



# MEDIA KIT

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Dear Advertisers:

If the targeted buying audience for your company's products and services includes chemists, microbiologists, laboratory managers, and quality assurance professionals, you cannot afford to miss the outstanding marketing and promotional opportunities available to you through AOAC INTERNATIONAL.

AOAC INTERNATIONAL is a global scientific association dedicated to the development of analytical standards and methods, the improvement of quality assurance procedures in laboratories, and the professional development of analytical scientists around the world. AOAC INTERNATIONAL members include leading decision-makers from government, academia, and industry working in the areas of foods and beverages, infant formula, dietary supplements, feeds, fertilizers, soil and water, pharmaceuticals, and cosmetics.

AOAC INTERNATIONAL is growing rapidly with increases in membership, readership, and meeting attendance. All exhibit spaces for the recent AOAC Annual Meeting were sold out well in advance of the exposition, and membership and subscriptions to AOAC publications continue to grow rapidly.

We invite you to profit from this tremendous growth and to take advantage of the new and expanded promotional opportunities that will be presented to you through AOAC INTERNATIONAL. We have enclosed information on advertising options.

Leading organizations like yours know that AOAC INTERNATIONAL is a key link to potential customers in the scientific community. We invite you to take advantage of the opportunities to expand your organization's visibility, credibility, and profitability through AOAC INTERNATIONAL. To reserve any of these promotional opportunities for your organization, please contact Angela Joines, Oxford University Press, Corporate Sales Manager, US and Canada, 2001 Evans Road, Cary, NC 27513 phone: +1-919-432-2610, Email: [angela.joines@oup.com](mailto:angela.joines@oup.com).

We look forward to the opportunity of assisting you in achieving your organization's marketing and sales objectives.

Sincerely,  
Jennifer Diatz  
Director of Publications

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# publications advertising opportunities

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## Description of AOAC Publications Reaching Your Targeted Audience

### *Journal of AOAC INTERNATIONAL* (Print and Online)

AOAC INTERNATIONAL's bimonthly peer-reviewed research journal and a leading international forum for the exchange of scientific information among over 2,500 analytical scientists from over 90 countries around the world. The scope of the Journal describes original, basic, and applied research and recent advancements in the analytical sciences related to foods (contaminants in foods, natural and industrial), fertilizers, drugs, agriculture, the environment, veterinary drug residues, microbiological methods (foods, environmental samples), terrorist agents, botanical identification, and dietary supplements. The Journal is a well-balanced publication, offering a wealth of titles relevant to the analytical community. The exposure of the *Journal of AOAC INTERNATIONAL* is worldwide.

## General Rate Information

**Rates Effective:** 1-1-21

**Commission and Cash Discount:** 15% to agencies on space, color and position if paid within 30 days.

**General Rate Policy:** Advertiser will be protected at contract rates for duration of their present contract. Advertisers will be short-rated, if, within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient space to earn a lower rate than that which they have been billed. Space cancelled after closing date will be billed to advertiser.

### DIGITAL RATES

Options	Size (Name)	Size (Pixels, Width × Height)	Gross CPM*
Standard Banners	Leaderboard	728 × 90	\$95
	Skyscraper	160 × 600	\$95
	MPU (Rectangle)	300 × 250	\$95
	Mobile Leaderboard	320 × 50	\$95
Premium Banner Options	Super Leaderboard	970 × 90	\$105
	Half Page Unit	300 × 600	\$105
	Homepage MPU	300 × 250	\$105
	Mobile Leaderboard	320 × 50	\$105
Keyword Targeted Banners	Leaderboard	728 × 90	\$115
	MPU	300 × 250	\$115
In-banner Video**	Standard MPU	300 × 250	\$105
	Keyword Targeted Video MPU	300 × 250	\$120
PDF Cover Advertising	Leaderboard	728 × 90	\$150
	Superleaderboard	970 × 90	\$150
	Billboard	970 × 250	\$150
*Minimums and premiums may apply. 15% agency discount. Please supply all relevant creative sizes for your chosen campaign, including mobile, for maximum fulfillment.			
**Video available as a MPU for standard, premium or keyword banner campaigns.			

### BLACK AND WHITE RATES

1 ti

1 page	\$1,595
1/2 page	\$1,330
1/4 page	\$805

Discounts Available

### COLOR RATES

1 ti

1 page	\$2,665
1/2 page	\$2,215
1/4 Page	\$1,340

### BLEED

No charge.

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## Deadlines

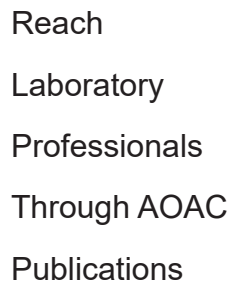
### CLOSING DATES AND MATERIAL DEADLINE

ISSUE MATERIAL	MATERIAL DEADLINE
January/February	December 14
March/April	February 8
May/June	April 9
July/August	June 11
September/October	August 11
November/December	October 8

### GENERAL SPECIFICATIONS

Digital specifications: <http://www.oupmediainfo.com/#!/creative-specifications-online-adverts>

Print specifications: <http://oupmediainfo.com/#!/pdf-specifications>



Reach  
Laboratory  
Professionals  
Through AOAC  
Publications