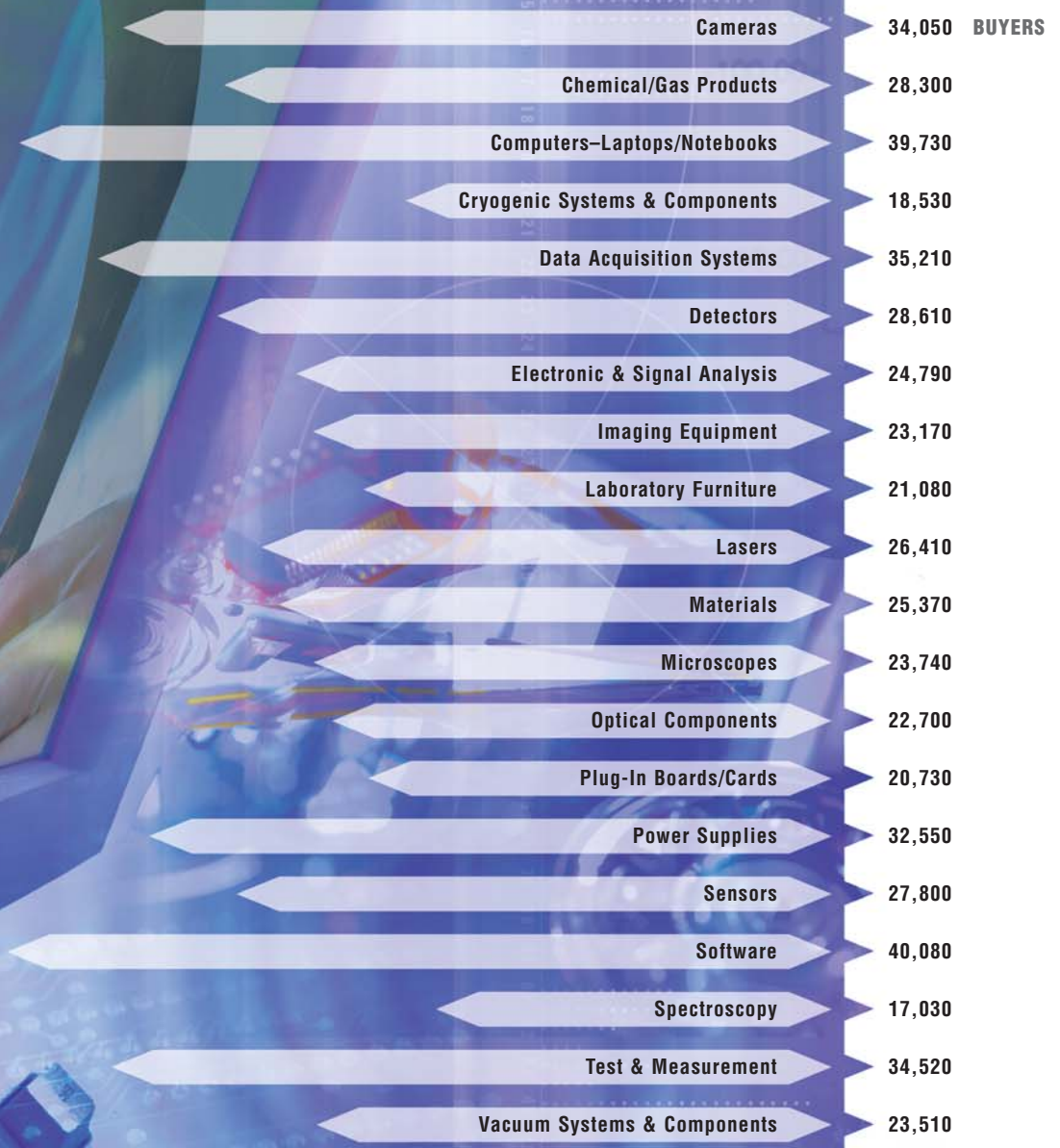


THE INDUSTRIAL PHYSICIST

www.tipmagazine.com



A single ad in *The Industrial Physicist* reaches thousands of buyers at leading technology companies

Online Advertising—Measurable Results

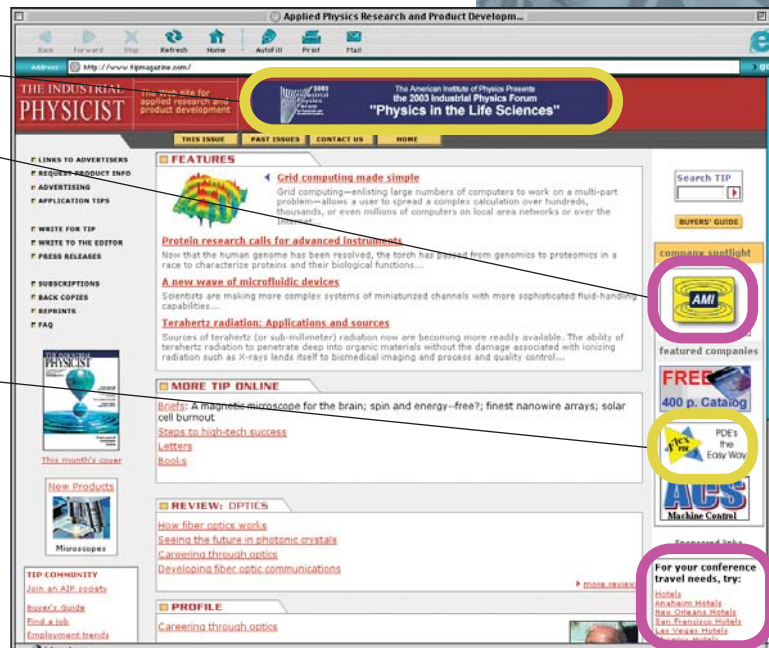
Banner

Company Spotlight

Permanent button that connects the user to the URL of your choice. Your button will appear on the top and all sub-pages, and will NOT rotate. Maximum exposure! 120 X 90 pixels.

Featured Company

Permanent button or logo that connects the user to the URL of your choice. Your button will appear on the top page, and will NOT rotate! Guaranteed exposure. 120 X 60 pixels.



Text Ad Link

Post your unique online content with a link to your site under "Sponsored Links." Text Ads are viewed on almost every page. Submit a 5 word headline, up to 15 words of text and your URL.

Skyscraper Banner

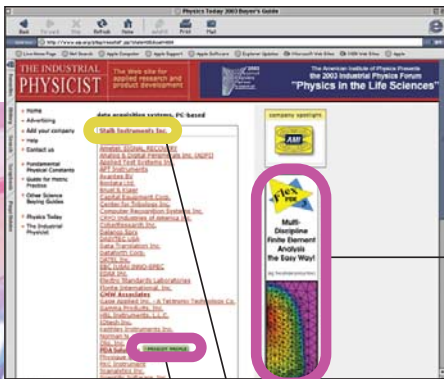
Dominate the landscape with a vertical banner that rotates on secondary and intermediary pages throughout the site. 120 X 600 pixels.

Top Listing

Gives your company top listing in the product category or keyword of your choice, plus a skyscraper ad when that category or keyword is searched.

Product Profile

Create a full-screen online advertisement that pops up when the green button is clicked. The product profile can have numerous links.



Top Physics Companies

2004 Rank	Company
1	TRW / Northrop Grumman
2	Lockheed Martin
3	Boeing
4	Raytheon
5	General Electric
6	Honeywell
7	IBM
8	General Motors
9	Motorola
10	Corning
11	Delphi
12	3M
13	Ford
14	Eastman Kodak
15	Rockwell
16	Agilent Technologies
17	Hewlett-Packard
18	Intel
19	Seagate
20	Texas Instruments

Source: TIP readers by company, June 2004.

For additional information about online rates and traffic, contact your regional sales representative on page 6, or call 1-800-437-5285, 00-1-301-209-3393

Technology leaders in today's fast paced commercial research environments rely on *The Industrial Physicist* (TIP) for the latest information in **commercial product development**. The readership is comprised of scientists and engineers throughout today's advanced technology sector, from **firmly established bellwethers** like Boeing and IBM to **emerging start ups**, in **markets as diverse** as security, computing, transportation, and biotechnology. The common thread is expertise – readers are adept in the discovery, application and manipulation of physical phenomena, and are in turn **highly influential** in establishing and further developing the direction of **tomorrow's most promising growth markets**.



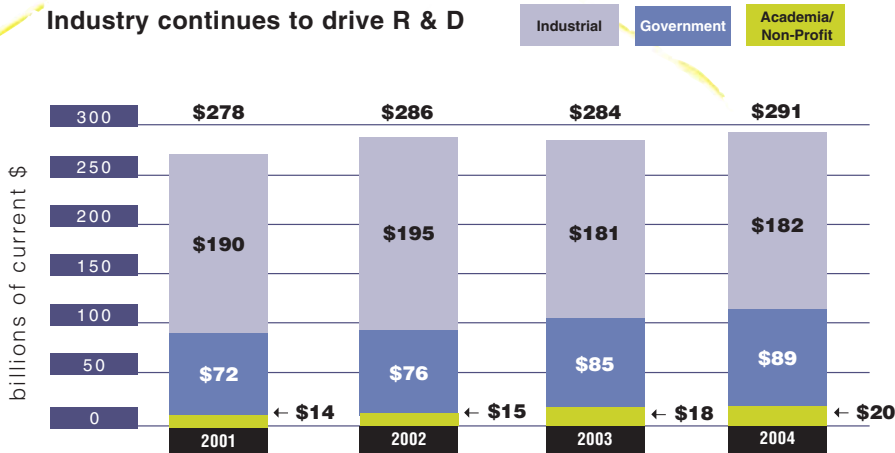
TIP represents a \$137 billion market. Research & development is a huge \$291 billion investment, and 47% of this market involves physics and the scientists, engineers and researchers who read TIP.

TIP subscribers work at 93 of the top 100 companies, as ranked by research and development spending. The top 100 companies account for 66% of the total R&D spending.

>> Big-Money

Source: Battelle, 2004 Projections.

Industry continues to drive R & D



\$137 billion of the \$291 billion spent on R&D is related to physics!



The Industrial Physicist gives you horizontal reach into many markets. Our readers buy an average of **7 different product categories**. Not just data acquisition, lasers, semiconductors, test & measurement, photonics or vacuum, but buyers of your products in all of those markets.

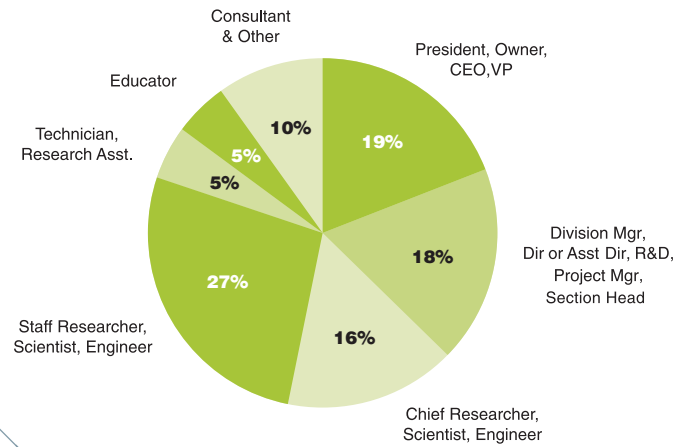
Source: TIP qualification cards.

>> Job Functions

JOB FUNCTIONS	Count
R&D	26,300
Product design & development	22,789
Testing & Evaluation	18,306
Management	14,317
Process design & development	14,009
Manufacturing & production	11,883

Source: BPA Circulation Statement, June 2004.
Some readers perform more than a single job function.

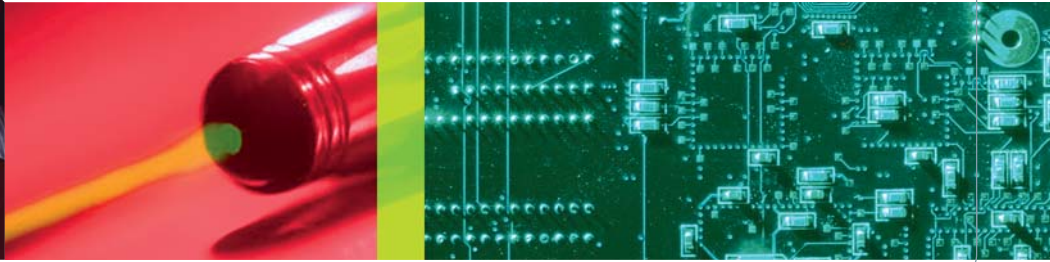
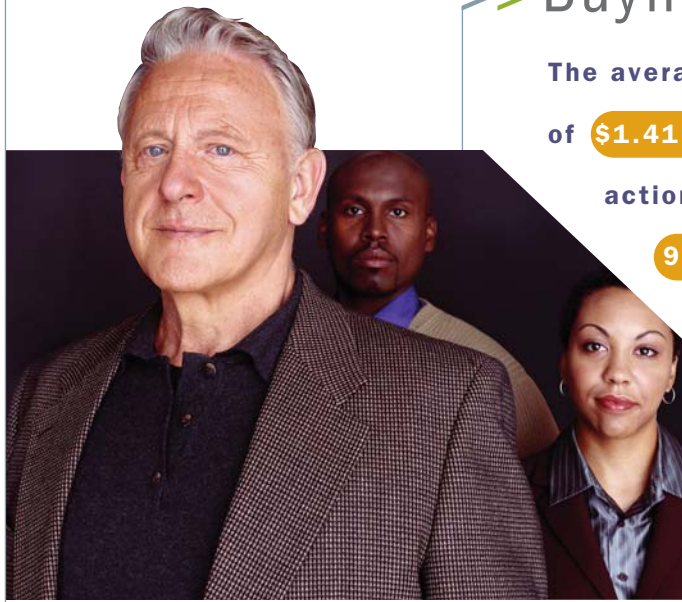
>> Job Titles



>> Buying Power

The average TIP subscriber is personally involved with expenditures of **\$1.41 million** per year. Nearly 70% of TIP readers took buying actions as a result of reading or looking through TIP.

96% of TIP subscribers are involved in the buying process.



>> Application Tip

Imagine reaching **60,000** scientists and engineers with a discounted one- or two-page spread composed of your editorial copy and your color ad! Contact the Publisher, Randolph A. Nanna, at 301-209-3102, or e-mail Rnanna@aip.org to discuss this powerful marketing tool.

Your Editorial!



Your Ad!

Together in Your Application Tip!

>> Product Guide

The Product Guide section is where readers turn to find brief product descriptions from vendors of components, equipment



and services. The Product Guide appears in every issue in a 4-color format. You supply the copy and photo, we'll do the rest.

Contact the advertising sales representative in your area (p. 6), or call 800-437-5285, 00-1301-209-3393.

THE INDUSTRIAL PHYSICIST 2005 ADVERTISING RATES

Ad size	1x	3x	6x	12x	18x	24x	36x
Full page	6475	6215	5955	5830	5700	5555	5435
2/3 page	5040	4840	4640	4530	4440	4315	4235
1/2 island	4345	4165	3995	3900	3810	3725	3645
1/2 page	4020	3855	3695	3615	3540	3440	3370
1/3 page	2715	2610	2510	2440	2400	2325	2285
1/4 page	2145	2055	1970	1930	1880	1835	1795
1/6 page	1675	1615	1545	1515	1485	1445	1415

Cover Rates	3x	6x
Cover 4 (back)	9190	8890
Cover 2 (inside front)	8820	8530
Cover 3 (inside back)	8240	8170

Additional for Color Rates	Page	Spread
Standard 2-color	815	1200
Matched 2-color	1025	1400
4-color	1550	2100
5-color	1680	2400

Product Guide	1x	3x	6x
1/8 page unit	1020	990	910

Product Guide rates are non-commissionable.

CLASSIFIED/MARKETPLACE ADVERTISING

Advertise in this industry source for Career Opportunities, Positions Wanted, Conferences, Seminars, Symposia, Publications, Business Opportunities, Legal/Patent Services, and more.

Send insertion orders and materials—film, digital files, and hard copy to: Ken Pagliuca, AIP, Two Huntington Quadrangle, Ste. 1NO1, Melville, NY 11747-4502. Phone: 1-800-247-2242, 1-516-576-2439; Fax: 1-516-576-2481; email: classads@aip.org. Check or money order payable to the American Institute of Physics must accompany order.

Line classifieds are \$29 per line or fraction, minimum charge \$150. Estimated 88 characters per line.

Display classifieds: Standard display ads in the classified section are available and commissionable at the display advertising rates above.

DIGITAL AD SPECIFICATIONS

The *Industrial Physicist* prefers to receive high-resolution PDF files electronically.

What's Acceptable:

- PDF files must include images of at least 300 dpi, with all fonts embedded
- PDF files must be transmitted electronically to adfiles@aip.org
- EPS or TIFF files

Applications:

Macintosh (Following versions or higher) Adobe Illustrator 6.0, Adobe Pagemaker 6.5, Adobe Photoshop 4.0, Quark Xpress 3.3, Macromedia Freehand 5.0

Windows (Following versions or higher) Adobe Photoshop 4.0, Quark Xpress 4.1, Adobe Illustrator 6.0, Macro. Freehand 5.0

Compression: PKZIP, WINZIP, Stuffit (Mac), or any other self-extracting compression software.

Media: Mac or PC formatted CD-ROM, or Zip disks (100mB and 250mB)

Requirements:

- PRINTED PROOFS MUST BE MAILED IN TO ACCOMPANY ALL FILES, EVEN PDFS.
- All digital art must be in finished, final form – properly sized, cropped and tooled. The advertisers who create images are wholly responsible for the quality of their material, including color and halftone accuracy.
- Resolution must be at least 300 dpi for halftones, 1200 dpi for type, 1200 dpi for line art.
- Image/Scans - prefer CMYK EPS or TIFF
- Fonts (Mac Only) Postscript Type 1, Postscript Type 3, True Types acceptable if 100% subset in PDF.
- Include all fonts, (screen & printer versions) images/scans, logos/artwork.
- Do not nest EPS files, in other EPS files.
- Pantone colors must be converted to CMYK mode if being output to CMYK.
- All images/scans must be in CMYK mode. (RGB not accepted)
- ANY ADS NOT MEETING THE ABOVE SPECIFICATIONS ARE SUBJECT TO PRODUCTION CHARGES OF \$100/HOUR.
- Questions? Call 1-800-437-5285 or 301-209-3393.

Unacceptable Applications:

- Microsoft Office:** PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Publisher's 2000.
- Lotus SmartSuite:** Freelance Graphics, 1-2-3, Approach WordPro.
- Corel Perfect Office:** Corel WordPerfect, Corel Quattro Pro, Corel Presentations.
- SigmaPlot**

OFFSET PRINTING SPECIFICATIONS

- Film**—Negatives should be RRED with four crop marks. Ad films will be copy-dot scanned.
- Proofs**—One comprehensive proof and/or one set of progressive proofs, complete with color bars or matchprints, cromalins, or color keys with density swatches are required for all material.
- Selection of Inks**—AAAA/MPA/ABP offset standards apply. Matched colors require the PMS number to match. SWOP standards are used for four-color process.
- Screen**—It is recommended that a maximum of 133 lines/inch be used for magazine ads.
- Density of Tone**—Total dot density should be limited to 300%.
- Rotation of Colors**—Web-fed rotation is black, cyan, magenta, and yellow.
- Binding**—Saddle-stitched.

INSERTS AND SHIPPING INSTRUCTIONS

All pre-printed inserts must be sent to the Publisher for prior approval. Include 1/8" extra on 3 sides for trim, plus 3/8" high folio lip (final size 16 1/2" x 10 3/4"). Approved inserts should be folded in cartons or skid-packed and sent directly to: Michelle Zeiders, Fry Communications, Building 3, 15 Pleasant View Dr, Mechanicsburg, PA 17050. Mark packages: The Industrial Physicist, Issue Date____, and please note the quantity of inserts on accompanying paperwork.

STORAGE

Ad materials will be stored for 12 months and then destroyed unless otherwise advised in writing by advertiser or agency.

MECHANICAL REQUIREMENTS

Publication Trim Size: 8" (203.2mm) x 10 1/2" (266.7mm)

Space Unit	Width		Depth		
Spread (non-bleed)	14	3/4"	375mm	9 3/4"	248mm
Spread (bleed)*	16	3/8"	416mm	10 7/8"	276mm
Full Page (non-bleed)	6	7/8"	175mm	9 3/4"	248mm
Full Page (bleed)*	8	3/8"	213mm	10 7/8"	276mm
2/3 Page	4	9/16"	116mm	9 3/4"	248mm
1/2 Page (island)	4	9/16"	116mm	7 1/4"	184mm
1/2 Page (horizontal)	6	7/8"	175mm	4 3/4"	121mm
1/2 Page (vertical)	3	1/4"	83mm	9 3/4"	248mm
1/3 Page (square)	4	9/16"	116mm	4 3/4"	121mm
1/3 Page (vertical)	2	3/16"	56mm	9 3/4"	248mm
1/4 Page	3	1/4"	83mm	4 3/4"	121mm
1/6 Page	2	3/16"	56mm	4 3/4"	121mm

***Bleed**—must be extended at least 3/16" (4.8mm) beyond the trim area on all affected pages. All type and live matter must be kept at least 9/16" (14.3mm) from the gutter and 5/16" (8mm) from three outer edges.

2005 ONLINE ADVERTISING RATES www.tipmagazine.com

	1 Qtrs	2 Qtrs	3 Qtrs	4 Qtrs	Pixels
Rotating Banner	\$2205	\$2095	\$2030	\$1940	468x60
Skyscraper Banner	\$2205	\$2095	\$2030	\$1940	120x600
Company Spotlight	\$1500	\$1425	\$1350	\$1285	120x90
Info Link	\$1105	\$1045	\$1015	\$970	
Featured Company	\$1050	\$995	\$950	\$905	120x60
Direct Link	\$660	\$630	\$605	\$585	

Text Link Ads – \$400/month

E-mail sponsorships – \$3000/month for 40,000 e-mail readers

BANNER: Files accepted are .gif, .jpg, .html and flash files up to 20 kb

INFO LINK: HTML or PDF file of one page embedded with unlimited hyperlinks..

GENERAL ADVERTISING RATE POLICY

Rates are determined by the total space used within a 12-month period, including space used in combination with Physics Today. Earned frequency is determined by the total number of insertions, not issues.

Short Rates and Rebates

Advertisers who do not use the amount of space on which their billing rate is based within the 12-month contract period will be short-rated. Advertisers who, within the 12-month contract period, use sufficient additional space to earn a rate lower than their billing rate will be rebated.

Cancellation Policy

Cancellations will not be accepted after the space reservation deadline; the 25th of the second month preceding month of issue. All cancellations must be in writing.

COMMISSION AND DISCOUNTS

Recognized agencies receive 15% of gross billing on space, color, and preferred position only if the account is paid within 30 days of the invoice date.

Production charges, Classified, and Product Guide ads are non-commissionable. *The Industrial Physicist* does not give cash discounts.

PUBLISHER'S COPY PROTECTIVE CLAUSE

All advertising is subject to approval. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards.

Advertisers and their agencies assume liability for all content of advertisements – both printed and online – and assume responsibility for any claims that may arise against publisher for their advertising. The publisher is not liable for errors in key numbers, the index to advertising, or reader service numbers.

Publisher states that both advertisers and advertising agencies are equally responsible for payment of advertising appearing in this publication. Default by either party does not remove the burden of payment by the remaining party.

The Industrial Physicist will not accept advertising for an upcoming issue where the advertiser and/or the advertiser's agency has not paid for advertising in a prior issue.

The Industrial Physicist—2005 Editorial Calendar

ISSUE	FEATURE	NEW PRODUCT FOCUS	BONUS DISTRIBUTION	SPACE RESERVATIONS	AD MATERIALS DUE
FEB/MAR	Spectroscopy	Sensors	Biophysical Society Feb 13-15 Long Beach, CA Pittcon Feb 28-Mar 3 Orlando, FL Optical Fiber Conf & NFOEC Mar 8-10 Anaheim, CA Amer Physical Society Mar 21-25 Los Angeles, CA	January 2	January 7
APR/MAY	Optics & Lasers	Vacuum Technology	GaAs Mantech Apr 11-14 New Orleans, LA Society Vacuum Coaters Apr 25-26 Denver, CO ICMCTF May 2-6 San Diego, California Nanotech May 9-10 Anaheim, CA Acoustical Society America May 16-20 Vancouver, BC, Canada Conf Lasers & Electro-Optics May 24-26 Baltimore, MD Amer Crystallographic Assn May 28-Jun 2 Orlando, FL	March 1	March 8
JUN/JUL	Nanotechnology	Metrology Tools	Denver X-Ray Conference Aug 1-5 SPIE Annual Meeting Aug 2-4 San Diego, CA	May 3	May 10
AUG/SEP	Life Sciences/ Biotechnology	Microscopy		July 1	July 8
OCT/NOV	Materials	Data Acquisition	Optical Society America Oct 18-19 Tucson, AZ Nanoparticles Oct 23-26 Industrial Physics Forum Nov 6-8 NIST—Gaithersburg, MD AVS Nov 8-10 Boston, MA Supercomputing Nov 14-17 Seattle, WA Materials Research Society Nov 30-Dec 2 Boston, MA	September 1	September 8
DEC/JAN	Photonics	Laser & Optical Components	Photonics West Jan 24-26 San Jose, CA	November 1	November 8

Published bi-monthly, *The Industrial Physicist* is mailed the 5th of the first month of publication, that is, February 5th for the February/March issue.

\$137 billion of the \$291 billion spent on R&D is physics-related

Advertising Sales Offices

1-800-437-5285 or
00-1-301-209-3393

Magazine Advertising
American Institute of Physics, 3rd Floor
One Physics Ellipse
College Park, MD 20740
301-209-3692 Fax
www.tipmagazine.com/advertising.html

Randolph A. Nanna
Publisher
301-209-3102 Tel
Rnanna@aip.org

Ken McNaughton
Editor/Associate Publisher
301-209-3051 Tel
kmcnaugh@aip.org

Jeff Bebee
Marketing/Circulation Director
301-209-3005 Tel
jbebee@aip.org

Contact one of the advertising divisions below for further information on sales representation in your area.

Mid-Atlantic & Southeast USA

DC, DE, FL, GA, MD, NC,
NJ, NY, PA, SC, VA, WV
John Waller
215-822-7600 Tel
215-822-0450 Fax
johnwaller@attglobal.net

Midwest USA

AL, AR, IA, IL, IN, KS, KY,
LA, MI, MN, MS, MO, ND, NE,
OH, OK, SD, TN, WI
Mike Shevlin
847-498-4520 x3009 Tel
847-498-5911 Fax
shevlin@didierandbroderick.com

Northeast USA

CT, MA, ME, NH, RI, VT,
Canada
Merrie Lynch
781-848-9306 Tel
781-848-2063 Fax
merrie@quik.com

West USA

AK, AZ, CA, CO, HI, ID, MT,
NM, NV, OR, TX, UT, WA, WY
Mike Sabo
310-375-2197 Tel
310-375-2037 Fax
msabo@earthlink.net

UK, Ireland, France, Scandinavia, Netherlands, Belgium

John Gold
National:
020-8641-7717 Tel/Fax
International:
+44-208-641-7717 Tel/Fax
johngoldspace@aol.com

Australia, New Zealand

Keith Sandell
+61-2-9873-2444 Tel
+61-2-9873-3555 Fax
keith@sssw.com.au

Germany, Austria, Switzerland

Mediaagentur Adela Ploner
Leo Ploner
+49-8131-366-9920 Tel
+49-8131-366-9929 Fax
leo@ploner.de

Japan

Hirokazu Morita
+81(3)3261-4591 Tel
+81(3)3261-6126 Fax
hmorita@media-jac.co.jp

THE INDUSTRIAL
PHYSICIST

One Physics Ellipse,
College Park,
MD 20740-3842
www.tipmagazine.com