PARTNERS IN YOUR Success

Advertise with the most influential and closely followed physics magazine in the world
The Buying Power of 120,000+ Readers

$1.4 MILLION PER READER

This is the personal buying power of the typical Physics Today reader.

Yearly Spending Per Product Category

<table>
<thead>
<tr>
<th>PRODUCT CATEGORY</th>
<th># OF READERS BUYING EQUIPMENT</th>
<th>AVERAGE SPENDING PER LAB ON THAT EQUIPMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytical equipment &amp; diagnostics</td>
<td>87,000</td>
<td>$ 172,770</td>
</tr>
<tr>
<td>Bioinstrumentation &amp; biotechniques</td>
<td>34,800</td>
<td>$ 127,730</td>
</tr>
<tr>
<td>Lasers &amp; imaging</td>
<td>75,960</td>
<td>$ 180,720</td>
</tr>
<tr>
<td>Materials</td>
<td>92,520</td>
<td>$ 113,230</td>
</tr>
<tr>
<td>Nanoscience &amp; nanotech</td>
<td>44,160</td>
<td>$ 172,060</td>
</tr>
<tr>
<td>Photonics &amp; biomedical optics</td>
<td>43,560</td>
<td>$ 135,420</td>
</tr>
<tr>
<td>Semiconductor equipment</td>
<td>49,200</td>
<td>$ 190,980</td>
</tr>
<tr>
<td>Sensors</td>
<td>80,640</td>
<td>$ 130,640</td>
</tr>
<tr>
<td>Software &amp; data acquisition</td>
<td>106,680</td>
<td>$ 126,040</td>
</tr>
<tr>
<td>Spectroscopy</td>
<td>65,520</td>
<td>$ 132,380</td>
</tr>
<tr>
<td>Test &amp; measurement</td>
<td>88,440</td>
<td>$ 129,180</td>
</tr>
<tr>
<td>Vacuum &amp; cryogenics</td>
<td>60,600</td>
<td>$ 190,460</td>
</tr>
</tbody>
</table>

The typical reader buys equipment and services for 2.5 labs on average.

Among Similar Publications, We Have The Most Researchers

72% OF OUR READERS ARE ACTIVELY CONDUCTING RESEARCH.

SOURCE: CHANGING DYNAMICS IN THE ADOPTION OF RESEARCH TECHNOLOGY, AKEL & ASSOCIATES, APRIL 2015.
Where Our Readers Work

80% of our readers have responsibility for budgeting and/or managing expenditures for research technology.

52% UNIVERSITY/ COLLEGE
26% GOVERNMENT/ NON PROFIT
22% COMMERCIAL

86% of university labs now conduct research that was outsourced to them by government and industrial labs.

An Exclusive Audience for Your Message

PERCENT OF PHYSICS TODAY READERS ALSO READING OTHER TITLES*

Only 10% read IEEE Spectrum
Only 8% read Photonics Spectra
Only 6% read Laser Focus World
Only 6% read Physics World
Only 4% read NASA Tech Briefs
Only 3% read Vacuum Technology & Coating
Only 3% read R&D

108,000 potential buyers you can’t reach with other similar publications.

Every member of the following societies receives Physics Today every month:

- Acoustical Society of America
- American Association of Physicists in Medicine
- American Association of Physics Teachers
- American Astronomical Society
- American Crystallographic Association
- The Society of Rheology
- American Meteorological Society
- American Physical Society
- AVS
- The Optical Society
- The Society of Physics Students

*Source: Signet Research, Audience Study: Print Subscribers, 2015
This data point based on aided recall.

Source: Changing Dynamics in the Adoption of Research Technology, Akel & Associates, April, 2015
Plan Your Advertising Program

2018 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>NEW PRODUCT FOCUS</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Photonics, spectroscopy, and spectrometry</td>
<td>— American Association of Physics Teachers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— American Astronomical Society</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— American Astronomical Society</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— SPIE Photonics West</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Analytical equipment, sensors, and instrumentation</td>
<td>— Biophysical Society</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Pittcon</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— American Physical Society</td>
</tr>
<tr>
<td>MARCH</td>
<td>Test, measurement, and data acquisition</td>
<td>— Materials Research Society Spring</td>
</tr>
<tr>
<td>APRIL</td>
<td>Lasers, imaging, and microscopy</td>
<td>— SVC Tachyon (Society of Vacuum Coaters)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Acoustical Society of America</td>
</tr>
<tr>
<td>MAY</td>
<td>Materials, semiconductors, vacuum, and cryogenetics</td>
<td>— CLEO (Conf. on Lasers &amp; Electro-optics)</td>
</tr>
<tr>
<td>JUNE</td>
<td>Test, measurement, software, and instrumentation</td>
<td>— Optimize your ad: FREE analysis &amp; reader feedback for all June print advertisers!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Semicon West</td>
</tr>
<tr>
<td>JULY</td>
<td>Photonics, spectroscopy, and spectrometry</td>
<td>— American Crystallographic Association</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— American Association of Physicists in Medicine</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Microscopy &amp; Microanalysis</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Nanotechnology, lasers, and imaging</td>
<td>— SPIE Optics &amp; Photonics</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Test, measurement, and analytical equipment</td>
<td>— Society of Rheology</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Materials, semiconductors, vacuum, and cryogenetics</td>
<td>— Applied Superconductivity Conference</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— AVS</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Lasers, imaging, and microscopy</td>
<td>— Materials Research Society Fall</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Software, data acquisition, and instrumentation</td>
<td>— Optimize your ad: FREE analysis &amp; reader feedback for all December print advertisers!</td>
</tr>
</tbody>
</table>

MAXIMIZE YOUR IMPACT: Integrate your ad program with both print and digital advertising options described on the next pages!

82% OF OUR READERS HAVE POSITIVE IMPRESSIONS OF VENDORS ADVERTISING IN PHYSICS TODAY.

We Reach Top Talent for Your Recruitment Needs

1. High Traffic
   220,000 pageviews a month (network total)*

2. Active Applicants
   10,000 active job-seekers

3. Desirable Candidate Pool
   65% hold a PhD and have over 5 years work experience plus thousands of job seekers that have completed postdoc work

4. Free Listings
   Post summer research/ internship openings

5. Feature Your Position
   Reach 100,000 physicists and engineers by featuring your job in Physics Today’s “The Week in Physics” weekly newsletter

Visit www.physicstoday.org/jobs

REASONS TO RECRUIT ONLINE

REASONS TO RECRUIT IN PRINT

— PHYSICS TODAY IS THE MANAGING PARTNER OF THE AIP CAREER NETWORK, A COLLECTION OF ONLINE JOB SITES FOR SCIENTISTS, ENGINEERS AND COMPUTING PROFESSIONALS. OTHER PARTNERS INCLUDE AAPM, AAPT, APS, AVS, IEEE COMPUTER SOCIETY, SIGMA PI SIGMA AND THE SOCIETY OF PHYSICS STUDENTS.

For rates see page 15


— 15% OF OUR READERS HAVE POSITIVE IMPRESSIONS OF VENDORS ADVERTISING IN PHYSICS TODAY.
Extended Reach
Add 50,000+ more potential buyers to your print program by adding website ads. This is because 40% of website visitors extend beyond the magazine’s circulation!

Exclusive Audience
31% of our monthly website visitors are unique to PT

Highly Educated Audience
62% of web visitors have a PhD

New! Physics Today’s Redesigned Website and The Impact for Your Ads
Physics Today now features a robust new website that offers bolder graphics and a fresher, more versatile experience for our online readership. The entire site reflects the look and feel of a magazine and makes it easier for users to get access to the content they want. This includes the ads. The popular BrandBlock ad pairing is still offered on the three sections described in the chart above. But a new ad size has replaced one in the pair in an effort to raise visibility. The new set of BrandBlocks will include one leaderboard (728 x 90 pixels) and one boombox (300 x 250 pixels).

Guidelines & Sending Art
— Send files less than 200KB and no longer than 15 seconds for animations.
— Video only accepted for 300 x 250 pixel ad size—no longer than 24fps.
— All files should be sent as GIF, PNG or JPG and include a click-to URL.
— Submit all art to adfiles@aip.org at least one week prior to your scheduled ad run dates.
Active Buyers
38% of recipients say they take action after seeing an ad in a Physics Today Email Alert

Active Researchers
87% are currently conducting research

Trusted, Relied Upon
67% say Physics Today alerts are an important resource

Highly Educated
63% of email recipients have a PhD

SAY THE INFORMATION IN THE EMAIL ALERTS IS NOT EASILY FOUND ELSEWHERE.

Sponsored Content—No Design Required!
This type of ad is crafted to appear seamlessly among editorial content. Headline, body copy and image are all linked to the site of your choice.

Says:
Submit an image and a few lines of text. Image: 280 x 160 pixels; GIF, PNG or JPG files less than 40KB. Classic Banner—Typical leaderboard banner ad. Top, middle or bottom positions available. Headline, body copy and image are all linked to the site of your choice. Alert Lock Out—Own all 3 ad positions
Enjoy the power of Physics Today’s email alerts as a blast for your exclusive messages. Specifications: 3 ads (any combination of sponsored content and banners, or 3 of the format you prefer). See above description for ad specifications for each.

Guidelines & Sending Art
Submit art to adfiles@aip.org. Please indicate a click-to URL and send your files at least one week prior to the start of your ad run. Flash ads are no longer accepted because many email clients and web browsers are not supporting them. GIF animations are accepted but may not display properly on all clients and browsers.
Print Advertising Options

Cover Ad:
Make a bold statement every issue. Must be purchased in 6 or 12 month packages. Options: Cover 2 (inside front), Cover 3 (inside back), Cover 4 (outside back).

Spread:
Display your message with stronger impact by spanning two pages. Also available as a half-page spread.

Tip-On:
Take over the cover with this option—the message or ad of your choice is adhered to the front of the magazine. Be the first thing readers will interact with a tip-on.

Blow-ins:
A dramatic emphasis for your latest promotion—a loose card or folded piece that is placed within the pages of the magazine. There’s no way to flip past a blow-in!

Polybag:
Have a publication, poster or other message of your own you’d like to package with Physics Today to expand your reach? Polybag it with our magazine for a high profile slot that is sure to garner extensive attention.

Insert:
Captivate your potential buyers. Opt for thicker paper—a message that cannot be missed.

Snapshot Ad:
No design required. Send an image of your product with a 5-word headline and a 40-word description.

Full & Partial Page Ads:
The above diagrams are examples and are based on a right-hand-page layout with a single ad. Actual placement will depend on your ad’s location in the magazine and the other content on the page. Preferences welcome.

Full Page
2/3 Page
1/2 Page
1/3 Page
1/3 Page Island
1/3 Page Horizontal
1/3 Page Vertical
1/3 Page Square
1/4 Page
1/6 Page
1/8 Page

Signet Research, Audience Study: Print Subscribers, 2015.

10 REASONS TO ADVERTISE IN PRINT

1. Print Is Preferred
67% of our 120,000+ subscribers choose to read the magazine in print.

2. Active Buyers
37% of print readers say they took action after seeing an ad in PT.

3. Engaged Readers
Readers of the print version of PT spend an average of 58 minutes with each issue and regularly read 3 of 4 issues.

4. Extended Reach
Copies of PT are passed along to more than 1 reader—an average of 1.7 readers per copy or an additional 84,000 readers per month.

5. An Exclusive Audience
35% of our print readers don’t receive any other scientific trade publication.

6. A Positive Impression
69% of print readers say PT is their favorite scientific publication.

7. Highly Educated Readers
69% of print readers have a PhD.

8. Active Researchers
72% of print readers are conducting research.

9. Trusted, Relied Upon
65% of print readers feel PT is an important resource.

10. Audited, Guaranteed Reach
We are BPA certified: a third party auditor qualifies our circulation and makes it available to you.

FOR SPECS SEE PAGE 15
FOR RATES SEE PAGE 14
Print Ad Specifications
Publication Trim Size: 8” wide x 10-1/2” high (203 mm x 267 mm)

**PRINT AD SIZES**

**Publication Trim Size:** 8” wide x 10-1/2” high (203 mm x 267 mm)

**Print Ad Specifications:**
- **Width**
  - Full Page: 276 mm
  - 1/8 Page: 175 mm
- **Depth**
  - Full Page: 175 mm
  - 1/8 Page: 121 mm

---

**Spread with bleed**
- Spread must extend at least 5/16” (8 mm) beyond the trim around all affected pages. All type and live matter must be kept at least 9/16” (14.3 mm) from the gutter and 5/16” (8 mm) from three outer edges.

**1/8 Page**
- 4-3/16” (116 mm)
- 6-7/8” (175 mm)
- 9-3/8” (221 mm)
- 12-1/8” (305 mm)

**1/6 Page**
- 3-1/4” (83 mm)
- 4-3/8” (116 mm)
- 6-7/8” (175 mm)
- 9-3/8” (221 mm)

**1/2 Page**
- 3-1/8” (80 mm)
- 6-7/8” (175 mm)
- 12-1/8” (305 mm)

**1/3 Page–square**
- 2-3/8” (59 mm)

**1/2 Island**
- 3-1/4” (83 mm)

**1/2 Page–horizontal**
- 2-3/8” (59 mm)

**1/4 Page**
- 2-3/8” (59 mm)

**1/6 Page**
- 2-3/16” (54 mm)

**1/8 Horizontal Banner Ad with bleed**
- 1-1/8” (28 mm)

---

**INSERTS & SHIPPING**
All pre-printed inserts must be sent to the Publisher for prior approval. Include 1/8” extra on all sides for a final saddle-stitched size of 16-5/8” wide x 10-3/4” high. 2-page inserts (a single sheet) are possible provided there is a 4” larger. The final size would be 12-1/8” x 10-3/4” folded to 8-1/8” x 10-3/4.” Approved inserts should be FOLDED in 1/6” from three outer edges. All type and live matter must be kept at least 9/16” (14.3 mm) from the gutter and 5/16” (8 mm) from three outer edges.

**GUIDELINES**

**ACCEPTABLE FILE FORMATS:**
- PDF files that have been flattened (no transparency) with all fonts embedded
- EPS files
- TIFF files

**Physics Today** prefers to receive PDF files electronically.

**REQUIREMENTS:**
- All digital art must be produced in press-ready form, properly sized, cropped, and tagged. Advertisers are wholly responsible for the quality of their material, including color and halftone accuracy.
- Images must be CMYK, grayscale, or black and white. RGB images are not acceptable.
- Resolution must be at least 300 dpi at size.
- Images must be CMYK, grayscale, or black and white. RGB images are not acceptable.
- Pan tone (spot) colors must be converted to CMYK if the ad is run as 2- or 4-color.
- All fonts must be embedded.
- Transparency is not supported.
- Ads that are improperly sized will be reduced, enlarged, or “floated” to achieve the best fit possible.

**Reformatting:**
- Files that do not follow the above specs will be sent back to the advertiser for correction. If the advertiser cannot make the correction, Physics Today will convert RGB files to CMYK and flatten files with transparencies at the advertiser’s expense. Physics Today will not be responsible for color accuracy or flatting artifacts.

**Reformatting charges:** $250.

---

**SENDING ART:**

**Email:** adfiles@aip.org (for files up to 10 MB)

FTP: point your web browser to ftp://ftp.aip.org, log-in as “anonymous” and use your email address as the password. Once in, select the “PT” directory and then the sub-directory “Incoming” for posting. We will send confirmation within 3 days; if you don’t receive confirmation, please call 301-209-3163.

**Email:** adfiles@aip.org (for files up to 10 MB)

**Product Recruitment**

**2018 PRINT DISPLAY RATES ($US, GROSS)**

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$11,299</td>
<td>$10,547</td>
<td>$9,857</td>
<td>$9,219</td>
<td>$8,601</td>
<td>$8,034</td>
<td>$7,540</td>
</tr>
<tr>
<td>2/3rd</td>
<td>$8,652</td>
<td>$8,086</td>
<td>$7,560</td>
<td>$7,056</td>
<td>$6,602</td>
<td>$6,159</td>
<td>$5,747</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$7,928</td>
<td>$7,323</td>
<td>$6,850</td>
<td>$6,477</td>
<td>$6,048</td>
<td>$5,603</td>
<td>$5,222</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$7,070</td>
<td>$6,674</td>
<td>$6,222</td>
<td>$5,850</td>
<td>$5,449</td>
<td>$5,088</td>
<td>$4,748</td>
</tr>
<tr>
<td>1/3rd</td>
<td>$5,129</td>
<td>$4,810</td>
<td>$4,481</td>
<td>$4,202</td>
<td>$3,935</td>
<td>$3,677</td>
<td>$3,440</td>
</tr>
<tr>
<td>1/4th</td>
<td>$4,130</td>
<td>$3,833</td>
<td>$3,615</td>
<td>$3,389</td>
<td>$3,183</td>
<td>$2,977</td>
<td>$2,802</td>
</tr>
<tr>
<td>1/6th</td>
<td>$2,936</td>
<td>$2,719</td>
<td>$2,554</td>
<td>$2,379</td>
<td>$2,235</td>
<td>$2,091</td>
<td>$1,957</td>
</tr>
</tbody>
</table>

**Frequency Discount**

- 6% Off: 13% Off
- 18% Off: 24% Off
- 29% Off: 33% Off

**PAGE BANNER ADS ($US GROSS)**

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1x/8 Page Horizontal Banner Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$3,900</td>
</tr>
</tbody>
</table>

**SNAPSHOT ADS ($US, Net)**

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snapshot ad</td>
<td>$1,669</td>
<td>$1,545</td>
<td>$1,442</td>
</tr>
</tbody>
</table>

**Frequency Discount**

- 7%: 14%: 27%

**For options and pricing contact publisher**

---

**GENERAL ADVERTISING RATE POLICY**

Frequency is earned by the total number of insertions, not issues, in a 12-month period. Short Rates and Rebates:
- Advertisers who do not use the amount of space for 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, e.g. August 11th for the September issue. All cancellations must be in writing.

---

**COMMISION AND DISCOUNTS**

- Recognized agencies receive 6% of gross billing on space, color and preferred position only if the account is paid within 30 days of the invoice date. Product & Catalog Guide ads, recruitment line ads and reformatting charges are non-commissionable. Physics Today does not give cash discounts.
- Agencies: These rates are non-commissionable.

**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 the publisher for their advertising. The publisher is not liable for errors in the index to advertising or reader service URLs. Publishers states that both agencies assume liability for all content of advertising – both printed and online – that may arise against the publisher for their advertising. The publisher is not liable for errors in the index to advertising or reader service URLs. Publishers states that both agencies assume liability for all content of

---

**2018 ONLINE ADVERTISING RATES ($US, Net)**

<table>
<thead>
<tr>
<th>BrandBlocks</th>
<th>Rate (weekly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>$900</td>
</tr>
<tr>
<td>Home page</td>
<td>$600</td>
</tr>
<tr>
<td>Magazine</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**E-Mail Alerts**

- Weekly: $500
- Sponsored Content (weekly): $1,500

**Table of Contents**

- $150

**The Week in Physics (TWIP)**

- $590
- $1,500

**E-Blast**

- Rate (per blast): $2,500
- Product Spotlight Included w/ print ad purchase/$850 without print ad

---

**RECRUITMENT**

**Display Ads:** Available and commissible at the print display rates.
- Line Ads (2-column): $55 per line or fraction thereof. 88 characters per line. Minimum charge for 10 lines or less is $550. Maximum length is 60 lines. These rates are non-commissionable.
- Includes FREE 30-day online posting.

**ONLINE RECRUITMENT**

**2018 ONLINE RECRUITMENT RATES ($US, Net)**

<table>
<thead>
<tr>
<th>Product</th>
<th>Rate</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-day job posting</td>
<td>$550</td>
<td></td>
</tr>
<tr>
<td>60-day job posting</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td>Three 30-day postings</td>
<td>$925</td>
<td></td>
</tr>
<tr>
<td>Five 30-day postings</td>
<td>$1,550</td>
<td>6%</td>
</tr>
<tr>
<td>Ten 30-day postings</td>
<td>$2,300</td>
<td>9%</td>
</tr>
<tr>
<td>Upgrade to “Featured Job”</td>
<td>$2,500</td>
<td>20%</td>
</tr>
</tbody>
</table>

Free Access to 6,000 resumes when you purchase most of these packages.
Advertising Sales Consultants

USA and CANADA
AL, AR, AZ, CO, DC, FL, IA, ID, IL, IN, KS, KY, LA, MD, MI, MN, MO, MS, MT, ND, NE, NM, NV, OH, OK, SD, TN, TX, UT, VA, WI, WV, WY, Canada (Provinces west of Ontario)
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Mike Shevlin
847-749-0168
847-602-6844 Cell
mshevlin@theshevingroup.com
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m: 978-835-2013
jodyestabrook@comcast.net
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merrie.lynch@celassociates2.com

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