

ECS Advertising and Online Sponsorship Opportunities



2015

The Electrochemical Society

65 South Main Street, Building D
Pennington, New Jersey 08534-2839, USA
tel 609.737.1902 • fax 609.737.2743

Advertising Contact: Becca Jensen Compton
news@electrochem.org
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electrochem.org

ECS Advertising and Online Sponsorship Opportunities

What you'll find inside these pages...



Interface

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The ECS Digital Library
ecsdli.org



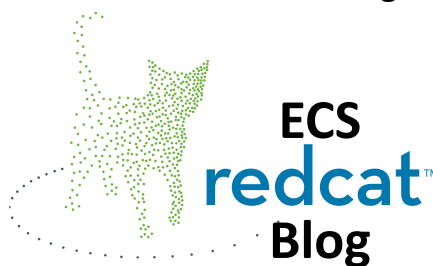
ECS Website
electrochem.org

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The ECS e-news



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Exhibits and Meetings Opportunities

Advertising Insertion
Order and Contract

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ECS Advertising and Online Sponsorship Opportunities

ECS is the trusted steward of the science...

ECS successfully bridges the gap between the corporate, academic, and government sectors by supporting the participation of **scientists from around the world** in meetings, encouraging the **growth of the science**, and promoting **innovation in scientific thought** through the dissemination of peer-reviewed journals.

After more than a century of commitment, the contributions of the ECS community are more relevant and recognized than ever before. A recent evaluation of ECS technical content activities found that approximately 65% of the organization's published content involves the **sustainability of our planet**. Lithium batteries, the electrochemical toilet, and other **innovations are helping to solve real world issues** like sanitation, access to water, and energy supply and storage. The science of electrochemistry includes batteries, fuel cells, energy conversion, solar panels, sensors, and other breakthroughs that will enable the conversion to a clean energy economy.

True to its mission, ECS disseminates this information through many channels that make **positive impressions** on the electrochemical and solid state science and technology community each and every day.

ECS invites you to join our mission by reaching out to a dynamic community of **scientists and engineers worldwide** who have **purchasing power** and make recommendations about R&D products and services. Discover more about the **online and print opportunities** that will help expand your **market reach** when you advertise with ECS.

The ECS Vision for the Future

The Electrochemical Society (ECS) was founded as a nonprofit educational society in 1902 with a mission to advance theory and practice at the forefront of electrochemical and solid-state science and technology, and allied subjects. Today, ECS remains true to this mission—the scientific advancements at the helm of this field provide solutions for our world's greatest challenges in energy, water, communications and transportation. Electrochemistry is the science of sustainability and as such, the science of our future. As the steward of this science, ECS facilitates advances in research through our publications, the ECS Digital Library, and meetings. ECS hosts international meetings throughout the year, and throughout the world, to further its objective of disseminating knowledge.

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Interface Advertising Opportunities

Target the decision makers
who have the power to say YES!



Our highly-motivated readers always discover comprehensive reporting on the latest developments in an exciting and fast-changing field, and the products and services they need to get their job done.

- precision instrumentation
- training
- photonics, lasers, and optics
- metals, ceramics
- alloys, semiconductors
- modeling
- micro- and opto-electronics
- polymers/organics
- biomaterials
- processing, assembly, and packaging
- testing
- advanced software
- and more!

Advertise in **Interface** and immediately gain access to scientists and engineers, researchers and policy makers, the audience that many of your competitors reach in every issue.

Interface is the magazine for the electrochemistry and solid state science and technology community. Published quarterly, *Interface* ensures that your product or service stands out in a publication that is read by thousands of targeted readers worldwide, especially at a time when new ideas and products are emerging at an overwhelmingly rapid pace!

Interface readership is built from a paid base of Society members, subscribers to the flagship *Journal of The Electrochemical Society*, and institutional libraries around the world—chemists, engineers, metallurgists, physicists, solid-state scientists, and others working in a wide variety of related fields.

Interface Advertising Opportunities Available:

- Display ads
- Two-page spreads
- Special bind-in sections
- Package inserts and fly sheets
- Classified ads
- Combined package discounts with ECS meeting program participation

Continued...



www.electrochem.org

news@electrochem.org

Interface Advertising Opportunities

Reach the scientists
and engineers who read *Interface*

Interface 2015 All New Editorial Calendar and Advertising Deadlines

Spring 2015

- Features *photovoltaics*
Guest edited by James Fenton

Advertising closing date: January 15 • Mail date: mid-March

Summer 2015

- Focus on *energy technology*

Advertising closing date: May 1 • Mail date: mid-June

Fall 2015

- Features technical articles to be announced

Advertising closing date: July 1 • Mail date: mid-August

Winter 2015

- Focus on *luminescence and display materials*

Advertising closing date: October 15 • Mail date: mid-December

Publication Dates: Published quarterly. Where the closing date falls on a weekend or a holiday, the next normal workday shall become the closing date.



In every issue . . .

- A wide range of topics about this exciting and rapidly changing science and highlights of the latest research news and advances in areas of particular interest to electrochemists.
- Featured technical articles presented by a Guest Editor and written by a group of experts in their fields.
- Editorials about future directions in research and development.
- News about award-winning scientists, upcoming events, people on the forefront of discovery, and more.
- **Your Ad!**



www.electrochem.org

news@electrochem.org

Interface Advertising Opportunities

Introduce your organization to the leaders who will help chart its SUCCESS!

Interface readers represent an extremely well-targeted and responsive audience, providing an extraordinary opportunity for advertisers of both technical and consumer products alike!

Interface Display Advertising and Special Inserts Specifications

Space size	Width	Depth	BLEED	
			Width	Depth
Full page	7"	10"	8 1/4"	11 1/8"
2/3 page	4 1/2"	10"	5 1/4"	11 1/8"
1/2 page	7"	4 7/8"	8 1/4"	5 5/8"
1/3 page	4 1/2"	4 7/8"	5 1/8"	5 5/8"
1/3 page vertical	2 1/8"	10"	2 3/4"	11 1/8"
1/4 page	3 1/2"	5"	3 7/8"	5 5/8"
1/4 page vertical	2 1/8"	7 3/8"	2 3/4"	8 1/8"
1/6 page	4 1/2"	2 1/8"	5 1/4"	2 7/8"
1/6 page	2 1/8"	4 1/2"	2 3/4"	5 5/8"

Trim size: 8 1/8" x 10 7/8"
 Type page: 7 x 10"
 Bleed size: 8 3/8" x 11 1/8"
 Printing Process: Web press.

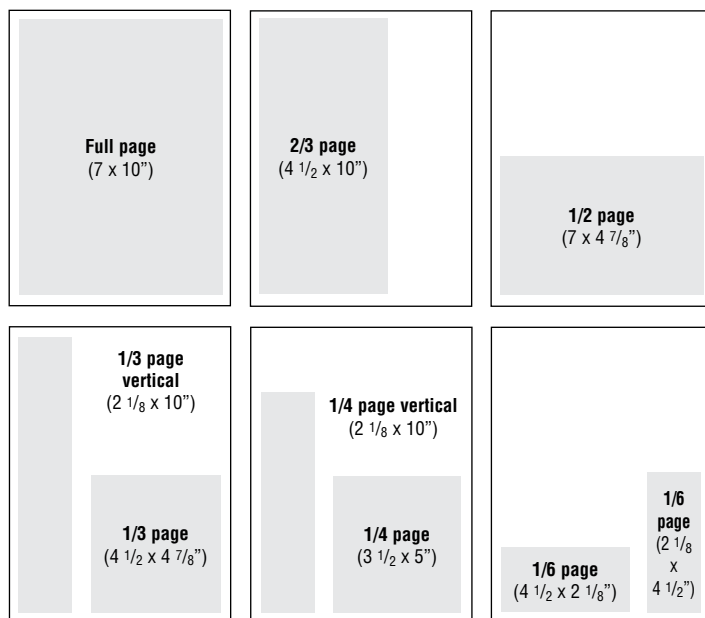
Width of column: 2 1/8"
 Three columns to page
 Depth of column: 10"
 Binding Methods: Perfect bound.

Premium formats available; please inquire:

- Two-page spread
- Special bind-in sections
- Package inserts and fly sheets

Interface Classified Advertising Specifications

1 column x 2"	2 column x 3"
1 column x 3"	2 column x 3.5"
1 column x 4"	2 column x 4"
2 column x 2.5"	3 column x 3"



Ad Requirements

Electronic high-resolution PDF files are preferred.

Acceptable Applications: Adobe Illustrator (version 6.0 or higher), Adobe Photoshop (version 4.0 or higher), and Adobe PDF (*please request PDF requirements document*).

Unacceptable Applications: Microsoft Office: PowerPoint, Microsoft Word, Microsoft Excel.

Supporting Files/Graphics: Include all supporting files and fonts along with page layout. Acceptable formats: Illustrator and Photoshop. High Resolution TIFF or EPS files must have at least 300 DPI.

Media: PC formatted DVD/CD-ROM.

Compression: Zip (PC) or any other self-extracting compression software.

Production Services: As a service to those advertisers who do not have access to advertising design or production capabilities, ECS has arranged for these services to be made available, at competitive rates. Please contact ECS for more information.

Production Charges: All ads not meeting the above specifications are subject to production charges incurred for color separations; typesetting; alterations in copy or layout; reproduction from photographs, either halftone, silhouette or drop-out etc.; and any artwork corrections or for any other special requirement and necessary repairs.



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Interface Advertising Opportunities

Focus on the WORLD!

Interface Display Advertising and Special Inserts Rates

FORMAT	FREQUENCY		
Black and White	1X	2X	4X
Two-Page Spread (IFC + Page 1)	\$4,000	\$3,500	N/A
Two-Page Spread	1,958	1,924	1,858
Inside Front Cover	2,500	2,400	N/A
Inside Back Cover or Page 1	2,000	1,975	N/A
Full Page	1,304	1,280	1,238
2/3 Page	1,137	1,115	1,077
1/2 Page	970	951	921
1/3 Page	728	712	689
1/4 Page	531	525	517
1/6 Page	398	389	377
2-Color	1X	2X	4X
Two-Page Spread (IFC + Page 1)	\$5,000	\$4,500	N/A
Two-Page Spread	3,028	2,996	2,931
Inside Front Cover	3,000	2,900	N/A
Inside Back Cover or Page 1	2,500	2,450	N/A
Full Page	1,840	1,816	1,772
2/3 Page	1,673	1,650	1,615
1/2 Page	1,504	1,486	1,455
1/3 Page	1,262	1,247	1,226
1/4 Page	1,066	1,062	1,053
1/6 Page	931	927	912
4-Color	1X	2X	4X
Two-Page Spread (IFC + Page 1)	\$6,000	\$5,250	N/A
Two-Page Spread	4,097	4,064	4,003
Back Cover	5,000	4,500	N/A
Inside Front Cover	3,500	3,400	N/A
Inside Back Cover or Page 1	3,000	2,950	N/A
Full Page	2,376	2,354	2,309
2/3 Page	2,209	2,187	2,150
1/2 Page	2,039	2,023	1,993
1/3 Page	1,796	1,786	1,761
1/4 Page	1,602	1,598	1,590
1/6 Page	1,469	1,462	1,446

Premium formats available; please inquire:

- Two-page spread
- Special bind-in sections
- Package inserts and fly sheets

Interface reaches scientists in more than 75 countries worldwide

Argentina | Australia | Austria | Belarus | Belgium | Brazil | Bulgaria | Canada | Chile | China | Colombia | Croatia | Cyprus | Czech Republic | Denmark | Egypt | Estonia | Finland | France | Germany | Greece | Hong Kong | Hungary | India | Indonesia | Iran | Ireland | Israel | Italy | Japan | Jordan | Kazakhstan | Kenya | Kuwait | Latvia | Libya | Liechtenstein | Lithuania | Luxembourg | Malaysia | Mexico | Moldova | Netherlands | New Zealand | Nigeria | Norway | Oman | Pakistan | Peru | Poland | Portugal | Puerto Rico | Romania | Russia | Saudi Arabia | Scotland | Serbia | Singapore | Slovak Republic | Slovenia | South Africa | South Korea | Spain | Sweden | Switzerland | Taiwan | Thailand | Trinidad and Tobago | Turkey | Ukraine | United Kingdom | United States | Uruguay | Venezuela | Vietnam

Interface Classified Ad Rates

1 column x 2"	\$125
1 column x 3"	\$175
1 column x 4"	\$225
2 column x 2.5"	\$275
2 column x 3"	\$325
2 column x 3.5"	\$375
2 column x 4"	\$425
3 column x 3"	\$475

Special Note: For Advertising Terms and Conditions, including cancellation policies and possible ad surcharges, please see the reverse side of the ECS Advertising Insertion Form.



www.electrochem.org

news@electrochem.org

ECS Online Advertising Opportunities

Reach thousands of prospects through ECS online channels...

ECS Digital Library

The **ECS Digital Library** (ECS DL) is home to ECS content, including the flagship *Journal of The Electrochemical Society*. More than 1,000 academic and corporate institutions subscribe to and access the ECS DL, many with employees and enrollments in the tens of thousands.

Here's what you'll find on the ECS Digital Library, the go-to research database for electrochemistry and solid state science and technology that includes more than 100,000 entries from

- *Journal of The Electrochemical Society*
- *ECS Journal of Solid State Science and Technology*
- *ECS Electrochemistry Letters*
- *ECS Solid State Letters*
- *Archive of Electrochemical and Solid-State Letters*
- *ECS Transactions*
- *ECS Meeting Abstracts*
- **Your Banner Ad!**



ECS Digital Library Online Ad Rates

Horizontal Banner: 712 X 90 pixels or Skyscraper: 120 x 600 pixels	
1 month	\$1,000
3 months	\$2,500
6 months	\$4,500
12 months	\$8,000

- Online ads are placed in rotation; dedicated page placements will incur a 25% premium charge.
- Please inquire about alternate size availability.
- The following types of files are acceptable: PSD, JPEG, TIFF, GIF or PNG.

The ECS Website electrochem.org

The ECS website facts speak for themselves:

- More than 300,000 page views per month
- More than 30,000 unique visitors per month

Your organization can be featured front and center on the ECS homepage!



ECS Website Online Ad Rates

Horizontal Banner: 365 X 128 pixels or Skyscraper: 120 x 600 pixels	
1 month	\$ 2,000
3 months	\$ 5,000
6 months	\$ 8,000
12 months	\$15,000

- Online ads are placed in rotation; dedicated page placements will incur a 25% premium charge.
- Please inquire about alternate size availability.
- The following types of files are acceptable: PSD, JPEG, TIFF, GIF or PNG.



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ECS Online Advertising Opportunities

ECS Redcat Blog!

Advertise on the **ECS Redcat Blog** and reach a unique online community of electrochemists and solid state scientists!

The ECS Redcat blog offers dynamic visibility and a great way to connect your products and services with a global network of scientists, engineers, and educators.



Redcat Online Ad Rates

Please inquire about customized banners.

1 month	\$ 500
3 months	\$ 1,200
6 months	\$ 2,000
12 months	\$ 3,500

- Online ads are placed in rotation; dedicated page placements will incur a 25% premium charge.
- Please inquire about alternate size availability.
- The following types of files are acceptable: PSD, JPEG, TIFF, GIF or PNG.

Welcome to the ECS e-news

Make an impression with the **ECS e-news**! Filled with breaking news, important announcements, human interest stories about colleagues, and fun contests and challenges, this e-mail newsletter engages more than 30,000 members of the electrochemical and solid state science community every two weeks.

Here's just one of the comments that ECS received when we began our bi-weekly e-mail newsletter...

ECS e-news Ad Rates

Please inquire about customized ad sizes.

6 Newsletters	\$1,200
12 Newsletters	\$1,750
18 Newsletters	\$2,500
24 Newsletters	\$3,000

- The following types of files are acceptable: PSD, JPEG, TIFF, GIF or PNG.
- Please inquire about alternate size availability.



"I very much appreciate receiving the newsletter e-mails, and am delighted that ECS is doing more to communicate with its members."

Reserve your space in the next issue today!

ECS Meeting Sponsorships and Combos

Introduce your company to new clients
at ECS exhibits and meetings



Meet and introduce your organization to thousands of scientific leaders who attend ECS meetings through a variety of advertising efforts. Each international ECS meeting and exhibit is a forum for the latest scientific and technical developments in electrochemistry and solid state science and technology. These events offer technical symposia, presentations, poster sessions, panel discussions, professional development workshops, special summits, and a variety of networking and social events.

➤ Please take a look at the options that are available:

- Full-page ads in ECS registration brochures
- Full-page ads in ECS meeting programs
- ECS meetings bag sponsorship with complimentary print flyer insert
- Collateral material sponsorships to promote your brand
- Rotating ads within the ECS meeting mobile app

➤ Plus, a number of special "Combo" packages are also available:

- Combine an ad placement in *Interface* with an ad in a meeting program and save!
- Add a banner ad on the ECS web site, ECS Digital Library, and/or Redcat sites and save even more!



➤ Or, Build Your Own ECS Advertising Package!

- That's right, let us know the advertising options you would like to select to make the biggest impression on the widest possible audience in the field of electrochemistry and solid state science and technology.
- We will work with you to customize an ad plan that works for you!

➤ And, the best news is that ECS Sponsors and Exhibitors receive the best possible savings!

Please contact Becca Jensen Compton at news@electrochem.org, or call her at 609.737.1902, Ext. 102 and she will work with you directly on any or all of these advertising opportunities.



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ECS Advertising Insertion Order and Contract (1 of 2 pages)

Advertiser Category	Insertion Order Type:	Media Placement: (check all that apply)
<input type="checkbox"/> New Advertiser <input type="checkbox"/> Existing Advertiser <input type="checkbox"/> Sponsor/Exhibitor	<input type="checkbox"/> New <input type="checkbox"/> Renewal	<input type="checkbox"/> <i>Interface</i> Magazine <input type="checkbox"/> ECS Digital Library <input type="checkbox"/> ECS Website <input type="checkbox"/> Redcat Website <input type="checkbox"/> ECS e-news <input type="checkbox"/> ECS Meetings <input type="checkbox"/> ECS Combo Package <input type="checkbox"/> ECS "Build Your Own Package"

Advertising Agency: _____	Advertiser: _____
Media Contact: _____	Division: _____
Address: _____	Media Contact: _____
City/State: _____	Address: _____
Zip: _____	City/State: _____
Phone: _____	Zip: _____
Fax: _____	Phone: _____
Email: _____	Fax: _____
	Email: _____

Ad Type (check all that apply)	Ad title: _____	Subtotal	Total Cost
<input type="checkbox"/> Interface	Size: _____ Bleed: _____ Issue/Frequency: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS Digital Library	Banner Type: _____ Frequency: _____ Start Date: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS Website	Banner Type: _____ Frequency: _____ Start Date: _____	\$ _____	\$ _____
<input type="checkbox"/> Redcat Website	Banner Type: _____ Frequency: _____ Start Date: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS e-Zone	Banner Type: _____ Frequency: _____ Start Date: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS Meetings	Please contact Becca Jensen Compton; news@electrochem.org	\$ _____	\$ _____
<input type="checkbox"/> ECS Combo Package	Please contact Becca Jensen Compton; news@electrochem.org	\$ _____	\$ _____
<input type="checkbox"/> ECS "Build Your Own Package"	Please contact Becca Jensen Compton; news@electrochem.org	\$ _____	\$ _____
Total Amount Due		\$ _____	

Credit Card Information	Invoicing Information
Name on Card: _____	Attention: _____
Billing Address: _____	Company: _____
City: _____	Address: _____
State/Province & Zip: _____	City/State: _____
Country: _____	Zip: _____ County: _____
Card Holder Phone #: _____	Phone: _____
Choose Type: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Discover	Fax: _____
Card No. _____	Email: _____
Signature: _____	Expiration Date: _____
	Check enclosed \$ _____ (payable to ECS)

Signature: _____	Date: _____
Please also review, approve, and sign page 12; REQUIRED.	

ECS Advertising Insertion Order and Contract (2 of 2 pages)

ECS Advertising Terms and Conditions

General Advertising Policies

- All advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement that does not meet publisher's standards, at any time and for any reason.
- All advertisements are accepted and published on the representation that the advertiser or agency is properly authorized to publish the entire contents thereof. The advertiser or agency will indemnify and hold harmless The Electrochemical Society against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement including without limitation, claims or suits for libel, violation or right of privacy, copyright infringement, or plagiarism. Publisher reserves the right to place the word "advertisement" in advertising which, in the opinion of the publisher, resembles editorial.
- In consideration of *Interface* reviewing for acceptance, or acceptance of any advertising for publication, the agency and advertiser agree not to make any promotional reference to the magazine in any way except with the prior written permission of the publisher for each such use.

Specific to Print Advertising

- Cancellations: No cancellations accepted after closing date. All cancellations must be made in writing, and are not considered accepted until confirmed in writing by the Publisher. Cover and special-position advertising are non-cancelable.
- Other Rate Information Covers: Cover ads are non-cancellable and must be full-page ads. Back Cover ads must be four-color process only.
- Bleed or Oversize Ads: Any advertisement exceeding the line area in any dimension is considered bleed or oversize. Single page bleed, gutter, top, bottom, and trim are subject to 10% surcharge on rates listed on page 7.

Payment Terms

- Agency Commission: 15% of gross billing is allowed to recognized agencies on space, color, and position only, if paid within 30 days of invoice date. Commissions not permitted on other charges. Cash discounts not allowed.
- Terms: All bills are due 30 days after the date of billing. Past due invoices subject to 1½% service charge per month. An attorney fee totaling 15% of the amount due will be added to all accounts referred for collection.

To acknowledge and accept these terms, please sign and return this with your Advertising Insertion Order on page 11; REQUIRED.

Signature: _____ Date: _____

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