

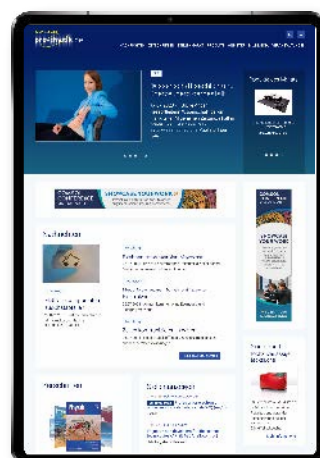
WILEY



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2024 Media Guide **pro-physik.de**

Compelling solutions through
strategic partnerships



Overview

pro-physik.de

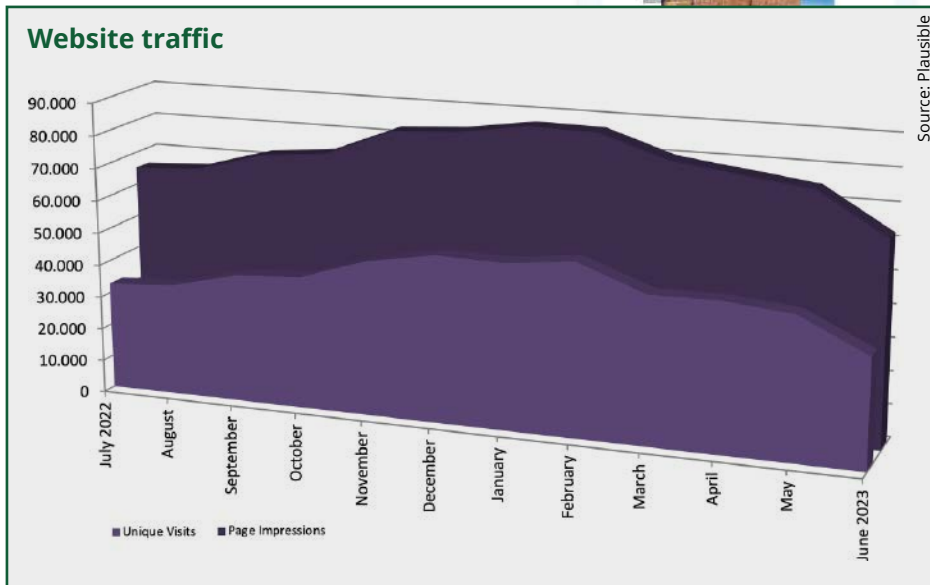
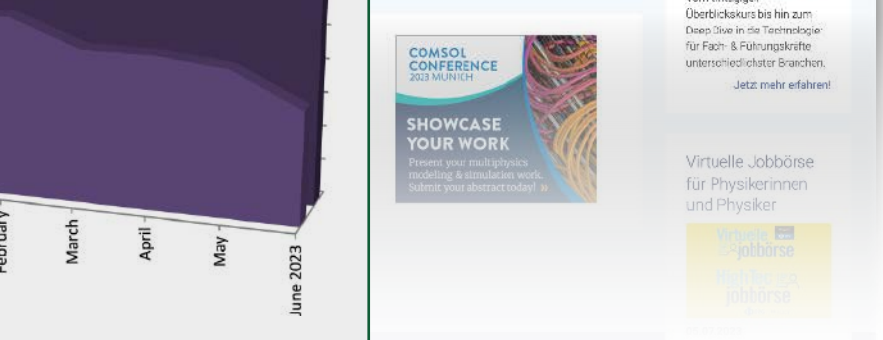
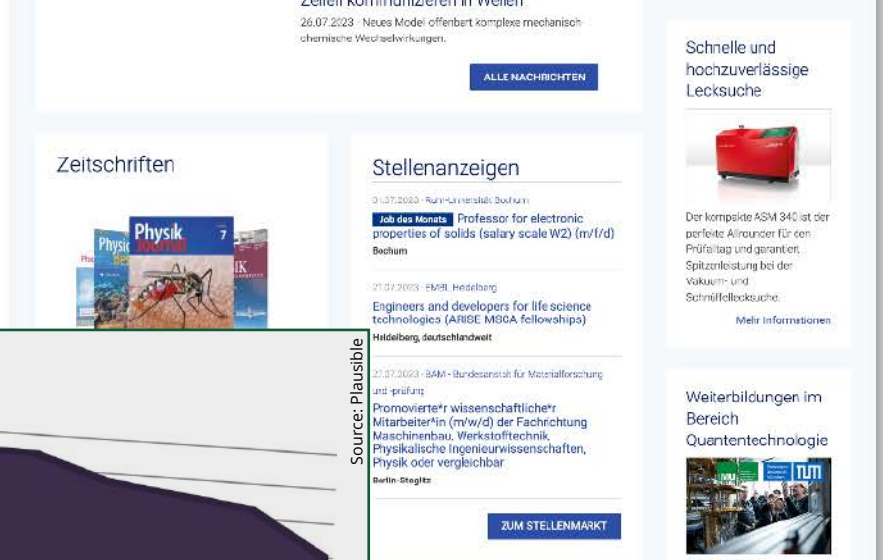
pro-physik.de is the leading German-language expert portal for all areas of physics. Each day it is updated with news and articles from industry, technology, research and academia, as well as from the DPG (Deutsche Physikalische Gesellschaft; German Physical Society).

A comprehensive job market, list of suppliers, product information and calendar events round off the offering.

User analysis

pro-physik.de users mainly come from industry, research institutes and universities.

The portal records 43,000 unique visits and 76,000 page impressions per month.



Banner and Content Ad

Banner advertising

Banner advertising allows you to create great awareness around your product, service or your brand. The banner ads are placed at the top and the right side of every page to catch the user's attention. Animated banners or rich media formats allow you to increase the user's awareness and promote your message with a unique design. Furthermore you will receive continuous detailed reporting allowing you to monitor your banner ad campaign.

Format	Price per Month (€)
Leaderboard (728 x 90 px)*	1,650
Wide Skyscraper (160 x 600 px)*	1,600
Medium Rectangle (300 x 250 px)*	1,450

*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.

Content Ad

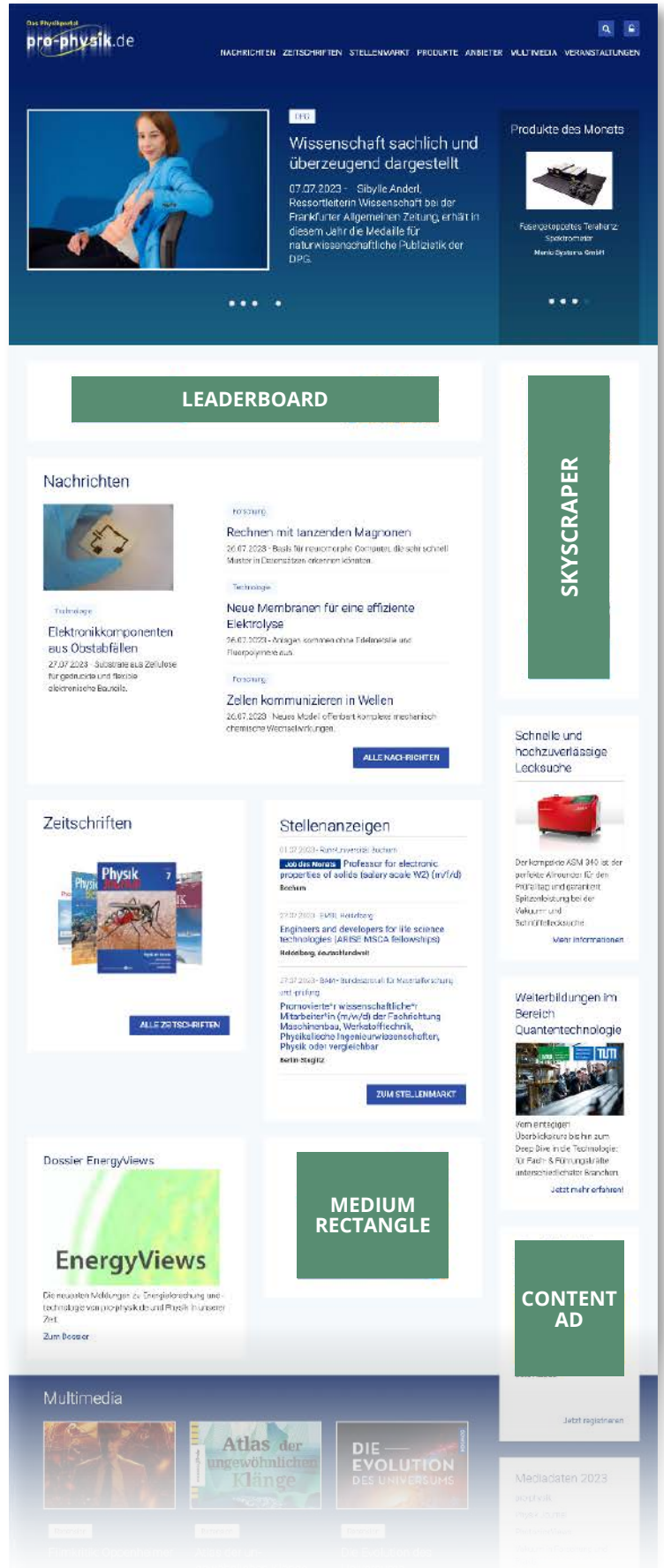
The content ad is prominently placed on the entry page of the portal and thus attracts much attention.

In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

You can also present your white paper with a teaser text, image, and a link.

Format	Price per Month (€)
Content Ad	1,900

Booking period: 1 month prominently on the homepage



Physics E-Newsletter



The physics e-newsletter is published weekly.

It offers its subscribers a comprehensive overview of current articles, news, interviews, and biweekly information from the DPG.

The e-newsletters pro-physik.de (13,000 recipients) and Physik Journal (18,000 recipients) are offered as a package with the weekly physics e-newsletter.

This means you can reach DPG newsletter subscribers and other experts from industry and research in all areas of physics.

Format	Price per Month (€)
	Four newsletters
Fullsize Banner (468 x 60 px)	1,900

FULLSIZE BANNER

Top-Meldungen

- Forschung**
Supraleitende Diode mit Vorzeichenumkehr
12.07.2023 - Vorzeichenumkehr beim Josephson-Dioden-Effekt beobachtet.
- Forschung**
Quantenreibung in Graphen
11.07.2023 - Grenzfläche zwischen flüssigem Wasser und Graphen zeigt Phänomen der Quantenreibung.
- Panorama**
Die Zukunft des Fliegens
10.07.2023 - Kann die Luftfahrt klimaverträglich werden? Die damit einhergehenden Herausforderungen sind Titelthema in „Physik in unserer Zeit“.

WERBEN LEICHT DENACHT
Stellen Sie sich vor... Ihre Produkte und Services, beschreiben in Ihrem Individual für die verstehen... für bessere Druck
Die kreative Idee für die Marketing!
Interessiert? [Kontaktieren Sie uns!](#)
WILEY

Produkte des Monats

Messtechnik
RGA - Dreifach-Filter
Hiden Analytical Europe GmbH - Angebot: Restgasanalysatoren (RGA) der Serie „HAL 3F RC“ mit Triple-Filter-Quadrupol-Massenspektrometer, konzipiert für die Gasanalyse in Hochdruckumgebungen.

Physik Journal Newsletter

Sehr geehrter Herr Dr. Johannes-Geert Hagmann,

bei der diesjährigen PhysikOlympiade in Tokio ging es in den zwei anspruchsvollen Klausuren unter anderem um die Physik von Kolloiden und eine Dickenmessung mittels Doppelbrechung. Das deutsche Schülerteam konnte sich dabei fünf Medaillen sichern.

Eine erfolgreiche Lektüre wünscht Ihnen

Ihr Physik Journal Team

Physik Journal Nachrichten

- Panorama**
Ein Wiedersehen bei der PhysikOlympiade
18.07.2023 - Bei der diesjährigen Internationalen PhysikOlympiade in Tokio holte sich das deutsche Team fünf Medaillen.

FULLSIZE BANNER

Rezensionen

- Rezension**
Filmkritik: Oppenheimer
Oppenheimer (2023), Regie: Christopher Nolan, USA, 181 Minuten; Verleih: Universal (Filmstart 21. Juli 2023)

Produkte des Monats

Messtechnik
RGA - Dreifach-Filter
Hiden Analytical Europe GmbH - Angebot: Restgasanalysatoren (RGA) der Serie „HAL 3F RC“ mit Triple-Filter-Quadrupol-Massenspektrometer, konzipiert für die Gasanalyse

Product of the Month | Productinformation

Product of the Month

Information about your product along with your company's name and a picture is presented on all pages (except job ads section) on the pro-physik.de portal and in e-newsletters.

Additionally, your product highlight remains for a total of six months (4 weeks thereof on one of the first 4 positions) in the portal's product database.

And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 50,000).

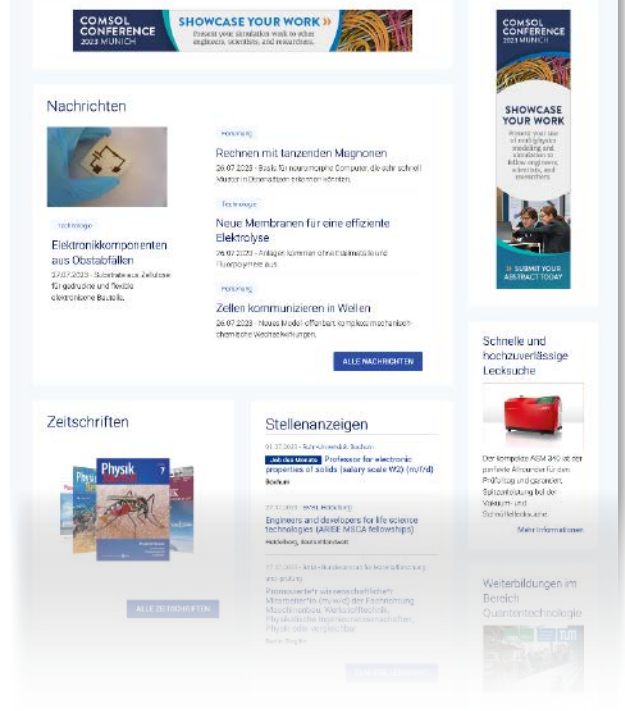
Format	Price (€)
Product of the Month (print, online & newsletter)	2,200

Booking period: 1 month prominently on the homepage and a total of 6 months in the product database.

Productinformation Print + Online

Product information, applications and company news are presented online in the product database on the pro-physik.de portal and print optionally in one issue of Physik Journal or PhotonicsViews. The entry runs initially for six months and can be extended for a further six months.

Format	Price (€)
Productinformation Print + Online (Booking period 6 months) – 1 Portal	830
Productinformation Print + Online (Booking period 6 months) – 2 Portals	930
Option to extend for a further six months	590



Online



Print

PRODUKTE / FIRMEN

Extrem lichtempfindliche UHS-Kamera

Hersteller: High Speed Vision.
Angebot: Neue Ultra-Highspeed-Kamera „Phantom T4040“ erzielt mit ihren weltweit einzigartigen Leistungsmerkmalen (4,2 MP mit 9350 fps) völlig neue Möglichkeiten der Analyse von blitzschnellen, sporadischen Ereignissen in Forschung, Entwicklung und Qualitätssicherung ermöglicht.
Merkmal: Der für den Kamerahersteller Vision Research entwickelte rückseitig beleuchtete 12-Mit CMOS-Bildsensor (BSI, Back Side Illuminated) steigert erheblich die Effizienz des Bildpixels. Das ergibt höchste Bildqualität und erhöht drastisch den Datendurchsatz (bis 40 GPixel/s). Bei maximaler Bildauflösung von 2560 x 1664 Pixel werden 9350 Bilder/s erzielt. Reduzierte Bildauflösung ermöglicht bis zu 444.000 fps. Die hohe Quanteneffizienz der Pixel von über 90 % stellt sicher, dass der Sensor bei geringen Lichtverhältnissen optimal arbeitet, und minimiert das Signal-Rausch-Verhältnis.

Das ermöglicht in vielen Fällen den Einsatz bei normalem Tageslicht und erschließt eine Lichtempfindlichkeit ISO für Mono von 12.500 bis 64.000, Color 3200 bis 16.000. Weitere Steigerung erzielt der Binned Mode. Die Kamera bietet standardmäßig Belichtungszeiten von minimal 1 µs, und in der „FAST“-Option 250 ns. Die 4,2 MP ermöglichen neue Anwendungen, bei denen die zu analysierenden Ereignisse einen hohen Detaillierungsgrad erfordern, bspw. auch Objekte, die sich über ein großes Sichtfeld bewegen. Die höhere digitale Bildkorrelation – präzise Wiedergabe der Form, Größe und Position der Partikel – profitiert von der Auflösung. Der Anwender kann extreme Zeitdrehung, mit detaillierten Objektdaten synchronisiert in Kombination mit weiteren Messdaten, über großes Aufnahmefeld für viele objektive Analysen sammeln (Particle Image Velocimetry).

High Speed Vision GmbH
Pforzheimer Straße 128a
D-76275 Ettlingen
Tel.: +49 (0)7243 94757-0
E-Mail: info@hsvision.de
Web: www.hsvision.de

Webinars and Videocast

Webinars

A Webinar is an audiovisual online presentation that you can broadcast either live or pre-recorded. Both the speaker and viewers and/or listeners participate using their own computers.



Format	Price (€)
Webinar	12,980

We offer an attractive bulk discount.

Videocasts

Videocasts have become an important and efficient means of online communication. Products requiring explanation or complex processes can be clearly presented in a lively manner, while companies can appear in a holistic way with an added personal touch. A further advantage is the fact that the information can be accessed at any time.

pro-physik.de has its own video channel for you to present your pre-recorded videos.

Booking period 3 Months	Price (€)
Videocast	1,200

A Webinar usually lasts one hour: 45 minutes for the presentation itself, 15 minutes for Q&A.

The Webinar is recorded and remains six months year after its initial broadcast in the archive on pro-physik.de.

Webinar are ideal for a comprehensive presentation of new products and technologies, as well as training or other corporate information events.

Alongside technical and logistical support, various other measures are included in the price so as to generate the maximum number of participants. These include banners on the website and in the e-newsletters.

Your benefits at a glance:

- Quality marketing contacts
- Heightened brand awareness among your target group
- Attract a new audience that is otherwise difficult to reach
- Direct, valuable feedback from participants
- Long-term availability on demand (six months)



Job Fairs

If you are looking for physicists, the Job Fairs presented by Wiley-VCH and the DPG are the events to attend! We offer three different formats that have already been successfully run several times:

- a Job Fair as a presence event at the DPG Spring Conferences
- Virtual Job Fairs
- Job Fairs in combination with an Advertorial

Marketing for the JobFairs

- Print Advertisements (e. g. Physik Journal)
- Editorial announcement on pro-physik.de
- Banner in the physics newsletter with a total of 31,000 recipients
- Separate physics newsletter
- Cover letter of the DPG to all relevant DPG members

Marketing to generate participants at the High Tec Job Fair also focuses on young professionals and professionals.



Job Fair as a presence event at the DPG Spring Conference

The German Physical Society (DPG) is the world's largest professional society with more than 52,000 members and organizes the DPG Spring Meetings every year. The

well-known and successful DPG Job Fair is held here as an attendance event. A limited number of presentations (slots) are available each day. Companies, institutes and consulting firms present their career opportunities and entry-level opportunities.

More than 6,000 physicists are expected in Berlin and 1,500 in Freiburg. Experience has shown that both job fairs are very well attended.

Services:

- Slot: a room with technical equipment
- Meeting Point: a meeting point will be available on the day of your slot in Berlin (community booth). Here you can talk to attendees and provide information material in a relaxed atmosphere throughout the day.

Your benefits: many interested students and young professionals in one place, a hosted event, and only a small time commitment by job providers.

Dates:

Berlin: 19. – 21. 3. 2024
Freiburg: 12. – 14. 3. 2024

Registration deadline:

15. 12. 2023

Prices:

€ 5,300 for one Job Fair
€ 9,500 for both Job Fairs



Virtual Job Fair

You can deliver your online audiovisual presentation as a live lecture or as a recorded version (on demand). The entire event lasts one hour: 30 minutes presentation and 30 minutes Q&A.

Moderation is provided by the experienced Physik Journal team.

Services:

- Slot: proven technology, rehearsal for all speakers, experienced moderation
- Extensive marketing for interested parties
- Creation of a company website with logo and presentation
- If the webinar is recorded, it will be available for eight more weeks on pro-physik.de

Your benefits: precise reachability of your target group, little time required for organizers, no travel costs

Date in June:

24. – 27. 6. 2024

Registration deadline:

8. 4. 2024

Price: € 5,300

Date in November:

18. – 21. 11. 2024

Registration deadline:

16. 9. 2024



Job Fair in combination with Advertorial

An advertorial is offered to complement the events. Format: 1/1 page 4C.
• The advertorial will be placed prominently in the Physik Journal before the Job Fair.

- Two options are offered: The print data for the advertorial is supplied by your company or our editorial team creates the content and layout together with your company.

Price: € 1,980 (instead of € 8,700) for each Advertorial

- It can be designed in the form of an interview or as a recruitment advertisement.

Recruiting

The personnel demand for physicists is very high in many companies. It is therefore advantageous for employers to regularly present themselves to the target group as an innovative and friendly company with interesting fields of activity.

In the Physik Journal, we offer the following options in addition to the classic job advertisements for recruiting:

- Image-advertisements
- Supplement and
- Advertorials

A mix of these three options offers an attractive variety in addressing your target audience.

Image-Advertisement

If you want to publish information about your company and career opportunities, then an image ad in the Physik Journal is the appropriate format. A large proportion of the readership are physics students and young professionals. In this way, you can reach your desired target group precisely.

Services

- Publication in the Physik Journal with a circulation of approx. 50,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journals
- Publication in the job market on pro-physik.de and in the eNewsletter

Your benefits

- Perfectly fitting your target group
- Placement in a first-class editorial environment
- Valuable presentation

1/1 Image-advertisement

Size: 210 mm × 297 mm
 Format: PDF-file with 300 dpi and 3 mm crop
 Price: € 8,700



Supplement (2 pages)

Would you like to present your company in more detail? Then choose the two-page supplement. You can present your company and your career opportunities on two pages in more detail. You can show your branding appropriately, let a young professional have his say or draw attention to a workshop.

Services

- Publication in the Physik Journal with a circulation of approx. 50,000
- Publication on pro-physik.de within the e-paper of the Physik Journals
- If you wish, we can print the supplement for you for a fee covering the printing costs

Your benefits

- Plenty of space for your presentation
- Thicker paper automatically stands out more
- Perfectly fitting your target group
- Placement in a first-class editorial environment



Supplement

2 pages as a PDF-file:
 Size: 210 mm × 297 mm
 Format: PDF-file with 300 dpi and 3 mm crop
 Price: € 8,700

Advertorial

The advertorial can take the form of an interview or a short article. There are two options: you can either provide us with a ready-made PDF or you can call on the professional support of the Physik Journal editorial team to create the advertorial for you. In this case, you provide us with text and images and we take care of the rest. You don't want to write the text yourself? No problem, the Physik Journal editorial team will be happy to support you. There are no limits to your creativity: for example, your advertorial could be an interview or maybe a report by a young professional.

Services

- Design of your advertorial by our layout team
- Correction of the text by the editorial staff of the Physik Journal
- Publication in the Physik Journal with a circulation of approx. 50,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journals

Your benefits

- Can be created in the layout of the Physics Journal
- Has the effect of an independent editorial contribution
- Clearly differs from ads

Advertorial

• with editorial support,
 ca. 4,000 keystrokes incl. spaces with one image or
 ca. 3,100 keystrokes incl. spaces with two images
 Price: € 8,900
 • without editorial support
 finished PDF-file with 300 dpi and 3 mm crop
 Price: € 8,700



Job Ads

pro-physik.de offers the sector's largest job ad section for managers and experts in research industry and research among German-speaking countries.

You can book job ads with a layout according to your own corporate design, and for postdoc and doctoral candidates we offer pure text adverts. The designed job ads are additionally

included in the physics e-newsletter, thus reaching a considerably higher number of potential applicants.

You can quickly and easily set up your own user account for managing your job ads as well as their success, allowing you to update your adverts and administrative data at any time.

Format	Price/ 4 weeks (€)
2-in-1 package (online + e-newsletter)	
Designed job ad	1,350
Designed job ad for PhD/Postdoc positions	920
Online	
Text ad for PhD/Postdoc positions	600

The screenshot shows the 'Anzeigenauswahl' (Advertisement Selection) page. It features three main options for job advertisements:

- Gestaltete Stellenanzeige (Designed Job Ad):** Includes a logo, contact info, and a photo. Price: € 1,350, zzgl. MwSt. Includes a 4-week promotion in the journal and e-newsletter.
- Textanzeige (Text Ad):** Simple text-based advertisement. Price: € 600, zzgl. MwSt. Includes a 4-week promotion in the journal and e-newsletter.
- 3-in-1 package (online, e-newsletter + print):** Combines online, e-newsletter, and print. Price: € 920, zzgl. MwSt. Includes a 4-week promotion in the journal and e-newsletter.

This collage displays several job advertisements from various institutions:

- Basycon:** 'Promovierte Physiker' position, requiring a PhD in physics and experience in research.
- DESY:** 'DESY-Fellowship-Programm - Experimentelle Teilchenphysik (w/m/d)'. A 2-year fellowship for experimental particle physics.
- KIT:** 'Tenure-Track-Professor für...' position, a full-time professorship with a 6-year probation period.
- HELMHOLTZ:** 'Lehrstuhl für...' position, a teaching position in the field of physics.

3-in-1 package (online, e-newsletter + print)	Rate per mm height (€)
90 mm width	17.00
180 mm width	34.00

Top-Job / Upgrade: Additional prominent marking of your job advertisement as a Top-Job (limited places)

- in the **online job market** on jobs.pro-physik.de for 4 weeks in the top search results
- in the **physics e-newsletter** / 4 mailings placed on one of the top positions

Surcharge € 300

Naturally we also offer an online/print combination (3-in-1 package) together with Physik Journal (circulation: 50,000).

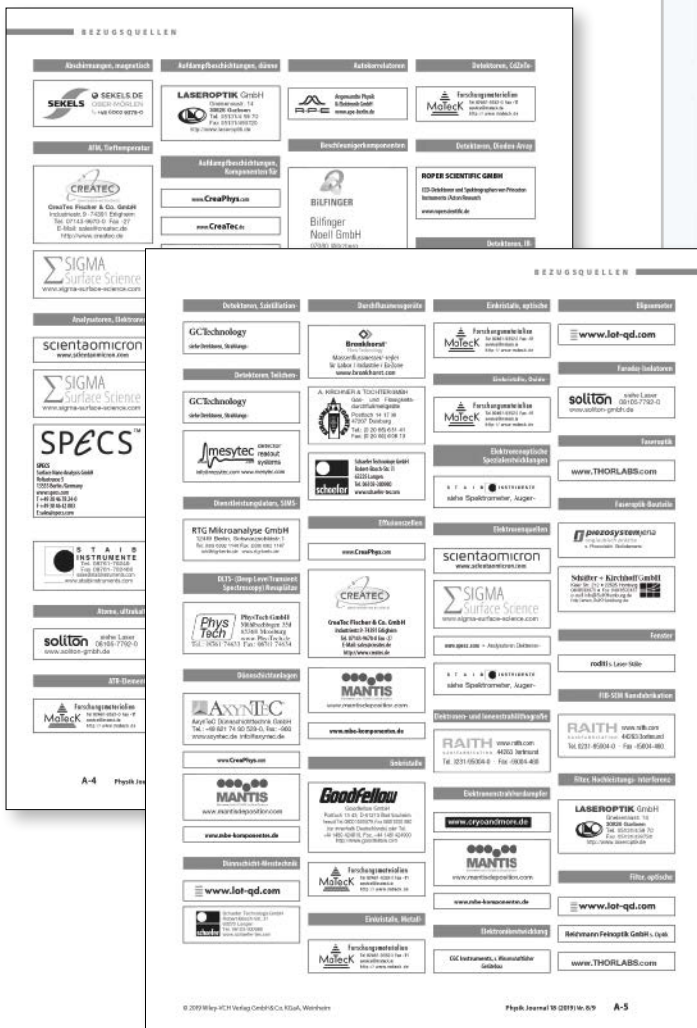
List of Suppliers

List of suppliers

The pro-physik.de directory of suppliers and that of the journals Physik Journal, Photonics-Views and Vakuum in Forschung und Praxis is the largest database for suppliers, manufacturers and service industries in the physical technical sector.

Your entry contains your company logo and all the relevant contact details for your business. You can also decide under which and how many key words your entry is listed.

To provide users with an optimum overview of your company, all product entries, videos, and WebSeminars etc. are linked to your online entry.



Das Physikportal
pro-physik.de

Messtechnik

SmarAct GmbH

- Goniometer
- Halbleiter-Messtechnik
- Interferometer
- Manipulatoren
- Mikropositioniersysteme
- Nano-Metrologie
- Nano-Positioniersysteme
- Optomechanik
- Piezoelektrische Stellelemente
- Positionier-Elemente
- Positioniersysteme
- Präzisionsrundtische
- Schrittmotoren, Vakuum-, Kryo
- Schwingungsmesstechnik
- Spitzenmessplätze
- Tieftemperatur-Ausrüstung
- UHV-kompatible Motoren
- UHV-Manipulatoren
- Vakuum-Komponenten

[f Teilen](#)
[t Twittern](#)
[in Share](#)
[K Teilen](#)
[T Teilen](#)

Kontakt

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 📠 +49 (0)441 800879-21

E-MAIL
WEBSEITE

Format Price/12 Months (€)

Physik Journal per line (online + print) 125.40

Other charges may apply depending on the scope of and additions to your company's entry.

Rates for entries in other physics journals available upon request.

Prices | Technical Details

Format	Price (€)
Banner advertisement (per Month)	
Leaderboard (728 x 90 px)*	1,650
Wide Skyscraper (160 x 600 px)*	1,600
Medium Rectangle (300 x 250 px)*	1,450
*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.	
Physics E-Newsletter (4 newsletters)	
Fullsize Banner (468 x 60 px)	1,900
Product of the Month / Productinformation	
Product of the Month	2,200
Productinformation Print + Online (Booking period 6 months) – 1 Portal	830
Productinformation Print + Online (Booking period 6 months) – 2 Portals	930
Productinformation Extension (6 months)	590
Webinar	12,980
Videocast	1,200
Content Ad	1,900

Banner

Maximum file size for all file types is 200 kb

Dimensions accepted:

- Leaderboard (728 x 90 px)
- Wide Skyscraper (160 x 600 px)
- Medium Rectangle (300 x 250 px)

Accepted file formats:

- DoubleClick Tags
- GIF, JPG & PNG
- HTML5 <https://goo.gl/QY0EMJ>
- Third-party tags from DFP certified vendors found here: <https://goo.gl/1bjSmc>

HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>
 The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>

Format	Price (€)
Job ads (4 weeks online)	
2-in-1 package (online + e-newsletter)	
Designed job ad	1,350
Designed job ad for PhD/Postdoc positions	920
Online	
Text ad for PhD/Postdoc positions	600
3-in-1 package (online, e-newsletter + print)	
	Rate per mm height
90 mm width	17.00
180 mm width	34.00
Top-Job Upgrade	300

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.

E-Newsletter Sponsoring

- Full Size Banner (468 x 60 px)
- GIF, JPG & PNG (static image for newsletter ads)

Product of the Month/Productinformation

- Image (TIF, JPG & EPS; min. 300 dpi)
- max 1,600 characters
- Web-Link
- E-Mail link

Content Ad

- Image (GIF, JPG & PNG; 350x233 px /1,5:1)
- teasertext
- Web-Link

WebSeminar/Videocast/List of suppliers

These formats are not standardized. Please contact us for technical details.

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.
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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.
11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
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 add 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.

21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.

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.
31. Prices are shown exclusive of GST, VAT and other sales taxes, unless otherwise expressly indicated by Wiley in writing. Prices are also exclusive of all handling, packing, freight, shipping, customs duties, levies, import duties and insurance charges unless otherwise agreed in writing. Amounts received will be free from and clear of any other taxes imposed by any tax authority, such as withholding tax, and if, for some reason, such amounts are subject to any withholding tax or other relevant taxes, then the Customer is liable to pay such tax and Wiley will receive the full amount set out in the Booking Confirmation.
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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37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley's publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer's personal data, including storing or transferring data outside of the country of Customer's residence, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing Customer's personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley's Privacy Policy located at: www.wiley.com/privacy.
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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