

# IUCr Advertising and Partnership Kit 2020/21

The IUCr is an International Scientific Union. Its objectives are to promote international cooperation in crystallography and to contribute to all aspects of crystallography, to promote international publication of crystallographic research, to facilitate standardization of methods, units, nomenclatures and symbols, and to form a focus for the relations of crystallography to other sciences.

## IUCr NEWSLETTER

The *IUCr Newsletter* relaunched in summer 2018 in a new digital web format. It has an accompanying email edition, and provides multiple options for reaching the crystallographic and structural science communities.

The *Newsletter* also has a renewed Editorial Board, and reports regional and international news stories, longer feature-style articles, and general information of interest to the readers. Two issues were published in 2018; since then, the *Newsletter* has reverted to quarterly publication.

**Email circulation: 13,500**

ITEM	COST (USD)	
Full-page ad	2250 (1x)	2000 (4x)
Banner ad		
Top position	650 (1x)	550 (4x)
Mid position	525 (1x)	425 (4x)
Bottom position	350 (1x)	300 (4x)
Ealert banner ad		
Top position	650 (1x)	550 (4x)
Mid position	525 (1x)	425 (4x)
Bottom position	350 (1x)	300 (4x)
New product/Press release	250	
Article sponsorship	2000	
Advertorial	2000	
Sponsored print issue	Price on application	
Video ad	Price on application	

## IUCr Corporate Associates



The IUCr Associates Programme launched at the 24th IUCr Congress and General Assembly in Hyderabad in 2017. The programme, originally open to individuals only, is now available to companies that want to become Corporate Associates of the IUCr.

Three categories of Corporate Association are available with different levels of benefits and visibility:

CATEGORY	BENEFIT	COST (USD)
1	<ul style="list-style-type: none"> <li>◆ Company logo and short description in dedicated section on IUCr website in prominent position</li> <li>◆ Company logo on IUCr homepage</li> <li>◆ 20% discount on all items in the IUCr Advertising and Partnership Kit</li> <li>◆ Three IUCr Associate individual memberships for company employees (worth USD600)</li> <li>◆ One opportunity to sponsor an article in the <i>IUCr Newsletter</i> (issue to be agreed with the <i>IUCr Newsletter</i> Editor) (worth USD2000)</li> <li>◆ Invitation to attend one meeting of the Local Organizing Committee of the forthcoming IUCr Congress to discuss sponsorship opportunities and exhibition layout</li> <li>◆ IUCr Corporate Associate logo for inclusion in company website and promotional material</li> </ul>	6000 for 3 years
2	<ul style="list-style-type: none"> <li>◆ Company logo and short description in dedicated section on IUCr website (2nd level position)</li> <li>◆ Company logo on IUCr homepage (logo will be rotated)</li> <li>◆ 10% discount on all items in the IUCr Advertising and Partnership Kit</li> <li>◆ Two IUCr Associate individual memberships for company employees (worth USD400)</li> <li>◆ IUCr Corporate Associate logo for inclusion in company website and promotional material</li> </ul>	3000 for 3 years
3	<ul style="list-style-type: none"> <li>◆ Company logo and short description in dedicated section on IUCr website (3rd level position)</li> <li>◆ Company logo on IUCr homepage (logo will be rotated)</li> <li>◆ One IUCr Associate individual membership for a company employee (worth USD200)</li> <li>◆ IUCr Corporate Associate logo for inclusion in company website and promotional material</li> </ul>	1500 for 3 years

## IUCr WEBSITES

[iucr.org](http://iucr.org) [newsletter.iucr.org](http://newsletter.iucr.org) [journals.iucr.org](http://journals.iucr.org) [it.iucr.org](http://it.iucr.org)

BANNER AD	COST PER SITE (USD)	
Top position	650 (1x)	550 (4x)
Mid position	525 (1x)	425 (4x)
Bottom position	350 (1x)	300 (4x)

JOB AD	COST PER SITE (USD)	
One month	500	
Two months	750	

## IUCr JOURNALS

### Ealert banner ad

Bring your product to the forefront by placing a banner ad on a table of contents alert email:

JOURNAL	WEBSITE	EALERT SUBSCRIBERS
Acta A Foundations and Advances	<a href="http://journals.iucr.org/a">journals.iucr.org/a</a>	3659
Acta B Structural Science, Crystal Engineering and Materials	<a href="http://journals.iucr.org/b">journals.iucr.org/b</a>	4020
Acta C Structural Chemistry	<a href="http://journals.iucr.org/c">journals.iucr.org/c</a>	3555
Acta D Structural Biology	<a href="http://journals.iucr.org/d">journals.iucr.org/d</a>	3945
Acta E Crystallographic Communications	<a href="http://journals.iucr.org/e">journals.iucr.org/e</a>	3143
Acta F Structural Biology Communications	<a href="http://journals.iucr.org/f">journals.iucr.org/f</a>	3540
Journal of Applied Crystallography	<a href="http://journals.iucr.org/j">journals.iucr.org/j</a>	4772
Journal of Synchrotron Radiation	<a href="http://journals.iucr.org/s">journals.iucr.org/s</a>	3857
IUCrJ	<a href="http://www.iucrj.org">www.iucrj.org</a>	11,607
IUCrData	<a href="http://iucrdata.iucr.org/x">iucrdata.iucr.org/x</a>	2957

BANNER AD	COST (USD)	
Top position	650 (1x)	550 (4x)
Mid position	525 (1x)	425 (4x)
Bottom position	350 (1x)	300 (4x)

### Journal homepage ad

USD500 per month

### Open-access sponsorship

Brand an article with your logo. USD1300

### Special-issue sponsorship

Price on application.

### Article reprints

An effective way to disseminate research related to your company. Choose one or more articles and supply a colour cover and we will arrange printing and delivery to your door. Price on application.

### Facility Information pages

Showcase the achievements of your Facility and receive open-access vouchers to be used in IUCr Journals by authors from your Facility.

PACKAGE TYPE	COST (USD)
Annual (six journal issues)	10,000
Per issue	2000

## OUTREACH

### LAAAMP, Lightsources for Africa, the Americas, Asia and Middle-East Project

[laaamp.iucr.org](http://laaamp.iucr.org)

Any company that wants to support the implementation of scientific instrumentation and infrastructure worldwide and the discussions towards the establishment of AdLS facilities in the emerging regions, as well as the training of young researchers, can be a sponsor of LAAAMP.

LAAAMP Sponsors can actively participate in the Faculty-Student (FAST) teams mobility programme as well as in the LAAAMP Colloquium programme, and in this way contribute to guaranteeing the continuation of the programme.

SPONSORSHIP OPPORTUNITY	COST (USD)
Logo + company description in dedicated section on LAAAMP website; logo in LAAAMP information pages published in <i>Journal of Synchrotron Radiation</i>	1000 per year
Grant for a FAST team to spend two months at a partner AdLS. The grant will be named and advertised as "LAAAMP-Company name" grant*	4000 (in addition to sponsorship fee)
Colloquium presentation, which will be named and advertised as "LAAAMP-Company name" Colloquium*	2000 (in addition to sponsorship fee)

\*Partial contributions to FAST grants and Colloquium presentations on a non-exclusive basis are also possible.

### IUCr-UNESCO OpenLab

[www.iucr.org/outreach/openlabs](http://www.iucr.org/outreach/openlabs)

The IUCr-UNESCO OpenLab is a well-established initiative to create a network of operational crystallographic laboratories aimed at allowing access to crystallographic knowledge and technology worldwide, key for the fruitful development of science, and to open possibilities for conducting high-level research. As many as 25 OpenLabs have already been implemented with several partners.

SPONSORSHIP OPPORTUNITY	COST (USD)
General sponsorship (logo, etc.)	500 (minimum)
Lecture/workshop slot (including list of participants)	1500

Note: OpenLab sponsorship money will be used entirely to support the participation of young students.

For advertising information, please contact Andrea Sharpe at [as@iucr.org](mailto:as@iucr.org). To enquire about becoming an OpenLab partner or sponsor, please contact the coordinator, Michele Zema, at [mz@iucr.org](mailto:mz@iucr.org). Enquiries about exhibiting at or sponsoring IUCr2021 ([iucr2020.org](http://iucr2020.org)) should also be sent to [mz@iucr.org](mailto:mz@iucr.org).