



Acoustics Today

Acoustics Today is a quarterly publication from the Acoustical Society of America and combines the importance and value of technical analysis with real-world applications and the community's need for books, standards and instrumentation. With a global audience, *Acoustics Today* penetrates the market for acoustics research, education, and engineering and reaches key buying influencers whose opinions and advice drive decision making for acoustical design, technology and services.

Coverage: Extends from basic research to practical applications and incorporates tutorials on topics such as signal processing, structural acoustics, and sound system design prepare readers for issues and challenges in hearing protection, noise mitigation, communication systems, architectural design, and underwater acoustics

Advertising Options



Print Display Advertising

Place your message within *Acoustics Today*, the high-quality publication that researchers and scientists turn to every month for leading-edge information. Print ads are also visible in the full digital version at <https://acousticstoday.org>.

Circulation: 6,000+ print copies and parallel on-line availability

Includes 5,500 members of the Acoustical Society of America and approximately 600 additional copies to institutions, libraries, commercial companies, and others allied to the field.

2024 Rates – Published 4x Per Year

| Frequency Rate | 1x | 4x |
|------------------|---------|---------|
| Full Page | | |
| 4 Color | \$3,865 | \$3,545 |
| B/W | \$2,675 | \$2,355 |
| 1/2 Page | | |
| 4 Color | \$2,880 | \$2,675 |
| B/W | \$1,690 | \$1,485 |
| 1/4 Page | | |
| 4 Color | \$2,100 | \$1,990 |
| B/W | \$910 | \$800 |
| 1/8 Page | | |
| 4 Color | \$1,650 | \$1,555 |
| B/W | \$460 | \$365 |

Specifications

| Offset | Width | Depth |
|------------------------------------|--------|---------|
| Full Page | 8" | 10-1/2" |
| Trim Size | 8-1/2" | 11" |
| Bleed Size | 8-3/4" | 11-1/4" |
| 1/2 Page, Horizontal | 7-1/2" | 5" |
| 1/2 Page, Vertical | 3-1/2" | 9-1/2" |
| 1/4 Page | 3-1/2" | 4-1/2" |
| Business Directory Ad (1/8) | 3-1/2" | 2" |

Contact

Debbie Bott

Advertising Sales Manager
 dbott@aip.org
 516-576-2430

advertising.aip.org

Advertising Options

Premium Positions

Covers for the *Acoustics Today* are charged at flat rates. Only full page ads are accepted and rates are as follows:

| | Cover 2 | Cover 3 | Cover 4 |
|----------------|---------|---------|---------|
| 4 Color | \$4,390 | \$4,270 | \$4,524 |
| B/W | \$3,210 | \$3,090 | \$3,340 |

Rates are gross and commissionable to recognized ad agencies.

Advertising Deadlines

| Issue | Space Deadline | Ad Material Deadline |
|--------------------|------------------|----------------------|
| Spring 2024 | January 15, 2024 | January 22, 2024 |
| Summer 2024 | April 22, 2024 | April 29, 2024 |
| Fall 2024 | July 29, 2024 | August 5, 2024 |
| Winter 2024 | October 14, 2024 | October 21, 2024 |

Ad File Submission

Acoustics Today production is 100% digital. High resolution PDF files with images at 300 dpi and all fonts embedded are required. All black type must be 100% black and ads must be built out of CMYK.

Send files via email to **AIPadvertising@aip.org**.

Accepted Banner files: GIF, JPEG, HTML Maximum size: 40 KB. Files larger than 10MB must be sent via FTP.

Tracking reports of impressions and click through rates (CTR) available for ASA Meeting banner ads.



Banner Advertising – Journal Title Targeting

Specifications

Leaderboard: 728 pixels x 90 pixels

| 1 Month | 3 Months | 6 Months | 12 Months |
|---------|----------|----------|-----------|
| \$777 | \$704 | \$620 | \$546 |

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