

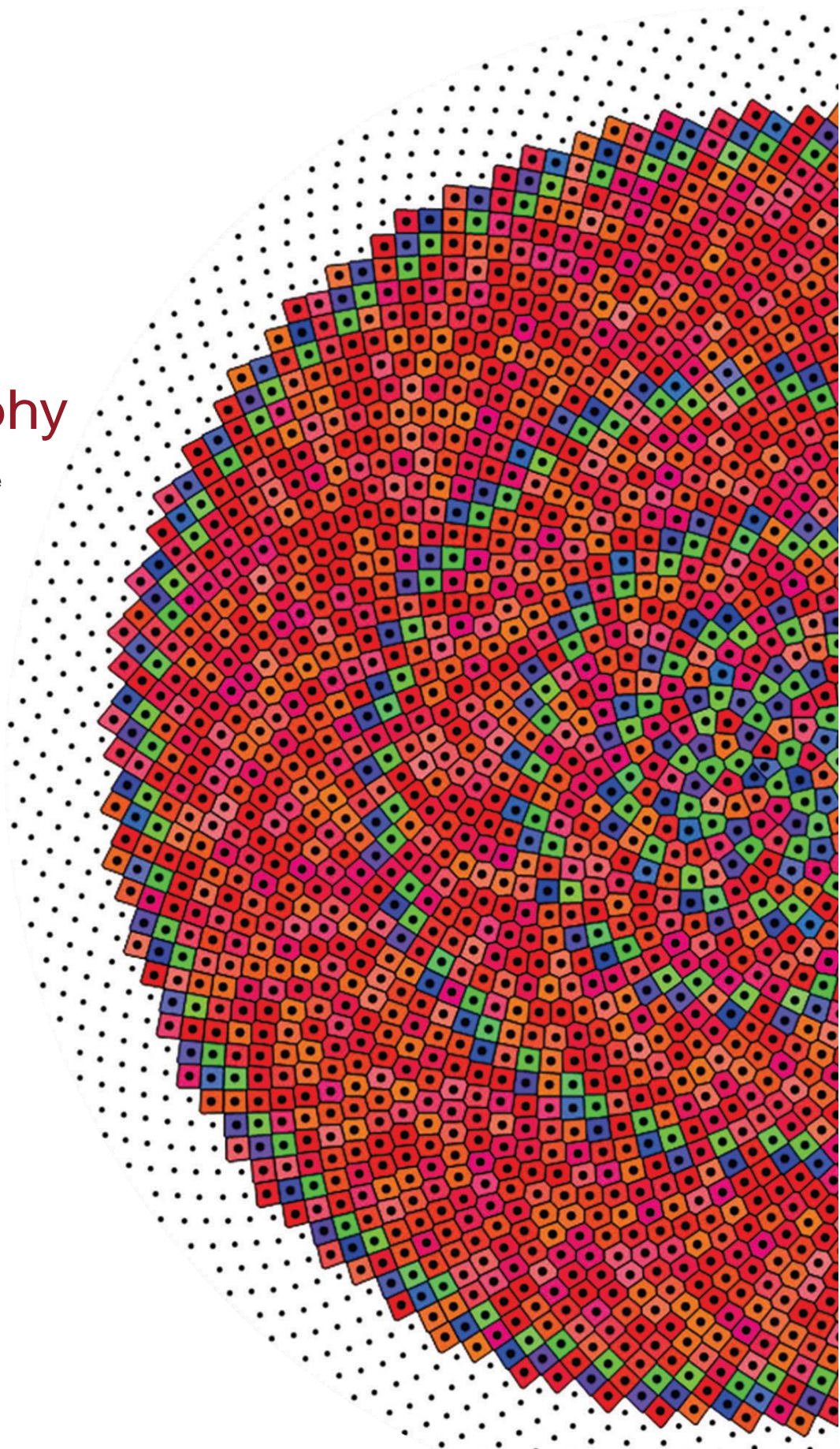
IUCr Media Kit

2017

About the International Union of Crystallography

Crystallography is the branch of science devoted to the study of molecular and crystalline structure and properties, with far-reaching applications in biology, materials science, chemistry, physics, mathematics, and mineralogy. 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.

The IUCr publishes nine primary online peer-reviewed scientific journals:
journals.iucr.org



2017 advertising opportunities and rates

All prices listed in USD

Brand promotion



We participate in a number of scientific meetings annually. If you would like us to distribute material on your behalf, host an in-event mixer or reception, please contact us (commercialsales@iucr.org) for availability and prices.

Partnering with the IUCr in this way provides a unique opportunity to promote your brand or product to premier experts in the scientific field. Partnership with the leading scientific union in crystallography will also give you greater reach into the market accessing key decision makers from many of the world's leading research laboratories, facilities, and corporate laboratories, providing excellent networking opportunities across academia and industry.

Facility, institution and corporate information pages

Any organization can now sponsor their own dedicated information page providing details and activities of your organization delivered directly to your target audience.

For a number of years, the facility information packages have been instrumental in keeping users of large-scale facilities up-to-date. We are now extending this unique opportunity to other facilities, institutions and corporate organisations, allowing them to deliver news and information on their activities directly to their target audience. The dedicated information page will appear not only on the journal homepage(s) of choice but will also be included in the email alert sent to readers when each issue is published..

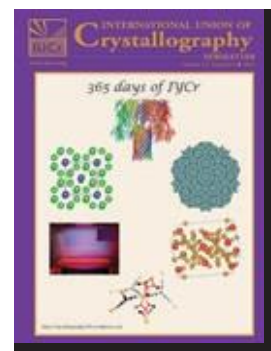
The package also includes six vouchers (worth \$6,000) for six open access articles for authors from your organization to publish in any of our journals, plus a 20% discount on any additional open-access articles you wish to publish.

To request further information please contact commercialsales@iucr.org



Newsletter

The *IUCr Newsletter* has a circulation of over 12,000 (including university libraries) in 102 countries. It is distributed electronically to individuals and print copies are made available at scientific meetings and circulated to libraries, funding agencies and scientific societies.



Print newsletter and electronic page-turn version

Colour & duration	Full page	Half page	Quarter page
B&W, 1 issue	\$1,885	\$1,017	\$648
B&W, 4 issues	\$1,676	\$904	\$576
Full Colour, 1 issue	\$2,835	\$1,980	\$1,365
Full Colour, 4 issues	\$2,520	\$1,760	\$880

Artwork dimensions	Full page	Half page	Quarter page
Trim size	206 x 276mm	206 x 163mm	103 x 163mm
Bleed size	216 x 286mm	216 x 173mm	113 x 173mm

All prices in \$USD

Additional electronic options

Enhance your online ad with:

Ad Jolt	+ \$350
Rich Media – Audio, Video, Flash	+ \$300
Zoomerang Survey	+ \$300
Ad Gen	+ \$125
Premium Sponsorship	\$475
Includes 3 positions: Loading Page, a 550 x 480px ad opposite the front cover linked to your website, and toolbar logo	
Skyscraper	\$400
Ad on the right side of the website with a link to your website viewable throughout the issue (120 x 600px)	
Banner	\$400
Ad above the issue with a link to your website viewable throughout the issue. (468 pixels by 60 pixels)	
Bellyband, Gatefold, Insert Card (print only)	\$200

E-newsletter advertising specifications

Top position:	190 x 190px	\$475 / issue
Mid position:	470 x 190px	\$400 / issue
Bottom position:	470 x 190px	\$250 / issue
Circulation:	12,608	

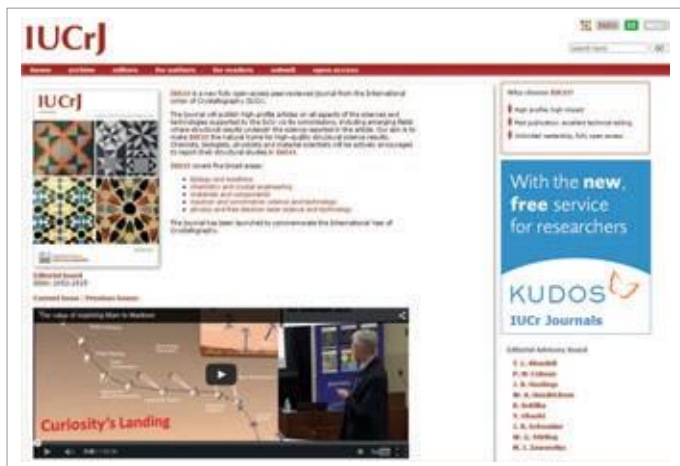
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For more information, please contact commercialsales@iucr.org

2017 advertising opportunities and rates

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Website banner advertising



IUCr banner advertisements provide instant marketing impact for your product and business.

Readers come to the IUCr suite of web pages and the individual journal homepages to see the latest science from our community. To reach all of our readers, spread your message across all our platforms.

Our sites fall into three main areas:

journals.iucr.org	200,000+ page views per month
iucr.org	150,000+ page views per month
it.iucr.org	75,000+ page views per month

Your leaderboard, large rectangle or skyscraper can be served across all of these pages or just a selection of interest specifically to you.

Leaderboard	\$1575
Large Rectangle	\$1575
Skyscraper	\$1575

Rates shown per month of placement

For more information, please contact commercialsales@iucr.org

OpenLabs



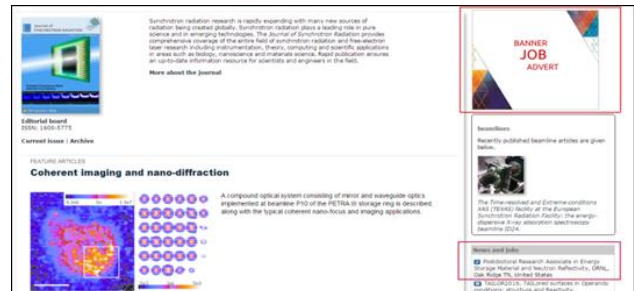
If you are an instrument manufacturer and wish to increase your market penetration, you might consider the IUCr-UNESCO OpenLab, a network of operational crystallographic laboratories based in different countries worldwide – many in less endowed regions of Africa, Latin America and South Asia. They are aimed at allowing access to crystallographic knowledge and technology in all parts of the world, key for the fruitful development of science, and to open possibilities for conducting high-level research.

The IUCr-UNESCO OpenLab initiative, undertaken in partnership with major equipment manufacturers, has the following main objectives:

- to nurture crystallographic activity
- to increase the technological base and to spark interest in youngsters
- to encourage the purchase of advanced instrumentation

Participation in OpenLabs allows instrument manufacturers to increase market penetration while playing an influential role in developing and enlarging the crystallographic community worldwide, especially in regions where there has hitherto been restricted access to equipment and expertise. Contact us (commercialsales@iucr.org) to find out how you can get involved.

Job advertisement



Advertise your vacant positions on a relevant journal home page, either with a large rectangle banner ad or a premium job listing.

	One month	Two months	Three months
Large rectangle (336 x 280px)	\$500	\$750	\$1000
Premium job listing	\$150	\$200	\$225

For more information, please contact commercialsales@iucr.org

Lead generation webinars

IUCr webinars can help you reach the prospects you seek. IUCr webinars are free to attend and each registrant is a qualified, active sales lead, helping to improve your marketing ROI.

- IUCr selects the speakers and moderates the event
- Topics are selected on the latest research and technology to align with your objectives
- Presentations are delivered by top scientists from around the world
- You can select audio and video formats.

We will work with you to align content and audiences to generate maximum interest. The recorded webinar will be available on demand at www.iucr.org, meaning your event will continue to grow in audience numbers long after it takes place.

Webinar sponsorship includes:

- Topic selection in consultation with our network of editors in the field
- Comprehensive marketing campaign to maximize brand exposure, registration, and attendance, including promotion in IUCr email alerts, typically reaching over 30,000 opt-in subscribers
- Turnkey execution: IUCr produces and administers the entire event.
- Post event reporting.

\$3,750 per event

For more information, please contact commercialsales@iucr.org

2017 advertising opportunities and rates

All prices listed in USD

White papers and sponsored content

If your company has produced any of the following, and if you would like to make these more accessible to an international audience, IUCr can help:

- Reports • White papers • Case studies • Training material • Videos

We can increase the visibility of your content, offering you the opportunity to obtain the contact details of industry professionals who view your material via our lead generation programme, increasing sales leads for your company.

What we offer

We will place your resource in the free downloads section of the IUCr website, and anyone wishing to access the material must complete a registration form. The form will collect up to **five** pieces of demographic information, as specified by you.

On a weekly basis, you will receive a list of qualified sales leads to convert into customers.

Our packages include:

- Registration form including five demographic questions of your choice
- The sponsored content will feature on the IUCr website for 1 month
- Promoted on the home page of IUCr.org
- Your sponsored content will be placed on a unique page within the download section and will include an explanatory introduction, your company logo and company information
- The sponsored content will be promoted in a white paper e-alert
- Every week during the campaign we will send you the qualified sales leads and an on-going report of the total number of leads generated.

Additional opportunities

- We can send a unique email blast to a targeted list of recipients alerting them to your new content
- This email blast is also an excellent brand-building opportunity and can feature additional information about your company and its products or services.

For more information, please contact commercialsales@iucr.org

Sponsored features

If your company has been featured in an IUCr journal article, we can offer you the opportunity to have that article upgraded into a Sponsored feature on IUCr.

Our packages include:

- The sponsored feature news article live on IUCr for up to 12 months
- Promotion on the home page of IUCr for a period
- Promotion in our regular e-newsletter for one month

Additional opportunities

The sponsored feature can also be promoted in a one-off unique email blast to our e-alert circulation list.

For more information, please contact commercialsales@iucr.org

Journal e-alerts



Reach relevant, targeted audiences by broadcasting your message in one or all of our journal new issue e-alerts.

Circulation

Journal	E-alert Subscribers
Foundations and Advances	3,243
Structural Science, Crystal Engineering and Materials	3,307
Structural Chemistry	3,046
Biological Crystallography	3,418
Crystallographic Communications	2,696
Structural Biology Communications	3,058
Applied Crystallography	4,076
Synchrotron Radiation	3,146
IUCrJ	11,334

Figures correct as of March 2015

Ad specifications and pricing

Top position:	190 x 190 pixels	\$475 / month
Mid position:	470 x 190 pixels	\$400 / month
Bottom position:	470 x 190 pixels	\$250 / month

40kb max. file size

For more information, please contact commercialsales@iucr.org

Advertising and promotion enquiries

For more information on any of our media and advertising opportunities, please contact Dr Jonathan Agbenyega (ja@iucr.org).