

Powder Diffraction

An International Journal of Materials Characterization

Media Information
in Print and Digital

2021

cambridge.org/pdj



ICDD[®]
INTERNATIONAL CENTRE FOR DIFFRACTION DATA



CAMBRIDGE
UNIVERSITY PRESS

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Editorial Coverage

Powder Diffraction (PDJ) is an international journal published quarterly (four issues and one supplement) by the International Centre for Diffraction Data (ICDD). *Powder Diffraction (PDJ)* is a journal dedicated to publishing articles of materials characterization employing X-ray powder diffraction and related techniques. **Powder Diffraction Journal is now Open Access – Hybrid**

Powder Diffraction (PDJ) articles cover a wide range of applications, from crystal structure determination of polycrystalline materials to epitaxial growth of thin films to advances in application software and hardware, the journal offers a diverse selection of practical applications.

The editorial focus is of practical applications of powder diffraction methods analysis, standard reference materials, search/match methods utilizing powder data coupled with computer procedures, the indexing of powder data, and structure solutions from powders. Also included are book reviews, meeting announcements, and coverage of new instrumentation and accessories for use in X-ray powder diffraction.

Special Supplements

Powder Diffraction (PDJ) includes a supplement issue each year with papers chosen from a recent conference/workshop. The supplement issues not only represent the commitment to bring the very best in materials characterization and techniques, but also emphasize the international scope of *Powder Diffraction (PDJ)*.

Powder Diffraction

Total Circulation: 8,050

*Includes Institutions with Consortia Access

Conference Distribution

Copies of *Powder Diffraction (PDJ)* are sent to the following conferences*:

- Denver X-Ray Conference (DXC)
- Spring and Fall Materials Research Society Meetings (MRS)
- Microscopy & Microanalysis Annual Conference (M&M)
- American Physical Society (APS) March Meeting (APS)
- American Physical Society (APS) April Meeting (APS)
- European Mineralogical Conference (EMC)
- European Microscopy Congress (EMS)
- American Institute of Chemical Engineers (AIChE)

* Copies to be distributed at physical conferences, promoted digitally during virtual conferences.

Increased Subscriber Services

ICDD, in collaboration with the Denver X-ray Conference Organizing Committee, has increased services for the subscribers of *Powder Diffraction (PDJ)* and authors of *Advances in X-ray Analysis*. *Powder Diffraction (PDJ)* institutional subscribers who receive either print or joint print/online versions will receive the latest volume of *Advances in X-ray Analysis*. This effectively doubles the number of articles annually available to *Powder Diffraction (PDJ)* subscribers.

Dynamic Edition

Powder Diffraction can optionally be viewed in a dynamic magazine format called Magazine View. Magazine View presents the journal to the user as though they were reading the paper copy.

Additional benefits for Magazine View:

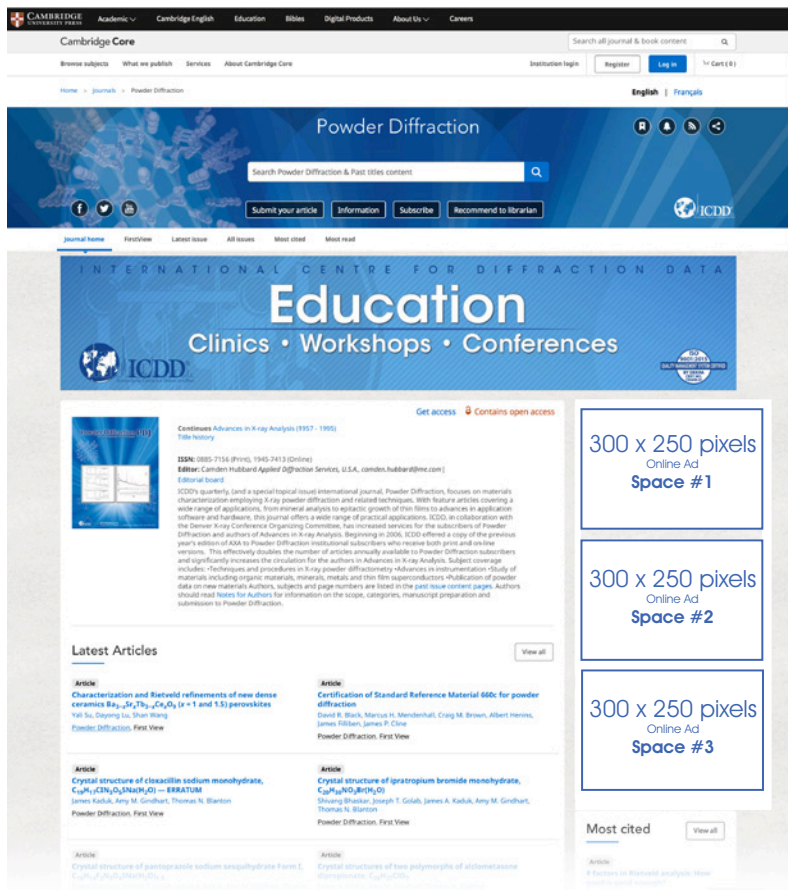
- Users can select to view the complete list of advertisers within the publication. They can click the advertiser's name on the page to go directly to the magazine ad. Advertisements in Magazine View support live links that click through to the advertiser's website.
- Users can easily view past issues by clicking on the desired cover thumbnail.
- Magazine View provides detailed viewing statistics that expand beyond click through rates.

Online Advertising

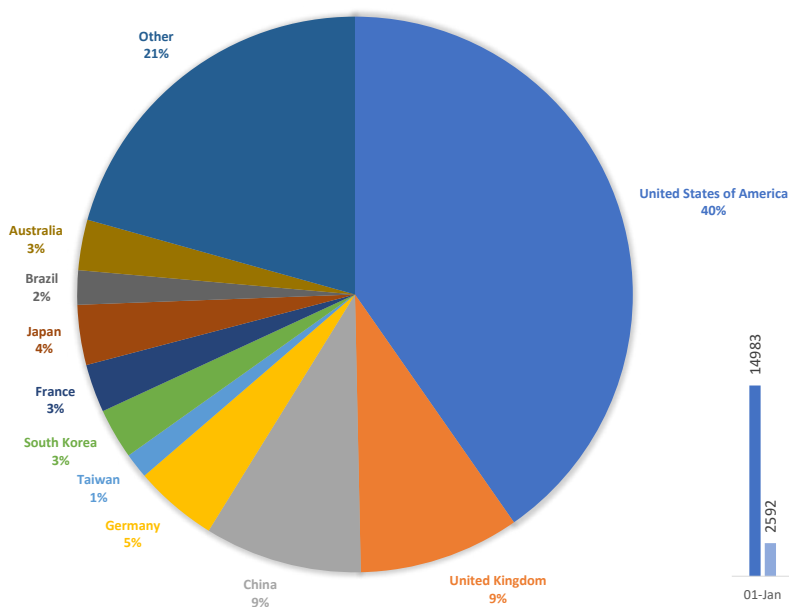
Our partnership with Cambridge University Press has already provided unprecedented access to *Powder Diffraction (PDJ)*. Now, with their proprietary online platform, **Cambridge Core**, relevant books and journals content has been brought together on one site for the first time, offering visitors myriad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

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, *Powder Diffraction (PDJ)*.

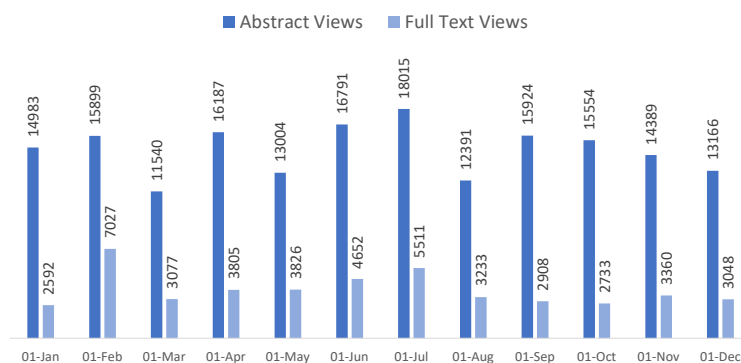
Online advertising expands the reach of your message and is a cost effective complement to print advertising. Please contact **Stephanie Kogel at M.J. Mrvica Associates** (skogel@mrvica.com or mjmrvica@mrvica.com) for more information on how advertising in *Powder Diffraction (PDJ)*, both in print and online, can expand your audience and help drive sales.



VIEWS BY COUNTRY (TOP 10)



USAGE (BY MONTH)



Advertising Rates

Effective 1 January 2021

Print

Black/White Rates	1x	2x	4x
Full Page	\$1,640	\$1,520	\$1,430
Half Page	\$1,140	\$1,060	\$980
Quarter Page	\$860	\$800	\$760

Four Color Rates	1x	2x	4x
Full Page	\$2,940	\$2,820	\$2,720
Half Page	\$2,430	\$2,360	\$2,280
Quarter Page	\$2,160	\$2,090	\$2,060

Special Positions	1x	2x	4x
Covers Earned	\$3,820	\$3,660	\$3,540

Online

Online Rates per Quarter

1 Quarter	\$1,210
2 Quarters	\$1,150
3 Quarters	\$1,120
4 Quarters	\$1,060

Online Rates per Month

1 Month	\$425
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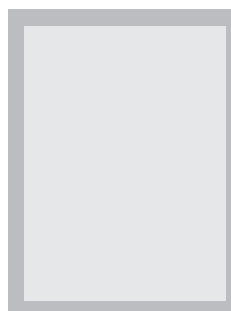
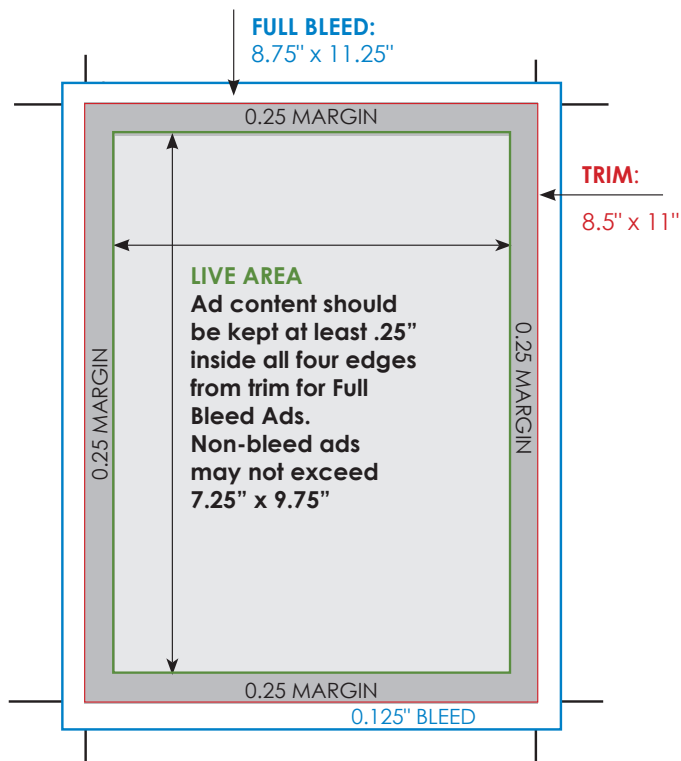
Ad Specifications

Unit Size	Width	Depth	Unit Size	Width	Depth
Full Page	7.25"	9.75"	Bleed Size		
Half Page (Horizontal)	7.25"	4.75"	Full Page Bleed	8.75"	11.25"
Half Page (Vertical)	3.5 "	9.75 "	Trim Size	8.5"	11"

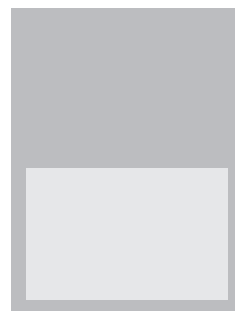
This includes .125" trim from all sides.

Ad content should be kept at least .25" inside all four edges from trim for Full Bleed Ads.

Non-Bleed Ads may not exceed 7.25 x 9.75



FULL PAGE
7.25" x 9.75"



HALF PAGE HORIZONTAL
7.25" x 4.75"



HALF PAGE VERTICAL
3.5" x 9.75"

Copy Requirements

- *Powder Diffraction (PDJ)* production is 100% digital
- High resolution PDF files with images at 300 dpi are required
- All fonts must be embedded
- All black type must be 100% black
- Ads must be built out of cmyk
- Only PDF and TIFF files can be received
- Microsoft Word or WordPerfect files are not acceptable

Please send them by email to Stephanie Kogel at skogel@mrvica.com or mjmrvica@mrvica.com. Files larger than 10 MB must be sent via FTP. For instructions on FTP or for further assistance, please contact Stephanie Kogel at skogel@mrvica.com or mjmrvica@mrvica.com.

Online Ad Requirements

- Online ad files should be sized 300 x 250 pixels (w x h)
- Files accepted: .gif or .jpeg
- An URL must be provided with the file.
- Can accept files with multiple frames as long as the file size does not exceed 50 KB in hard drive space
- Email to Stephanie Kogel at **M.J. Mrvica Associates** (skogel@mrvica.com or mjmrvica@mrvica.com)

Issuance and Closing Dates

Issue	Space Deadline	Copy Deadline
March	January 15	January 22
June	April 16	April 23
September	July 16	July 23
December	October 15	October 22

Cancellations are not accepted after space deadline.

General Policy

All advertising is subject to approval. The publisher (ICDD) reserves the right to reject any advertising which is not in keeping with the publications' standards.

Advertisers and advertising agencies assume liability for all content (including text, representations, illustrations, sketches, maps, tables, trademarks or other copyrighted matter) of advertisements published, and also assume responsibility for any claims arising therefrom made against the publishers. The publishers' liability for any error will not exceed the charge for the advertisement in question.

Mailing Instructions

All contracts, orders, and artwork should be sent to:

M. J. Mrvica Associates

Attn: Stephanie Kogel

2 West Taunton Avenue

Berlin, NJ 08009

Tel: 856-768-9360

Fax: 856-753-0064

skogel@mrvica.com or mjmrvica@mrvica.com

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