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Microscopy  
TODAY

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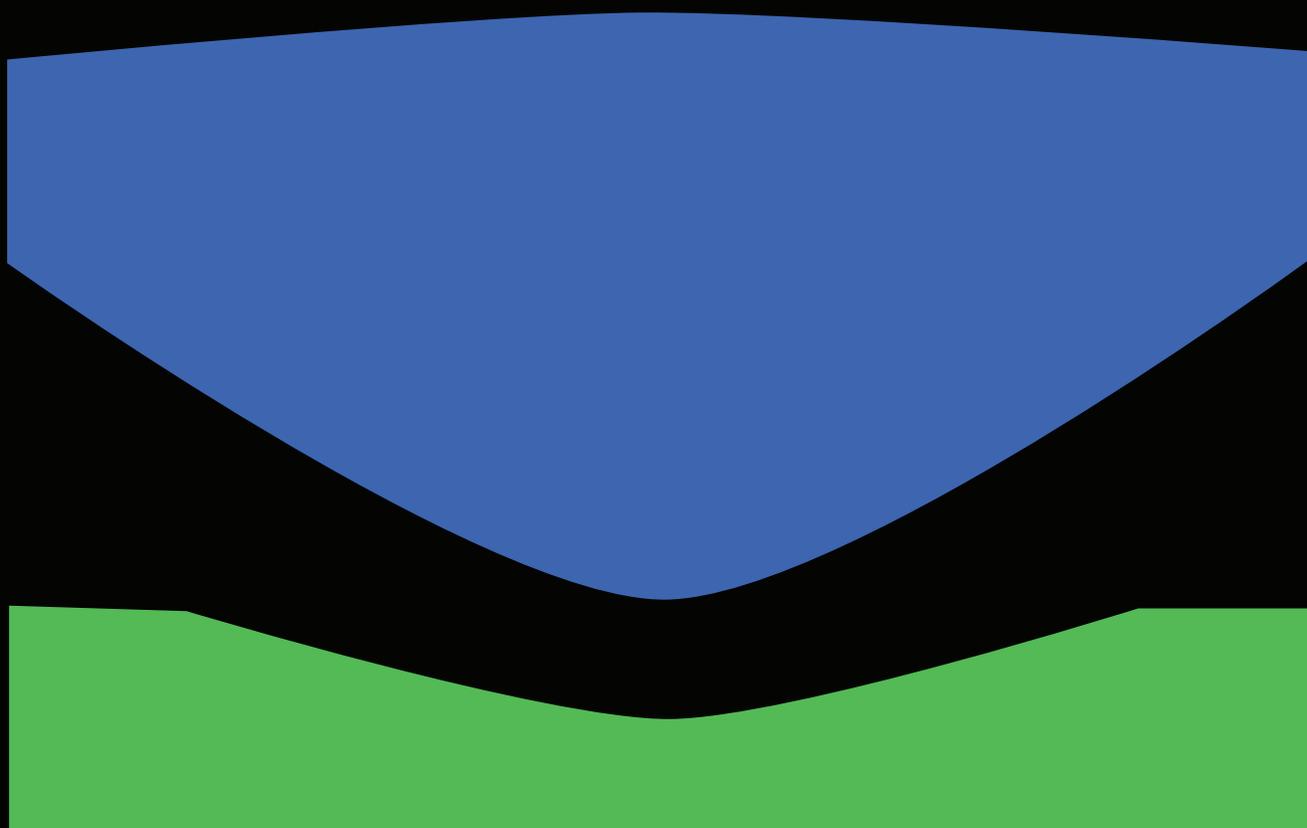
2019 RATES  
& DATA

Microscopy AND  
Microanalysis

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Publications of the Microscopy Society of America

FOR MICROSCOPISTS BY MICROSCOPISTS



CAMBRIDGE  
UNIVERSITY PRESS



## **MISSION AND VISION**

### **MISSION**

The Microscopy Society of America (MSA) is a non-profit organization dedicated to the promotion and advancement of techniques and applications of microscopy and microanalysis in all relevant scientific disciplines.

### **VISION**

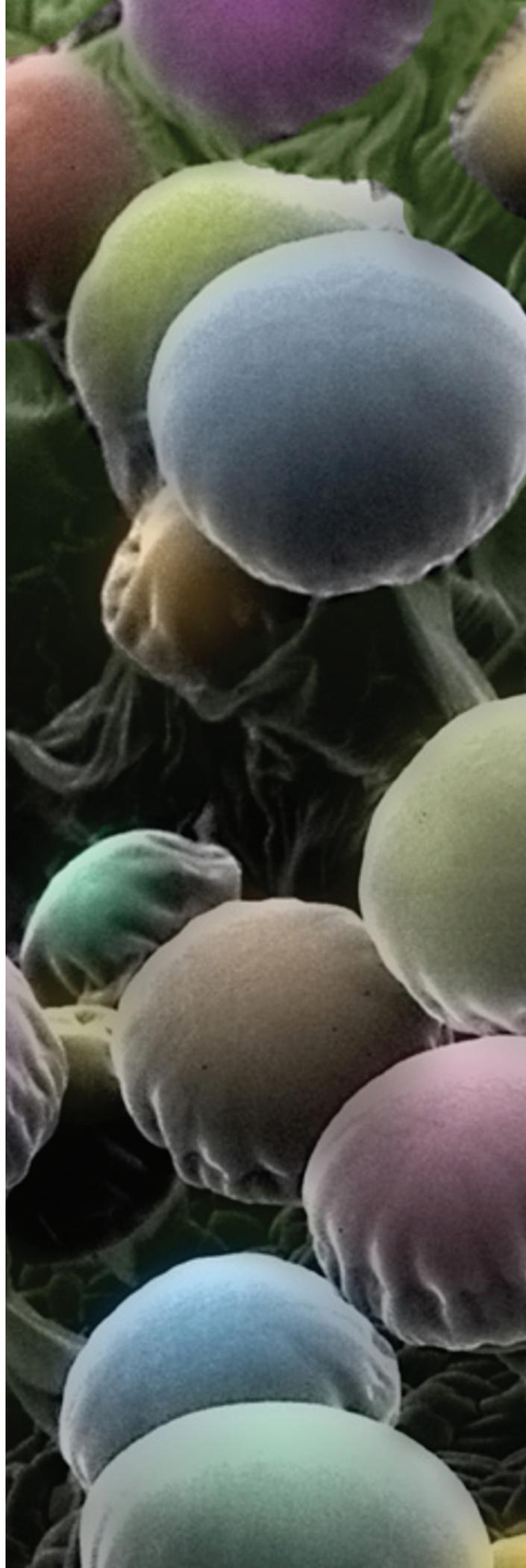
The Microscopy Society of America will provide leadership for the discovery and dissemination of information about microscopy and microanalysis, especially in relation to the following multidisciplinary areas:

- Latest Developments in Instrumentation
- Emerging Trends in Characterization
- Discovering the Big World of Micro through Education and Outreach
- Uncovering the Inner Secrets of Life and Biological Sciences
- Exploring the Physical and Materials Sciences
- Resources for NanoScience and NanoTechnology

**Bob Price**

President

Microscopy Society of America



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## PRINT & DIGITAL MARKETING SPECIALIST

**Kelly Miller**

Kmiller@mrvica.com

## GENERAL INFORMATION

Frequency: Bimonthly (January, March, May, July, September, and November)

Format: Print (primarily in North America), exact-replica digital edition online at [www.cambridge.org/mto](http://www.cambridge.org/mto) (distributed worldwide)

Established: 1992

Editorial: *Microscopy Today*, the official magazine of the Microscopy Society of America (MSA), is produced six times a year alternating with the *Microscopy and Microanalysis* journal. Published since 1992, *Microscopy Today* (MTO) is a controlled-circulation magazine. Although not a peer-reviewed publication, MTO has a strong Editorial Board and a high general standard of material. In 2009 *Microscopy Today* appointed a leading academic, Charles Lyman (former MAM Editor-in-Chief), as the MTO Editor-in-Chief. MTO magazine attracts authors from many disparate fields in both biological and materials sciences.

## CIRCULATION

Total average circulation: 18,000

Controlled circulation includes all members of the Microscopy Society of America and qualified microscopists worldwide. Circulation verification: Sworn statement

## ARTICLE DISTRIBUTION BY AUTHORS

Non-commercial use: Single copies of your article in *Microscopy Today* may be distributed in either print or electronic form to your professional associates for non-commercial use at no charge, and no permission is required.

Commercial use: If an article about your product is to be distributed to potential customers for commercial use, there is a fee to purchase a download license. Please contact Christina Ko at [usreprints@cambridge.org](mailto:usreprints@cambridge.org)

## COMMERCIAL ARTICLE REPRINTS

Hard Copy Reprints

Bulk reprints are an effective tool to communicate the latest research to your target audience at exhibitions, conferences, and through direct mailing. Our reprint services include:

- color journal cover
- bundling of articles into custom collections
- standard delivery worldwide within 3 weeks of order
- rush orders delivered within 7 working days

Company branding, disclaimers, etc. may be added, subject to editorial approval.

## EPRINTS

To allow unique access via a wide range of devices, an ePrint, which is either an encrypted link to an article or a downloadable PDF of the article, can be:

- placed on your website
- included in your company e-newsletter
- created on USB drives
- used in email campaigns
- created on CDs

A variety of customization options are available subject to editorial approval, including addition of company branding, disclaimers or audio/video files.

For further information, or to request a quote, please contact:

Journal Reprints Department

Cambridge University Press

One Liberty Plaza

Floor 20

New York, NY 10006

Email: [USReprints@cambridge.org](mailto:USReprints@cambridge.org)

## NET ADVERTISING RATES

	1x	3x	6x	12x
<b>B&amp;W rates</b>				
1 Page	\$1,725	\$1,645	\$1,555	\$1,475
1/2 Page	\$1,050	\$1,000	\$ 940	\$ 895
1/4 Page	\$ 695	\$ 660	\$ 620	\$ 590
<b>2-Color rates</b>				
1 Page	\$2,080	\$1,980	\$1,875	\$1,780
1/2 Page	\$1,435	\$1,365	\$1,300	\$1,235
1/4 Page	\$ 940	\$ 895	\$ 850	\$ 805
<b>4-Color rates</b>				
1 Page	\$2,475	\$2,355	\$2,235	\$2,120
1/2 Page	\$1,740	\$1,650	\$1,565	\$1,480
1/4 Page	\$1,155	\$1,105	\$1,045	\$1,000

## NET CLASSIFIED RATES

	1x	3x	6x	12x
Full Page Employment / Non-Profit Ad rates:				
<b>B&amp;W</b>	\$1,370	\$1,300	\$1,235	\$1,165
<b>2-color</b>	\$1,655	\$1,575	\$1,490	\$1,410
<b>4-color</b>	\$1,945	\$1,845	\$1,750	\$1,660
1/2 Page Employment / Non-Profit Ad rates:				
<b>B&amp;W</b>	\$820	\$795	\$760	\$ 720
<b>2-color</b>	\$1,115	\$1,090	\$1,040	\$980
<b>4-color</b>	\$1,390	\$1,320	\$1,245	\$1,190
1/4 Page Employment / Non-Profit Ad rates:				
<b>B&amp;W</b>	\$560	\$530	\$500	\$480
<b>2-color</b>	\$750	\$720	\$680	\$645
<b>4-color</b>	\$925	\$880	\$835	\$790

**Bleed:** No additional charge

**Matched (PMS) Color:** \$450

**Earned rate:** Earned page rate is determined by the number of insertions per calendar year. Fractional sizes also count towards the frequency rates.

**Payment terms:** All payments are to be made payable to M.J. Mrvica Associates, Inc., in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. *Accounts past due will incur a late charge of 1-1/2% per month.* The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

**Short rates:** Advertisers will be short-rated if, within one calendar year from the date of the first insertion, they do not use the space upon which their billings have been based.

## INSERTS

Number of pages of insert times the earned B&W rate

## COVER & PREFERRED POSITION RATES (non-cancellable):

Second Cover	35% over earned B&W rates
Third Cover	15% over earned B&W rates
Fourth Cover	50% over earned B&W rates
Other Specified Positions	10% over earned B&W rates

**Outserts:** Please consult with M. J. Mrvica Associates for pricing and availability.

## CIRCULATION

Total average circulation: 18,000

Controlled circulation includes all members of the Microscopy Society of America

and qualified microscopists worldwide. Circulation verification: Sworn statement

## MECHANICAL REQUIREMENTS

Ad Sizes (inches/mm)	Width	Depth
Covers and		
Full page bleed	8-5/8" (219 mm)	x 11-1/4" (286 mm)
Full Page Non-Bleed	7-1/2" (191 mm)	x 10" (254 mm)
1/2 Page Vertical	3-1/2" (89 mm)	x 9-11/32" (237 mm)
1/2 Page Horizontal	7-1/4" (184 mm)	x 4-3/4" (121 mm)
1/4 Page	3-1/2" (89 mm)	x 4-1/2" (114 mm)

Trim size: 8-3/8" x 11" (213 mm x 279 mm). Keep live matter at least 3/16" (5 mm) from top, bottom, and side trim.

**Paper stock:**

**Inside pages:** 60# #2 gloss text enamel

**Cover stock:** 80# #2 gloss text enamel

**Type of binding:** Saddle Stitch

**Halftone:** 300-1200 dpi **Linetype:** 1200 dpi **Printing process:**

Litho

## PRODUCTION REQUIREMENTS

Recommended submission format: High-res PDFs with embedded fonts, plus supporting files and fonts. Windows or Mac files in PSD, TIF, or EPS format. CMYK only: NOT RGB. All PDFs should be text-selectable. Ad creation available through *Microscopy Today* at an hourly rate of \$50.00 with a 1.5 hour minimum.

Contact Gennifer Levey at [glevey@meridianartproduction.com](mailto:glevey@meridianartproduction.com)

## INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded.

Sample of insert must be submitted to advertising manager for approval.

Carton packing preferred, quantity, publication, and date should be clearly indicated.

**Two-page insert:** 8-1/2" x 11"

**Four-page insert:** 17" x 11-1/4" (before folding)

Keep live matter 1/4" from trim.

**Stock weight:** Maximum 80 lb. coated

**Quantity:** Amount from "total circulation" plus 10%. It is recommended that the advertiser contact M. J. Mrvica Associates, however, in case an issue has a larger print run.

## ADDITIONAL OPPORTUNITIES

### Combination Buy

A combination buy with *Microscopy and Microanalysis* will offer advertisers frequency discounts. Contact Kelly Miller (kmiller@mrvica.com) for details.

### Promotional in "Industry News" or "Product News"

Free on a space-available basis with a maximum of 75 words. Submission should include a photo of product. Contact the Editor-in-Chief, Charles Lyman: charles.lyman@lehigh.edu

## CLOSING DATES

Issue	Reserve Space	Materials	Inserts
January	November 2	November 16	November 30
March	January 4	January 18	February 1
May	March 1	March 15	March 29
July	May 3	May 17	May 31
September	July 5	July 19	July 26
November	September 6	September 13	September 20
M&M Meeting Guide	May 3	May 16	May 24

Cancellations are not accepted after the closing date for materials.

### LATE MATERIALS SUBMISSIONS WILL NOT BE ACCEPTED

If an advertiser fails to provide new artwork for a particular issue by the materials closing date deadline, then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

**Acceptance Policy:** The Publisher reserves the right to review and reject any advertising it deems inappropriate for this magazine.

## MEETINGS FOR 2019 BONUS EXPOSURE\*

Issue	Meeting	Date
January	Biophysical Society	March 2-6
January	American Physical Society	March 4-8
March	Materials Research Society Spring	April 22-26
July	Microscopy & Microanalysis	August 4-8
July	Annual Conference on Applications of X-ray Analysis - The Denver X-ray Conference	August 5-9
September	Biomedical Engineering Society	October 16-19
November	Materials Research Society Fall	December 1-6

\*Free copies available at the Cambridge University Press exhibit booth and/or in bins in the registration area.

## PUBLICATION CALENDAR

<i>Microscopy Today</i>	Issue focus	Other features
January	—	M&M meeting preview
March	Microanalysis issue	
May	—	M&M Pre-Meeting Guide
July	Light Microscopy issue	M&M Meeting Guide
September	—	<i>Microscopy Today</i> Innovation Awards M&M Save the Date card
November	Scanning Probe Microscopy issue	Call for Papers issue Call for Papers Brochure Call for Papers Poster

## SUBSCRIPTION INFORMATION

- Free to members of the Microscopy Society of America worldwide
- North America: Free to addresses in USA, Canada, and Mexico
- Rest of World: \$60.00 per print subscription (see website).

Note: Microscopists outside North America should consider joining the Microscopy Society of America to obtain special rates on periodicals.



## OFFICIAL M&M MEETING GUIDE

### Microscopy & Microanalysis – 2019 ANNUAL MEETING OF MSA and MAS.

The M&M will be held August 4-8, 2019, in Portland, OR. This will be a combined meeting of the Microscopy Society of America and the Microanalysis Society.

**SPECIAL NOTE:** Once again in 2019, advertisers can take advantage of the greater circulation and opportunities afforded by the *Official M&M Meeting Guide*.

The *Official M&M Meeting Guide* is concise, easy to carry, and will be mass-dispatched to over 18,000 subscribers with the July *Microscopy Today* issue weeks before the M&M Meeting. The *Official M&M Meeting Guide* includes all of the essential M&M Meeting details:

- Essential meeting information
- Week-at-a-Glance listing of all symposia and events
- Listing of all exhibiting companies
- Fold-out map of the exhibition floor with booths identified

**SPECIAL NOTE:** Advertising rates (4-Color ONLY) in the *Official M&M Meeting Guide* will be the same as those of *Microscopy Today*. This, and the *M&M OnSite Program Guide* distributed at the meeting, are the only official M&M meeting publications. For details: call Kelly Miller at 856.768.9360 or kmiller@mrvica.com

ITEM	MATERIALS CLOSING DATE	CONTACT
Advertising including Vendor Directory Listing	May 16, 2019	Kelly Miller kmiller@mrvica.com

If an advertiser fails to provide new artwork by the materials closing date deadline, then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space. Cancellations are not accepted after the closing date.

### Official M&M Meeting Guide

Cover 2: 35% premium in addition to earned B&W rate  
Cover 3: 20% premium in addition to earned B&W rate\*  
Cover 4: 50% premium in addition to earned B&W rate\*

\*Cover 3 and Cover 4: spots are competitive. These 2 premium positions will face one another and are open on a first come, first served basis; competitive advertisers may be adjacent to one another. Advertisers must acknowledge this when buying the space.

**Outserts:** Please consult M. J. Mrvica Associates for pricing and availability: Kelly Miller; kmiller@mrvica.com

## CIRCULATION

*Official M&M Meeting Guide:* 18,000 subscribers with the July *Microscopy Today* issue.

## CONTACTS

**Advertising Sales:** Contracts, insertion orders, and all artwork should be sent to:

Kelly Miller, M. J. Mrvica Associates, Inc.  
2 West Taunton Ave., Berlin, NJ 08009  
Tel: 856-768-9360 • Fax: 856-753-0064  
E-mail: kmiller@mrvica.com

## 2019 BUYERS' GUIDE



### Types of listings:

<b>Company Profile</b>	C-Cam Technologies Company Profile Phone number Company URL	Full page profile (see sample at right) plus benefits of one major listing
<b>Major Listing</b>	Acme Scientific, Inc. Phone number Company URL	Listed in Company Index plus major listing entry in Microscopy Product Vendors with logo and photo plus catalog URL (linked in digital edition)
<b>Minor Listing</b>	My Company Instruments Company URL	Company URL in Product and Services Index under five keywords

### Rates:

**Company profile:**  
**\$1575**

**Major Listing:**  
**\$735, additional product: \$210**

**Minor listing:**  
**FREE (first 5), additional listings: \$20 each**

### PRODUCT AND SERVICES INDEX - sample

<b>Accessories (miscellaneous)</b>	Nanolane 33-2-43-54-09-00 www.nano-lane.com
Chroma Technology Corp. 800-824-7662 www.chroma.com	Nanonics Imaging, Ltd. 1-866-220-6828 www.nanonics.co.il
Microscopy Innovation, LLC 888-302-3925 www.microscopyinnovations.com	Nanoscience Instruments 480-940-3940 www.nanoscience.com
Protochips, Inc. 919-341-2612 www.protochips.com	Nea Spec GmbH 49-176-2320-3996 www.neaspec.com
QImaging 604-530-5800 www.qimaging.com	Park Systems, Inc. 408-986-1110 www.parkAFM.com
Ted Pella, Inc. 800-237-3526 www.tedpella.com	Quantom Design, Inc. 858-481-4400 www.qdusa.com
TEMWindows.com (SimPore, Inc.) 888-323-6266 www.temwindows.com	WITec Instruments Corp. 865-984-4445 www.witec.de
<b>AFM/SPM Accessories</b>	<b>Auger Microscopes</b>
Ted Pella, Inc. 800-237-3526 www.tedpella.com	JEOL USA, Inc. 978-535-5900

### Company Profile

sample



### Major Listing

sample

### Acme Scientific, Inc.

Distributor for Advanced Microscopy Techniques  
Tel: +44 (0)1359 244 870  
email: gary@deben.co.uk • www.deben.co.uk

# ACME Scientific



**AMT16000 Digital TEM camera**  
APPLICATIONS: Virology, Tomography  
FEATURES: • 16 megapixel • 4872x3248 pixels • Live imaging to 10fps, Film replacement • Easy to use

Catalog URL, if available, will go here

### Minor Listing

**FREE listings in up to 5 indexing categories.**  
**Additional listings available: \$20 each**

Please choose from the 'Product Category Keywords' listed on the Buyers' Guide Rates and Instructions document.

My Company Instruments	www.mci.com
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### CLOSING DATE: December 17, 2018

If an advertiser fails to provide new artwork for a particular issue by the materials closing date deadline, then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

Cancellations are not accepted after the closing date.

Free listings will be automatically renewed each year unless written notification of changes or cancellation is submitted by advertiser.

### HOW TO RESERVE YOUR LISTING

Contact Kelly Miller at 856.768.9360; Email: kmiller@mrsvca.com for details.

### Microscopy Today (MTO) now on CORE!

Our partnership with Cambridge University Press has already provided unprecedented access to Microscopy Today (MTO). Now, with their proprietary online platform, Cambridge Core, relevant books and journals content has been brought together on one site for the first time, offering visitors myriad opportunities to view your banner advertisement. Its responsive design automatically configures to handheld devices, making sure your message remains unchanged.

### Bonus of ~2,000 institutions

Most of Core's visitors are a direct result of Cambridge's robust consortia program which provides access to hundreds of thousands of tech savvy end-users who log-on each day to access research from Cambridge's roster of journals that includes, Microscopy Today (MTO). Online advertising expands the reach of your message and is a cost effective complement to print advertising.

# ONLINE BANNER ADVERTISING

## www.cambridge.org/MTO

The screenshot shows the Cambridge Core website interface for Microscopy Today. At the top, there's a navigation bar with 'Cambridge Core' and a search bar. Below that, there are links for 'Subjects', 'What we publish', 'Services', and 'About Cambridge Core'. The main content area features the 'Microscopy TODAY' logo and a search bar for 'Search Microscopy Today content'. There are social media icons for LinkedIn, Facebook, and Twitter, and an 'Information' button. A navigation menu includes 'Journal home', 'Latest issue', 'All issues', 'Most cited', 'Most read', and 'How to search within a specific issue'. The featured article section displays the journal cover, ISSN (1551-9295 Print, 2150-3583 Online), Editor (Charles E. Lyman), and a description of the journal. Below the article are three advertisement spots: 'Microscopy Magazine View', 'Microscopy For a gratis subscription click here', and 'Microscopy Buyer's Guide'. The 'Recently published content...' section shows two articles: 'Dear Abbe' and 'Industry News'. To the right of the screenshot, three advertisement positions are listed, each for \$300/month.

Position #1  
300 pixels x 250 pixels  
**\$300/month**

Position #2  
300 pixels x 250 pixels  
**\$300/month**

Position #3  
300 pixels x 250 pixels  
**\$300/month**

Ads may appear in rotation with up to two other advertisers in the same position.

### DEADLINES:

**We will accept new materials for upload only until the 25th of the month prior to flight date. Ads will not be changed or added mid-month.**

Advertising Representative:  
Kelly Miller  
Tel: 856.768.9360  
Email: kmiller@mrvc.com

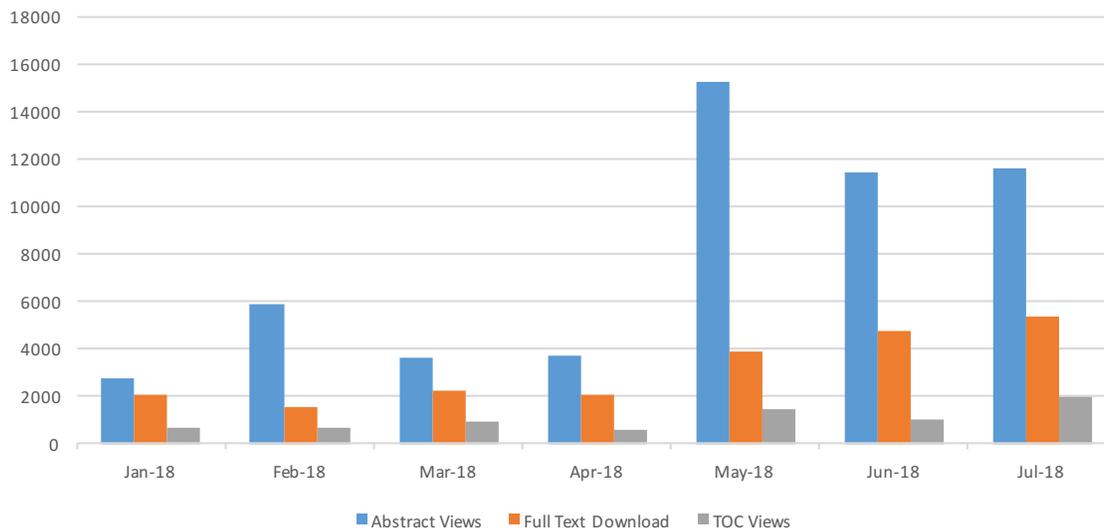
### SPECIFICATIONS & DEADLINES

- Banners to be supplied as GIF files (animated or static)
- NO FLASH files.
- Maximum file size of 50kb.
- Provide URL to link banner. Date banner to be uploaded, duration of banner, and email address or contact details for sending clickthrough updates.
- Positioning of banner ads is first-come, first-served.

# Core Usage

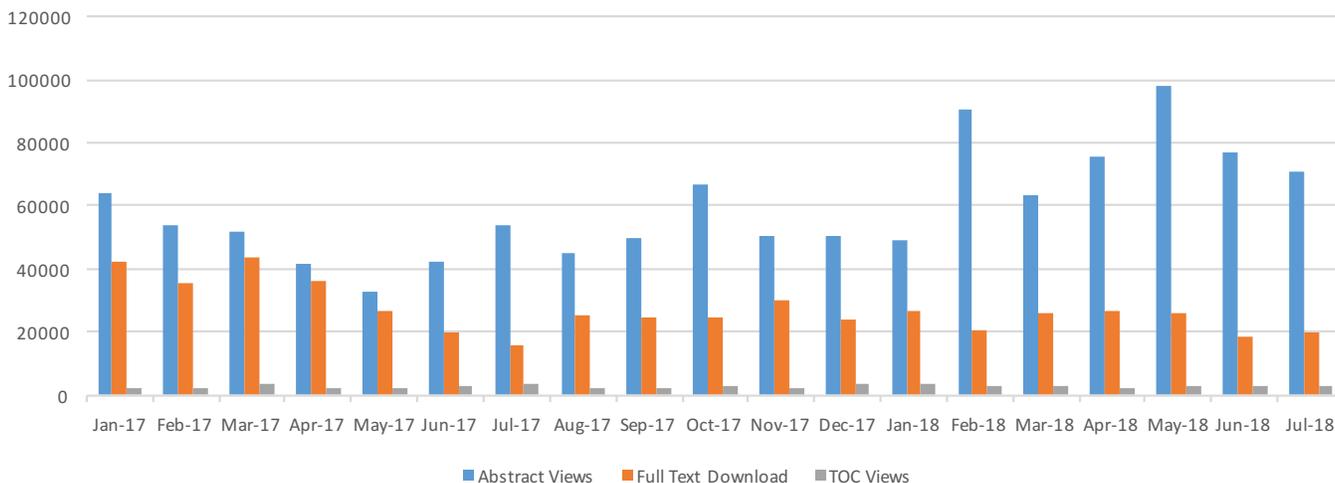
## Microscopy TODAY

JAN 2018 - JULY 2018



## Microscopy AND Microanalysis

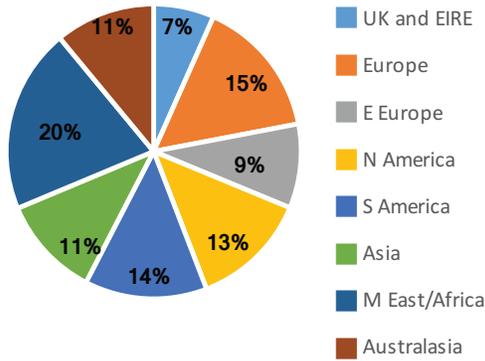
JAN 2017 - JULY 2018



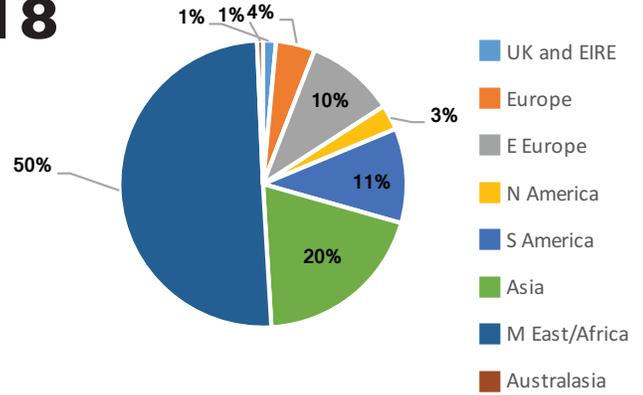
# Core Circulation

## Microscopy TODAY

Geographical comparison of Consortia Subscribers  
**2018**

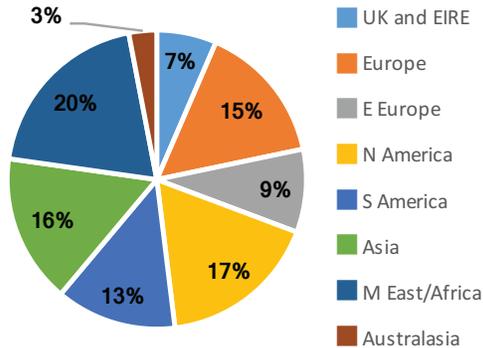


Geographical comparison of Traditional Subscribers  
**2018**

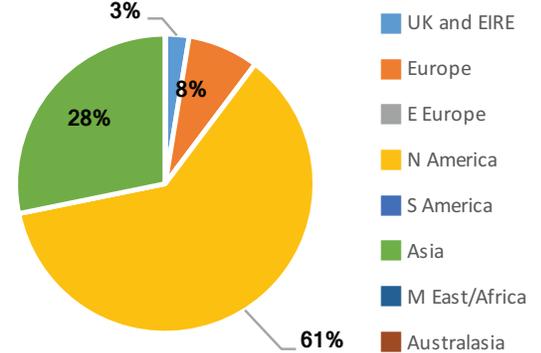


## Microscopy AND Microanalysis

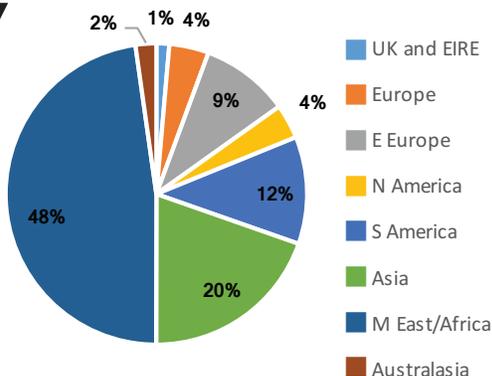
Geographical comparison of Consortia Subscribers  
**2018**



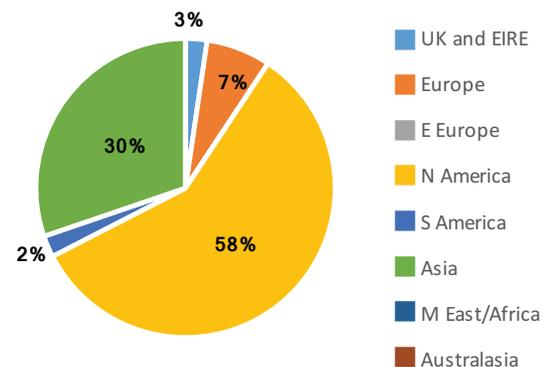
Geographical comparison of Traditional Subscribers  
**2018**



Geographical comparison of Consortia Subscribers  
**2017**



Geographical comparison of Traditional Subscribers  
**2017**



## Microscopy AND Microanalysis

### Microscopy and Microanalysis (MAM) now on CORE!

Our partnership with Cambridge University Press has already provided unprecedented access to Microscopy and Microanalysis (MAM). Now, with their proprietary online platform, Cambridge Core, relevant books and journals content has been brought together on one site for the first time, offering visitors myriad opportunities to view your banner advertisement. Its responsive design automatically configures to handheld devices, making sure your message remains unchanged.

### Bonus of ~2,000 institutions

Most of Core's visitors are a direct result of Cambridge's robust consortia program which provides access to hundreds of thousands of tech savvy end-users who log-on each day to access research from Cambridge's roster of journals that includes, Microscopy and Microanalysis (MAM).

Online advertising expands the reach of your message and is a cost effective complement to print advertising.

## Online Promotional Opportunities

# ONLINE BANNER ADVERTISING [www.cambridge.org/MAM](http://www.cambridge.org/MAM)

Position #1  
300 pixels x 250 pixels  
**\$300/month**

Position #2  
300 pixels x 250 pixels  
**\$300/month**

Position #3  
300 pixels x 250 pixels  
**\$300/month**

Ads may appear in rotation with up to two other advertisers in the same position.

### DEADLINES:

**We will accept new materials for upload only until the 25th of the month prior to flight date. Ads will not be changed or added mid-month.**

Advertising Representative:  
Kelly Miller  
Tel: 856.768.9360  
Email: kmiller@mrvica.com

### SPECIFICATIONS & DEADLINES

- Banners to be supplied as GIF files (animated or static)
- NO FLASH files.
- Maximum file size of 50kb.
- Provide URL to link banner. Date banner to be uploaded, duration of banner, and email address or contact details for sending clickthrough updates.
- Positioning of banner ads is first-come, first-served.

# Microscopy AND Microanalysis

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## EDITOR-IN-CHIEF

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## PRINT & DIGITAL MARKETING SPECIALIST

Kelly Miller  
Kmillier@mrvica.com

## GENERAL INFORMATION

Frequency: Bimonthly  
(February, April, June, August, October, December)

Established: 1995

Editorial: *Microscopy and Microanalysis* publishes the latest scientific information devoted to microscopy, imaging, and microanalysis. Of interest are novel techniques or results obtained using new approaches in microscopy, which is understood as any technique that allows the examination of small structures. Articles also include work describing the development of techniques that allow improved imaging and microanalysis. The instrumentation that permits such imaging can be classic, lensed instruments, or scanned probe instruments, where no lenses are required.

Developments in electron microscopy, light microscopy, nearfield optical microscopy, X-ray microscopy, Lorentz microscopy, and compositional mapping are also of interest. The journal accepts high quality papers, reviews, and letters to the editor. It also includes book reviews.

Organizational journal of the following societies: Microscopy Society of America, Microanalysis Society, Microscopical Society of Canada, Mexican Microscopy Society, Brazilian Society for Microscopy and Microanalysis, Venezuelan Society of Electron Microscopy, Australian Microscopy and Microanalysis Society, and the Portuguese Society for Microscopy.

Societies affiliated with the journal: Royal Microscopical Society, German Society for Electron Microscopy, Belgian Society for Microscopy, Microscopy Society of Southern Africa, and the Electron Microscopy Society India

Acceptance Policy: All papers are peer reviewed, and the Publisher reserves the right to review and reject any advertising it deems as inappropriate for this journal.

# Microscopy AND Microanalysis

## NET ADVERTISING RATES

	1x	3x	6x	12x	18x	24x
<b>B&amp;W rates</b>						
1 Page	\$1,435	\$1,325	\$1,085	\$990	\$935	\$890
1/2 Page Horizontal	\$970	\$885	\$725	\$655	\$625	\$590
<b>2-Color rates</b>						
1 Page	\$1,740	\$1,595	\$1,305	\$1,190	\$1,135	\$1,075
1/2 Page Horizontal	\$1,165	\$1,060	\$875	\$815	\$780	\$740
<b>4-Color rates</b>						
1 Page	\$2,105	\$1,920	\$1,590	\$1,450	\$1,385	\$1,310
1/2 Page Horizontal	\$1,395	\$1,290	\$1,045	\$960	\$905	\$860

Bleed: No charge

**Combination Buy:** A combination buy with Microscopy Today will offer advertisers frequency discounts. Contact Kelly Miller (kmiller@mrvica.com) for details.

**Earned rate:** Earned page rate is determined by the number of insertions per calendar year. Fractional sizes also count towards the frequency rates.

**Payment terms:** All payments are to be made payable to M.J. Mrvica Associates, Inc., in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. Accounts past due will incur a late charge of 1-1/2% per month. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

**Short rates:** Advertisers will be short-rated if, within one calendar year, they do not use the space upon which their billings have been based.

**Typesetting charges:** Half page: \$70; Full page: \$90

## INSERTS

2-Page Insert:	2X B&W earned rate
4-Page Insert:	4X B&W earned rate
Larger units:	Number of pages of insert times the earned B&W rate

## COVER & PREFERRED POSITION RATES

(non-cancellable – premium over earned B&W page rate):

Second Cover	35% over earned B&W rates
Third Cover	15% over earned B&W rates
Fourth Cover	50% over earned B&W rates
Other Specified Positions	10% over earned B&W rates

Please consult with Kelly Miller, kmiller@mrvica.com for pricing and availability.

## CIRCULATION

Total average circulation: 2,500  
 Circulation includes all members of the Microscopy Society of America  
 Paid subscriptions: 100%  
 Circulation verification: Sworn statement

## MECHANICAL REQUIREMENTS

Ad Sizes (inches/mm)	Width	Depth
Full Page Non-Bleed	7-1/2" (191 mm)	x 10" (254mm)
Full Page with Bleed	8-5/8" (219 mm)	x 11-1/4" (286 mm)
1/2 Page Horizontal	7-1/4" (183 mm)	x 4-3/4" (120mm)

Trim size: 8-1/4" x 11" Bleed: 1/8" on all four sides.

Keep live matter at least 1/4" from top, bottom and side trim.

On 2-page spread 1/8" along the outside and 1/4" in the gutter will trim off.

Paper stock:

Inside pages: 60# enamel stock

Cover stock: 80# coated two sides

Type of binding: Perfect

Halftone: up to 175

## PRODUCTION REQUIREMENTS

Advertisements will only be accepted in high resolution PDF file format.

For color ads: Recommended submission format: High-res PDFs with embedded fonts, plus supporting files and fonts. Windows or Mac files in PSD, TIF, or EPS format. Images saved with OPI cannot be accepted. CMYK only; NOT RGB.

For B&W ads: A high-resolution PDF with a minimum of 600 dpi.

## CLOSING DATES

Issue	Reserve Space	Materials	Inserts
February	Dec. 3	Dec. 14	Dec. 20
April	Feb. 1	Feb. 15	Feb. 20
June	April 1	April 15	April 19
August	June 3	June 14	June 20
October	Aug. 1	Aug. 15	Aug. 20
December	Oct. 1	Oct. 15	Oct. 21

See Page 5 for the Official M&M Meeting Guide information.

Cancellations are not accepted after the closing date for space reservations.

### LATE MATERIALS SUBMISSIONS WILL NOT BE ACCEPTED

If an advertiser fails to provide new artwork for a particular issue by the printed deadline, then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

# Microscopy AND Microanalysis

## INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding.

Multiple leaf inserts must be furnished folded.

Sample of insert must be submitted to advertising manager for approval.

Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8-1/2" x 11"

Four-page insert: 17" x 11-1/4" (before folding)

Keep live matter 1/4" from trim.

Stock weight: Maximum 80 lb. Coated

Quantity: Amount from "total circulation" plus 10%. It is recommended that the advertiser contact M. J. Mrvica Associates, however, in case an issue has a larger print run.

Closing date: One week beyond the closing date for materials.

## MEETINGS FOR 2019 BONUS EXPOSURE\*

Issue	Meeting	Date
December	Biophysical Society	March 2-6
December	American Physical Society	March 4-8
February	Materials Research Society Spring	April 22-26
June	Microscopy & Microanalysis	August 4-8
June	Annual Conference on Applications of X-ray Analysis – The Denver X-ray Conference	August 5-9
August	Biomedical Engineering Society	October 16-19
September	Materials Research Society Fall	December 1-6

\*Free copies available at the Cambridge University Press exhibit booth and/or in bins in the registration area.

## CONTACTS

Advertising Sales:

Contract, insertion orders, and all artwork should be sent to:

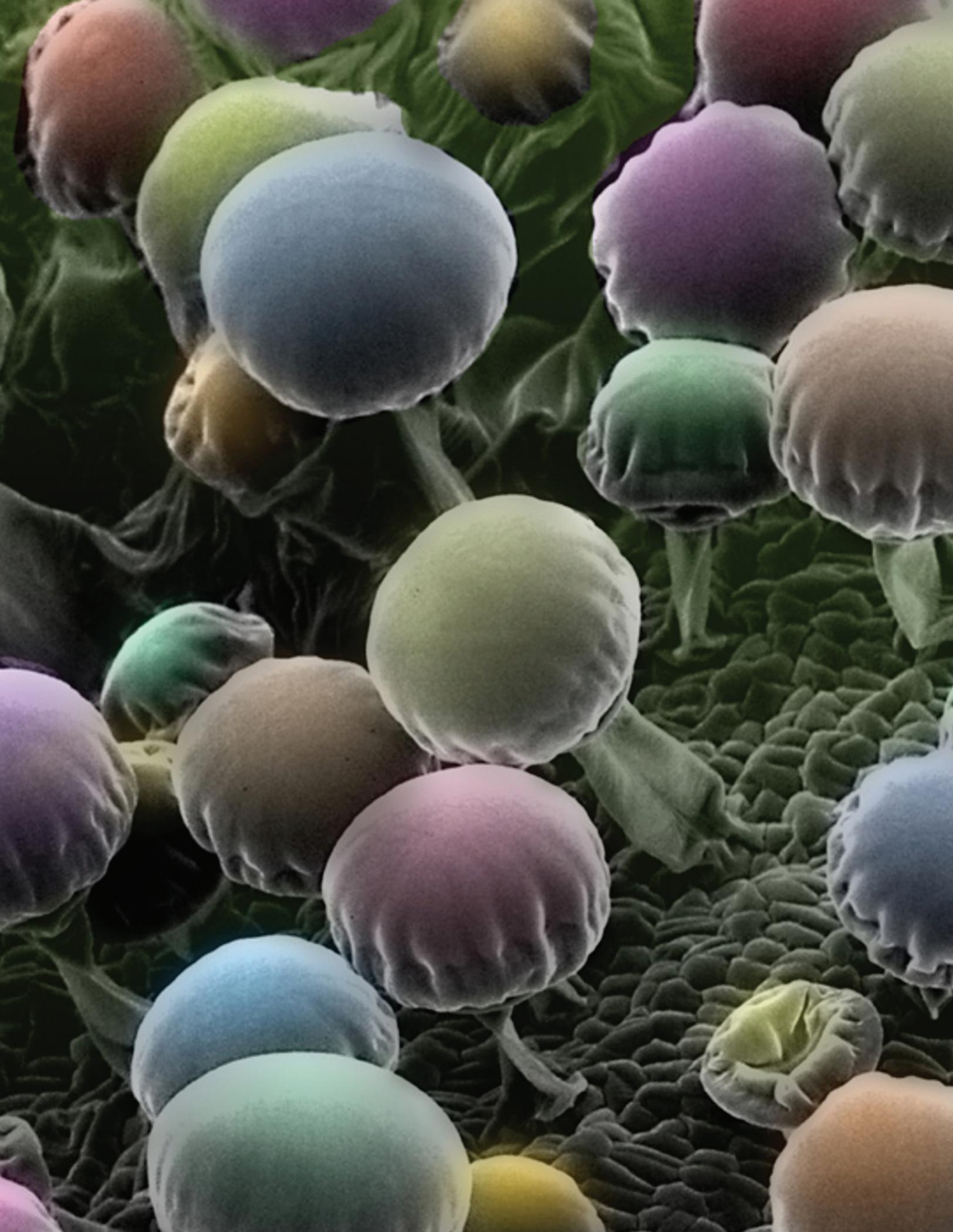
Kelly Miller, M. J. Mrvica Associates, Inc.

2 West Taunton Avenue

Berlin, NJ 08009

Tel: 856-768-9360

Fax: 856-753-0064 • E-mail: [kmiller@mrvica.com](mailto:kmiller@mrvica.com)

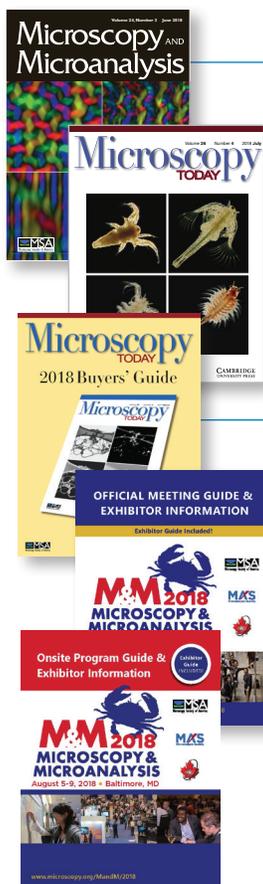




## PUBLICATIONS AT A GLANCE

Advertisers can reach the microscopy and microanalysis audience each month via MSA publications. Additional promotional opportunities are available in the winter and summer.

Our core titles, the peer-reviewed *Microscopy and Microanalysis* and the trade magazine *Microscopy Today*, are published in alternate months (combination buys are available). In addition, MSA publishes the annual *Microscopy Today Buyers' Guide* each winter and the *M&M Meeting Guide* each summer. See details on the preceding pages.



Publication	Frequency	Reserve Space	Circulation
<i>Microscopy and Microanalysis (MAM)</i>	Bimonthly	December 3 February 1 April 1 June 3 August 1	2,500
<i>Microscopy Today (MTO)</i>	Bimonthly	November 2 January 4 March 1 May 3 July 5 September 6	18,000
<i>Microscopy Today Buyers' Guide</i>	Winter 2019	December 17, 2018	18,000 (packaged with MTO), plus a further 2,500 at annual M&M meeting
<i>Official M&amp;M Meeting Guide</i>	Summer 2019	May 16	18,000 (packaged with July MTO) just weeks in advance of M&M 2019
<i>M&amp;M OnSite Program Guide</i>	2019 M&M Annual Meeting	June 28	2,500 attendees onsite at M&M 2019. *Only the companies that advertise in the M&M Meeting Guide can qualify to run an ad in the M&M OnSite Program Guide

## Who reads *Microscopy Today*?

Discipline	Percentage	Job title	Percentage	Type of Work	Percentage
Life Sciences	43%	Researcher/Scientist	29%	Research/R&D	53%
Materials Science & Nanotechnology	43%	Lab Manager/Supervisor/Dept. Head	21%	Analytical Service Lab	11%
Other	14%	Professor/Educator	16%	Teaching	10%
		Technician/Technologist	10%	Failure Analysis	7%
		Engineer	6%		
		Corporate Manager	3%		
		Consultant	2%		
		Other	4%		
		Medical/Clinical	5%		
		Production Support	2%		
		Quality Assurance	2%		
		Other	10%		
Light Microscopes used by	100%	Multiphoton Techniques used by	27%		
Scanning Probe Microscopists					
AFM used by	89%	NSOM/SNOM used by	9%		
STM used by	25%	Hi-Vacuum SPM used by	7%		
Scanning Electron Microscopists					
W-gun SEM used by	54%	FE-gun SEM used by	46%		
Transmission Electron Microscopists					
W-gun TEM used by	63%	FE-gun TEM used by	37%		

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