

2024 Media Kit – Advertising Rate Card

Rate Cards Effective: January 2023

Applied Spectroscopy

Applied Spectroscopy 2024 Closing Dates

Month	Ad Material Deadline
January	November 15, 2023
February	December 15, 2023
March	January 15, 2024
April	February 15, 2024
May	March 15, 2024
June	April 15, 2024
July	May 15, 2024
August	June 15, 2024
September	July 15, 2024
October	August 15, 2024
November	September 15, 2024
December	October 15, 2024

Display Advertising Rates (Color)

	1x	3x	6x	12x
Full Page	\$1600	\$1500	\$1400	\$1300
2/3 Page	\$1115	\$1055	\$1030	\$960
1/2 Page	\$920	\$870	\$850	\$795
1/3 Page	\$730	\$680	\$655	\$625
1/4 Page	\$515	\$490	\$470	\$450
1/6 Page	\$430	\$410	\$390	\$375

Back Cover	\$2500
Inside Front Cover	\$1500
Inside Back Cover	\$1300
Page 1	\$1300

Ad Sizes

Size	Non-Bleed	Bleed	Size	Non-Bleed
Full Page	7" x 10"	8 3/4" x 11 1/4"	1/3 Page H	4 1/2" x 4 7/8"
2/3 Page	4 1/2" x 10"		1/3 Page V	2 1/8" x 10"
1/2 Page H	7" x 5"		1/4 Page	3 1/2" x 4 7/8"
1/2 Page V	3 1/2" x 10"		1/6 Page	2 1/8" x 4 7/8"

Trim Size

Final trim size of publication is 8 1/2" x 11"
Live matter should be 1/2" from trim

Format

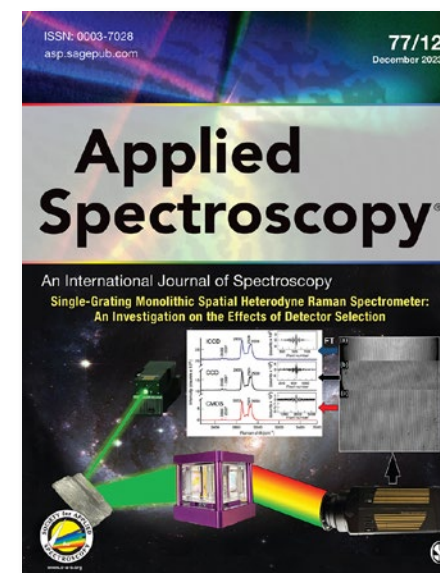
PDF files: 300 DPI, CMYK color mode
Supply a destination URL to link ad to.

Applied Spectroscopy Advertising

Ed MacMillan

Cell: 785-424-3808

sasadsales@s-a-s.org



Terms and Conditions: Applied Spectroscopy assumes no financial responsibility for any error or omission occurring in the publication of an ad if the electronic file does not meet the above standards and/or a press proof is not supplied to the ad manager. All claims for errors in ads must be made in writing and received within 10 days of the invoice date and will be considered only for the first insertion of the ad containing the error. An error which does not materially affect the value or content of an ad will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved proof, or a proof was not supplied.

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Applied Spectroscopy Practica

Practica 2024 Closing Dates (Quarterly)

Month	Ad Material Deadline
March	March 1, 2024
June	June 1, 2024
September	September 1, 2024
December	December 1, 2024

Advertising Rates

Full Page	\$1500
Sponsorship Page (Left of Cover - 550 x 480 px)	\$1875
Premium Position 1 (1st Spread)	\$1700
Premium Position 2 (2nd and 3rd Spread)	\$1600
Add On: Skyscraper, Banner	
Add On: Embedded Video	
Add On: Tool Bar Logo	

Ad Sizes

Size	Dimensions
Full Page	8 1/2" x 11"
Banner (Top/Bottom)	468 x 60 px
Skyscraper (Left/Right)	120 x 600 px
Tool Bar Logo	88 x 31 px
Video	Approx. 500 px wide

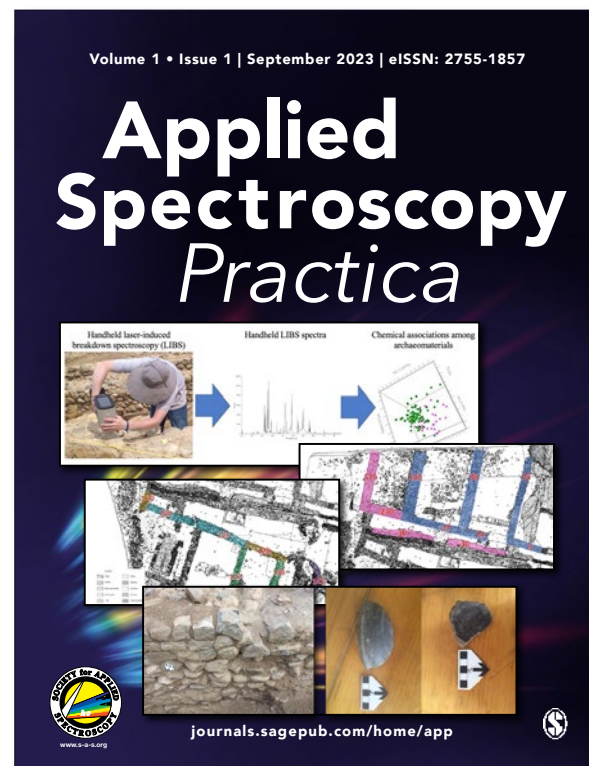
Format

Full Page Ads – 150 DPI, RGB color mode, .PDF

Banners, Logos, Skyscrapers – .PNG or .JPG, 72 DPI

Videos – YouTube or Vimeo Link, or .mov, .flv, or .avi video file

NOTE: Supply a destination URL to link ad to. If a company submits an article that is peer review approved, ad placement can be at the end of the article, subject to the editor's discretion.



Applied Spectroscopy Practica Advertising

Ed MacMillan

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DIGITAL MARKETING OPPORTUNITIES

SAS eNews 2024 Closing Dates (Monthly)

Promote your company, products, or services each month to our Society Membership Newsletter

SAS eNewsletter and TOC eNewsletter 2024 Production Material Deadline


Month	Ad Material Deadline
January	December 20, 2023
February	January 20, 2024
March	February 20, 2024
April	March 20, 2024
May	April 20, 2024
June	May 20, 2024
July	June 20, 2024
August	July 20, 2024
September	August 20, 2024
October	September 20, 2024
November	October 20, 2024
December	November 20, 2024

SAS Journal Banner Advertising Specifications and Rates

Society for Applied Spectroscopy Website

Top	468 x 60 Pixels	\$750
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SAS eNewsletter



Recapping the Highlights and Memorable Moments of SciX 2023

As I am writing this, it's hard to believe that SciX was happening a month ago, but time flies after conferences! On behalf of the current Newsletter committee, I am happy to help recap the meeting for our readership one last time as a guest contributor. Gathering for the first time in Sparks, Nevada, at the Nugget Casino Resort was a unique experience—especially having gotten used to our previous Reno, Nevada, venue since 2008. Readers may remember we were supposed to be at the Nugget for SciX 2020 but could not do so related to the COVID-19 restrictions when the meeting went virtual. For those who missed out on going to SciX this year, many events transpired for the Society, but it was a fruitful and informative meeting as usual. We hope that those who missed this year's meeting will work towards seeing if they can join Society members and others at SciX 2024 in Raleigh, North Carolina, or the 2024 Spring SciX meeting at the University of Strathclyde, Scotland. [Click for more info.](#)

Thank You for Supporting the SAS Early Career Interest Group (ECIG) at SciX 2023!

The SAS Early Career Interest Group would like to say a big "Thank You!" to everyone who supported our events at SciX 2023. We especially want to thank everyone who made our special session possible, which was titled "Showcasing Career Paths in the Spectroscopic Sciences". Lastly, we wish to acknowledge our speakers for their insightful talks: Andrea Locke (Vanderbilt University), Cerys Mitchell (Carsense Limited), Steven Asiala (University of Notre Dame), and Amandine Calvet (Boehringer Ingelheim Pharma GmbH and Co.). [Click for more info.](#)

Congratulations to All SAS Award Recipients!

As we conclude 2023 SciX content, it is fitting to once again congratulate the recipients of the SAS awards that were presented during the awards ceremony. [Click for more info.](#)

Farewell Thoughts from SAS Executive Director Bonnie Saylor

I want to thank the SAS Membership, Governing Board, and Executive Committee for allowing me the privilege of serving you for over 27 years. It has been quite a ride and one I am truly sad is ending. I was so young when I joined SAS back in 1996 and in that time I have learned so much and grown in my abilities and confidence. During this time, I raised a family (both my own flesh and blood as well as a SAS family) and made some amazing friendships along the way that will continue far into the future. I will be forever grateful for that. [Click for more info.](#)

Start Planning for the International Day of Light 2024!

In 2023, The Cincinnati Tri-State section hosted a very successful day of Demos at the Cincinnati Museum Center for the International Day of Light. In each demo we aim to tie the fun back to applied spectroscopy and real-world questions. To help you plan your own great event, over the next several months, we will share our demos with you. [Click for more info.](#)

SAS TOC eNewsletter



Submitted Manuscripts

Overcoming the Contact Problem in Quantitative Attenuated Total Reflection Spectroscopy Analysis of Flat Samples
Luis G. Vieira



Mid-Infrared Variable Selection for Soil Organic Matter Fractions Based on Soil Model Systems and Permutation Importance Algorithm
Branislav Jović, Marko Panić, Aleksandra Pavlović, Branko Kordić, Vladimir Čirić

Polymer Characterization of Submerged Plastic Litter from Lake Tahoe, United States
Julia Davidson, Monica M. Arienzo, Zoe Harrold, Colin West, Erick R. Bandala, Sadye Eastler, Katie Serft

Plasma Parameters During Nanoparticle-Enhanced Laser-Induced Breakdown Spectroscopy (NELIBS) in the Presence of Nanoparticle-Protein Conjugates
Marcella Dall'Aglio, Antonia Mallardi, Rosalba Gaudiuso, Alessandro De Giacomo

In-Field Implementation of Near-Infrared Quantitative Methods for Analysis of Medicines in Tropical Environments
Christelle Ange Waffo Tchounga, Roland Djarg'eing'a Marini, Emmanuel Nnanga Nga, Patient Ciza Hamuli, Rose Ngono Mballa, Philippe Hubert, Eric Ziemons, Pierre-Yves Sacré

Infrared Reflection Absorption Spectroscopy (IRRAS) of Water-Soluble Surfactants: Is It Surface-Specific?
Alexandra M. Deal