

# Advertising in *Australian Physics*

Australian Physics is a publication of the Australian Institute of Physics (ABN 81 004 566 509). It provides a nation-wide platform for communication and visibility to the wider physics community, including researchers, educators, students, and all people interested in physics. For enquiries, please contact, Peter Kappen and David Hoxley: [aip\\_editor@aip.org.au](mailto:aip_editor@aip.org.au).

## Deadlines, Terms & Rates

The advertiser's logo and a link to their website can be placed on [aip.org.au](http://aip.org.au) and at the bottom of the AIP's monthly bulletin, all free of charge. AIP has the right to request a modification or update to any advertisement. Content deadlines are negotiable. As a guide, we prefer delivery along the following schedule:

Issue	Content delivery	Issue	Content delivery
#1 January/February/March	1 <sup>st</sup> December	#3 July/August/September	15 <sup>th</sup> June
#2 April/May/June	15 <sup>th</sup> March	#4 October/November/December	15 <sup>th</sup> September

Advertising Rates				
Type, Size (Width x Height)		Casual Rate	2x placement 10% Discount	4x placement 20% Discount
<b>Cover Pages *</b>				
Inside Front (page 2); Outside back		\$ 1,230	\$ 1,105	\$ 985
Facing Inside Front (page 3); Facing TOC (page 4)		\$ 1,200	\$ 1,080	\$ 960
Inside Back		\$ 1,180	\$ 1,060	\$ 945
<b>Internal Pages</b>				
Full Page *	185 mm x 250 mm	\$ 1,080	\$ 970	\$ 865
Half Page	185 mm x 123 mm	\$ 735	\$ 660	\$ 590
Third Page	185 mm x 80 mm	\$ 620	\$ 560	\$ 495
Quarter Page	90 mm x 123 mm	\$ 515	\$ 465	\$ 410
Column Rate		\$ 35 per column centimetre		
Inserts		<b>\$ 750 for 1 issue</b> (approx 1,000 distribution) - This price includes manual insertion of supplied inserts into the magazine. - Printing can be arranged at an additional cost. - Extra postage will apply for inserts weighing more than 100 gms.		
Product News		<b>\$ 10 per line or \$ 15 per column centimetre</b> (2 column page) * With a full-page advertisement, up to 3 product news (up to 500 words plus images) will be placed free of charge.		
<p style="text-align: center;"><b>All prices quoted in Australian Dollars exclusive of GST.</b></p> <p style="text-align: center;"><b>All above prices assume artwork supplied by advertiser; preferred format is high-resolution PDF.</b></p> <p style="text-align: center;"><b>Artwork can be arranged at competitive prices.</b></p>				