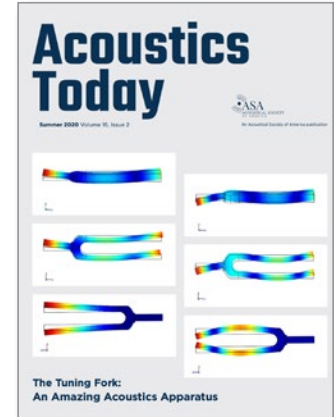




Acoustics Today

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: 6,800 print copies and parallel on-line availability

Includes 5,775 members of the Acoustical Society of America and approximately 775 additional copies to institutions, libraries, commercial companies, and others allied to the field.

2021 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 Us

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advertising.aip.org



acousticstoday.org

Advertising Options

Premium Positions

Covers for *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 2020	January 15, 2021	January 22, 2021
Summer 2020	April 30, 2021	May 7, 2021
Fall 2020	July 30, 2021	August 6, 2021
Winter 2020	October 15, 2021	October 22, 2021

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.

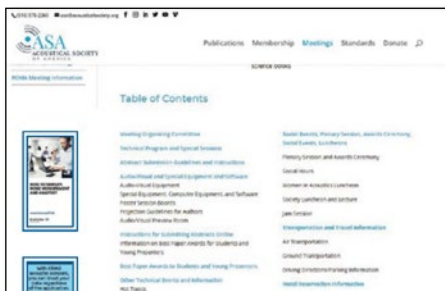


ASA Semi Annual Meeting Banner Ads

Advertising on the annual meeting website provides you with the opportunity to reach conference attendees and exhibitors leading up to and throughout the conference.

Rate
\$484 / 3 months

Specifications
Skyscraper: 120 pixels x 240 pixels



8,500
unique users per month

26,500
page views per month

<https://acousticalsociety.org/asa-meetings/>

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