



International Union of Crystallography Newsletter

Editorial and marketing office: 5 Abbey Square, Chester, CH1 2HU, Chester, UK.

Tel: 00 44 (0) 1244 342878, Fax: 00 44 (0) 1244 314888, e-mail: iucrnewsletter@gmail.com

www.iucr.org

2018 Advertising Rates

The *IUCr Newsletter* is published quarterly, electronically and has a circulation of over 12,000 (including university libraries) in 102 countries and at selected international and national scientific conferences. Distribution is done electronically to individuals. The new electronic only format will allow us to print short runs of individual issues for key meetings and other events where necessary

Rates (non commissionable)

Electronic copy size	1 issue	4 issues
Full page	\$2250	\$2000
Half page	\$1400	\$1200
Quarter page	\$900	\$750
One sixth page	\$500	\$400

Discounts

4% for Corporate members of a National Crystallographic Society

2% if advertising in four issues of another **IUCr Journal**.

2% of net if paid within 10 days of invoice date.

Deadlines

Issue	Reserve by	Artwork by
26#1	February 15	March 1
26#2	May 15	June 1
26#3	August 15	September 1
26#4	November 15	December 1

Cancellations

Not accepted after the reserved closing date.

Terms: 30 days

For invoices not paid within 60 days of billing date, the publishers reserve the right to hold the advertiser liable for the amount due and payable.

Questions and Concerns

Contact: Jonathan Agbenyega 00 44 (0) 1244 342878 or e-mail: iucrnewsletter@gmail.com

General Policy

All advertising is subject to approval. The publishers reserve the right to reject any advertising which is not in keeping with the publication's standards. Advertisers assume liability for all content (including text, representation, illustrations, sketches, maps, labels, trademarks and other copyrighted matter) of advertisements printed, and also assume responsibility against the publishers. The publisher's liability for any error will not exceed the charge for the advertisement in question.

SPECIAL

Contract for 4 issues and receive one free article equal to the contracted advertisement size to be placed in the issue of your choice

Additional Electronic Options

Enhance your 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 pixels x 480 pixels ad opposite the front cover linked to your website, and toolbar logo

Skyscraper 400

Ad on the right side with a link to your website viewable throughout the issue. (120 pixels x 600 pixels)

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 200

For advertising opportunities in the mobile application, please contact iucrnewsletter@gmail.com

Mechanical Requirements

Trim Size: 8.125" x 10.875"

Bleed Size: 8.375" x 11.125"

Live Matter: At least .375" inside all four edges of trim

Binding: Saddle wire

Halftones: 133 - 150 screen (133 preferred)

Digital Art instructions

PDF, EPS and TIFF Files. Details available on the website at www.iucr.org/news/newsletter/advertising or contact the Editorial Office.



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2018 Advertising Contract

Company _____ Telephone _____
 Contact _____ FAX _____
 Address _____ E-mail _____
 _____ Website _____

- [] Yes, we are a member of a National Crystallographic Association. (4% discount for each issue)
 (Please specify association) _____
 [] Yes, we are advertising in four issues of another IUCr Journal. (2% discount for each issue)
 Please specify journal and issues _____

Please reserve the following space for us

Issue	Size	Color	Electronic Ad Options	Cost
Volume 26, Issue 1 Deadline: March 1, 2018	__ Full __ Half __ Quarter __ Sixth Preferred Page Placement ¹ _____	Four Color		\$
Volume 26, Issue 2 Deadline: June 1, 2018	__ Full __ Half __ Quarter __ Sixth Preferred Page Placement ¹ _____	Four Color		\$
Volume 26, Issue 3 Deadline: September 1, 2018	__ Full __ Half __ Quarter __ Sixth Preferred Page Placement ¹ _____	Four Color		\$
Volume 26, Issue 4 Deadline: December 1, 2018	__ Full __ Half __ Quarter __ Sixth Preferred Page Placement ¹ _____	Four Color		\$

We will try to accommodate page requests; however, we cannot guarantee preferred page placement. Covers will be rotated based upon requests

Special Requests _____

 Authorizing Signature Title Date

Return signed Contract to Jonathan Agbenyega
 Tel: 00 44 (0) 1244 342878, Fax: 00 44 (0) 1244 342888
 Email: iucrnewsletter@gmail.com



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Guidelines for Sending Digital Files for Print Advertisements

PDF/X1a Specs:

PDF/X1a format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.

* PDF/X1a file saved on a 100 MB Zip, CD-ROM or sent via

FTP (contact the Editorial Office for details)

* All High-resolution images and fonts **must be**

embedded in the

PDF/X1a file

* Only use Type 1 Fonts - No TrueType fonts

* Images must be SWOP (CMYK or Grayscale) TIFF or

EPS be-

tween 300 and 400 dpi

* Total area density should not exceed SWOP 300% TAC

* **Do not embed ICC profiles within images. Do not**

use RGB

or JPEG images. Do not nest EPS files within other

EPS files

Other Acceptable Digital Ad Formats:

* TIFF or EPS

Mechanical Requirements:

Trim Size: 8.125" x 10.875"

Bleed Size: 8.375" x 11.125"

Live Matter: At least .375" inside all four edges of trim

Binding: Saddle wire

Halftones: 133 - 150 screen (133 preferred)

Please submit the following with your artwork:

* Digital proof (Color or B&W) representing the final digital file

* Please fill out an Insertion Order Form when sending materials

Color:

Send all files in CMYK mode unless a spot color is specified, RGB files must be converted to CMYK. Please indicate any spot Pantone™ colors on the Digital Ad Submission checklist.

Embedded Fonts:

All EPS and PDF files must have embedded fonts. Only Type 1 PostScript fonts are supported; however, please do not use Multiple Master fonts. If using Multiple Master fonts is necessary, convert these fonts to outlines before sending the advertisement.

Embedded Images:

Include all graphic images (i.e. logos, digital artwork).

Minimum resolution required is:

* 300 dpi for full color artwork or grayscale

* At least 1,200 dpi for bitmap (B&W/line art)

* Images and logos from Websites are NOT usable for print ads

Send material to the Editorial Office:

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IUCr Newsletter Insertion Order Form

General Information

Advertiser _____ PublicationName _____
 AdAgency _____ PublicationIssue _____
 AgencyContact: _____ Trim Size _____
 ContactTel: _____
 Contact E-mail _____
 Other Information _____

Media Requirements

Please fill out the form below and submit with your artwork or fax to:
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No.	Name	Ad Type	Final Size (w x h)	File Format	Digital Proof
1	_____	_4/c Process Electronic add-on: _____	_Full Page _1/2 Page Horizontal _1/2 Page Vertical _1/4 Page	_PDF/X-1a _EPS _TIFF	_Yes _No _What Type? _____
2	_____	_4/c Process Electronic add-on: _____	_Full Page _1/2 Page Horizontal _1/2 Page Vertical _1/4 Page	_PDF/X-1a _EPS _TIFF	_Yes _No _What Type? _____



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Publication: International Union of Crystallography Newsletter

Frequency: 4 times a year

Content: Articles of interest to the diverse international scientific community involved in understanding the basic structure of matter: letters, general news (awards, elections, obituaries, and resources), meeting and book reviews, and a meetings calendar.

Distribution: The International Union of Crystallography Newsletter is distributed electronically to over 13,000 crystallographers and other interested individuals in 102 countries.

Countries currently receiving the IUCr Newsletter:

Albania	Estonia	Malaysia	South Africa
Algeria	Finland	Malta	South Arabia
Argentina	France	Mexico	South Korea
Armenia	Germany	Moldova	Spain
Australia	Ghana	Mongolia	Sri Lanka
Austria	Greece	Morocco	Sudan
Azerbaijan	Holland	Myanmar	Sweden
Bahrain	Hong Kong	Netherlands	Switzerland
Bangladesh	Hungary	New Zealand	Syria
Belarus	Iceland	Nigeria	Taiwan ROC
Belgium	India	Northern Ireland	Thailand
Brazil	Indonesia	Norway	Trinidad, WI
Bulgaria	Iran	Pakistan	Tunisia
Burma	Iraq	Peru	Turkey
Canada	Ireland	Philippines	Turkmenistan
Central Africa	Israel	Poland	United Kingdom
Chile	Italy	Portugal	Ukraine
China	Jamaica	Rep of Georgia	United Arab Emirates
Colombia	Japan	Romania	United States
Croatia	Jordan	Russia	Uruguay
Cuba	Kazakhstan	Saudi Arabia	Uzbekistan
Czech Republic	Korea	Scotland	Venezuela
Denmark	Kuwait	Serbia	Vietnam
Ecuador	Latvia	Singapore	Zimbabwe
Egypt	Lithuania	Slovakia	
Eritrea	Macedonia	Slovenia	

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