on key subject areas through impactful content solutions such as whitepapers, article summaries, and ebooks.

Amplify your programs with **translations, run-ons, extended reach, content feed, infographics, and expert commentary**

## Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact program that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at [corpsolutions@wiley.com](mailto:corpsolutions@wiley.com)



# 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”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (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.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 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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- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

- 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;
  - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
  - (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.
- 17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
- 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.

## REPRINT TERMS

- 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.
- 20. The Reprints are solely for the use of the Customer and may not be re-sold, posted on the internet (other than as permitted for ePrints in the format specified by Wiley) or reproduced in any other format or media without the express written permission of Wiley and payment of the appropriate licence fee. The Reprints must not be amended or modified in any way after delivery. If the Customer wishes to append or add any material to a Reprint it shall inform Wiley at the time of making the order and pay any additional fees charged by Wiley. Wiley reserves the right to accept or decline any such request in its sole discretion.
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- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.



# Advertising and Reprint Production Terms and Conditions

## PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

## CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

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%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

## GENERAL TERMS

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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  - require cash pre-payment for further orders until all outstanding debt is paid in full or Wiley determines that the initial insolvency event has ceased to occur;
  - cease publication of further Advertising or terminate an agreement for Advertising;
  - withhold any discounts or rebates previously granted to the Customer; or
  - exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
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32. Customer shall pay all invoices in full will be made within 30 days of the date of an invoice, unless otherwise agreed in writing between the Parties.
33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley's remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of: (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.
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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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