



Media Kit

Integrated Advertising Solutions



2021

**Advertising and
Sponsorship Opportunities**

*Serving electrochemical and
solid state science and technology,
and allied subjects.*

The Electrochemical Society

65 South Main Street, Building D
Pennington, New Jersey 08534-2839, USA
tel 609.737.1902 • fax 609.737.2743
Contact: sponsorship@electrochem.org

www.electrochem.org

Digital Advertising Opportunities

What you'll find inside our Media Kit

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ECS is the trusted steward of the science

Home to over 8,000 members, ECS engages with over 35,000 electrochemists, chemical engineers, and solid state scientists. The ECS community is students, teachers, and industry leaders in over 70 countries. Since inception in 1902, ECS has disseminated peer-reviewed scientific research.

ECS successfully bridges the gap between the corporate, academic, and government sectors by supporting the participation of scientists from around the world, and promoting innovation in scientific thought through the journals and organizing technical meetings.

Our Impact, by the Numbers

ECS Blog <small>(sessions per month)</small> 14,197	2020 ECS meetings <small>(average meeting abstract submissions)</small> 3,425	ECS Career Center job views <small>(clicks/month)</small> 11,285	Institutional member representatives 288	Facebook reach <small>(average/week)</small> 1,051	Digital Library <small>(page views per month of all ECS content)</small> 371,368
ECS members 8,046	Interface recipients <small>(subscribers per issue)</small> 5,000+	ECS eNews <small>(online newsletter subscribers)</small> 37,502	Institutional members 40	Twitter <small>(followers)</small> 2,927	
LinkedIn (followers) 6,608			Electrochem.org <small>(sessions/month)</small> 219,220	ECS homepage <small>(sessions/month)</small> 20,000+	

(As of December 2020)

Digital Advertising Opportunities

Journal Advertising Options

www.ecsdl.org

IOP Publishing partners with The Electrochemical Society

The Electrochemical Society (ECS) is proud to partner with IOP Publishing in the publication of the *Journal of the Electrochemical Society* and the *ECS Journal of Solid State Science and Technology*, and hosting *ECS Transactions*, *ECS Meeting Abstracts*, *Interface* as well as the hosting of the archives for ECS's retired publications—*ECS Electrochemistry Letters*, *ECS Solid State Letters*, *Electrochemical and Solid-State Letters*, and *ECS Proceedings Volumes*.

Reach a global audience of researchers by creating an advertising campaign running across our digital journal platform.

The screenshot shows the article page for "Effect of Salt Concentration on Poly (Acrylic Acid) Hydrogel Electrolytes and their Applications in Supercapacitor". Several advertising options are highlighted:

- Tile Ad:** 180 x 150 pixels. A red circle highlights a "Redox Flow Battery" ad.
- Horizontal Banner Ad:** 468 x 60. A red circle highlights a banner for "STATE-OF-THE-ART FUEL CELL TEST SYSTEMS", "MARKET LEADER scribner", and "REDOX FLOW ELECTROLYZER ZView SOFTWARE".

Journal of the Electrochemical Society (JES)

JES is the flagship journal of The Electrochemical Society. Published continuously from 1902 to the present, JES is one of the most highly cited journals in electrochemistry and solid state science and technology.

- **Impact Factor: 3.721**
- **Monthly page views: 65,900**



ECS Journal of Solid State Science and Technology (JSS)

JSS is a peer-reviewed journal covering fundamental and applied areas of solid state science and technology, including experimental and theoretical aspects of the chemistry and physics of materials and devices.

- **Impact Factor: 2.142**
- **Monthly page views: 7,350**

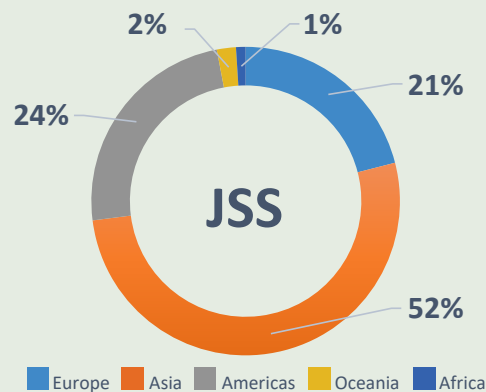
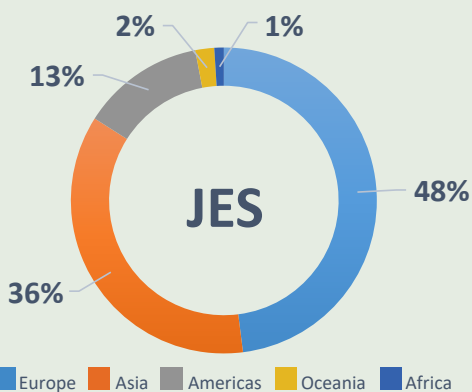


Pricing

Please contact IOP Publishing for pricing and more information.

Email: tom.houlden@ioppublishing.org

Geographic breakdown of readers:



Digital Advertising Opportunities



ECS Homepage 47,391 sessions/month

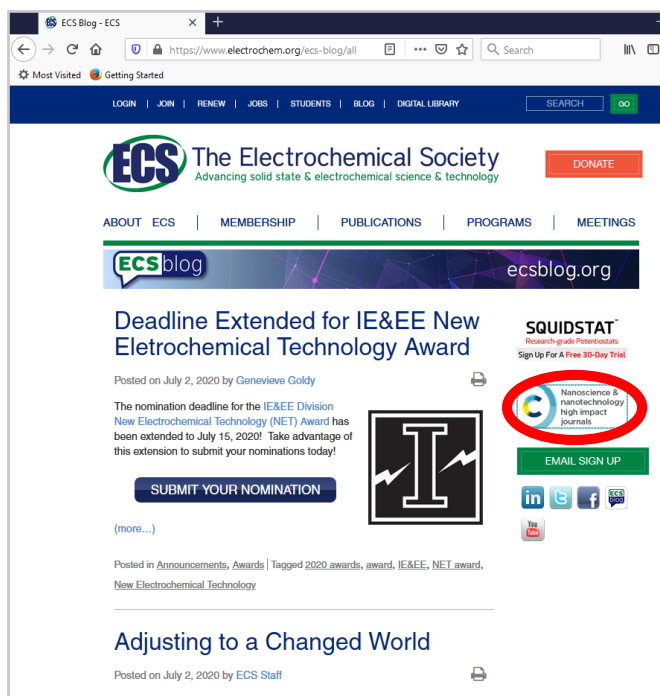


Banner: 720 x 492 pixels

ECS homepage ad rates *(displayed above the fold)*

1 month	\$3,200
3 months	\$6,300
6 months	\$9,500
12 months	\$17,000

- Ad placement: banner ad, run of site.
- If multiple sponsors, ads rotate evenly. No more than three ads run during any one time period.
- Acceptable files: PSD, JPEG, TIFF, GIF, or PNG.



ECS Blog 12,200 sessions/month



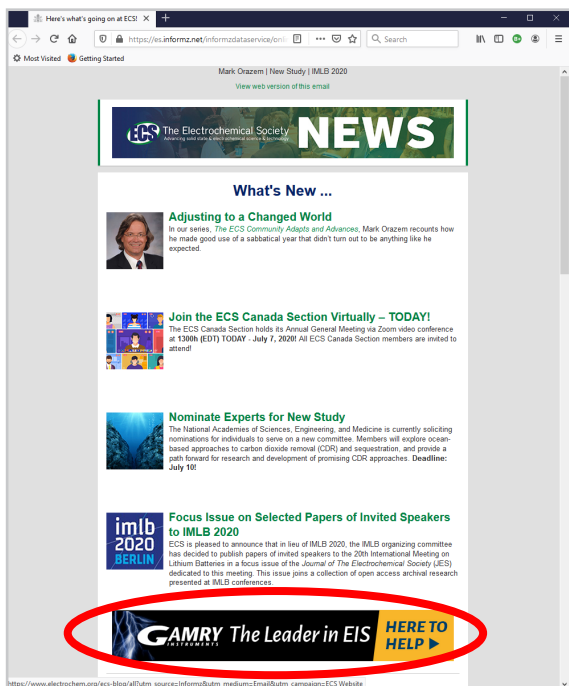
Banner: 200 x 80 pixels

ECS Blog ad rates *(displayed on main page and ALL individual posts)*

1 month	\$3,200
3 months	\$6,300
6 months	\$9,500
12 months	\$17,000

- Ad placement: banner ad, run of site.
- If multiple sponsors, ads rotate evenly. No more than three ads run during any one time period.
- Acceptable files: PSD, JPEG, TIFF, GIF, or PNG.

Digital Advertising Opportunities



ECS Weekly Newsletter

Delivered to over 34,500 inboxes and growing!

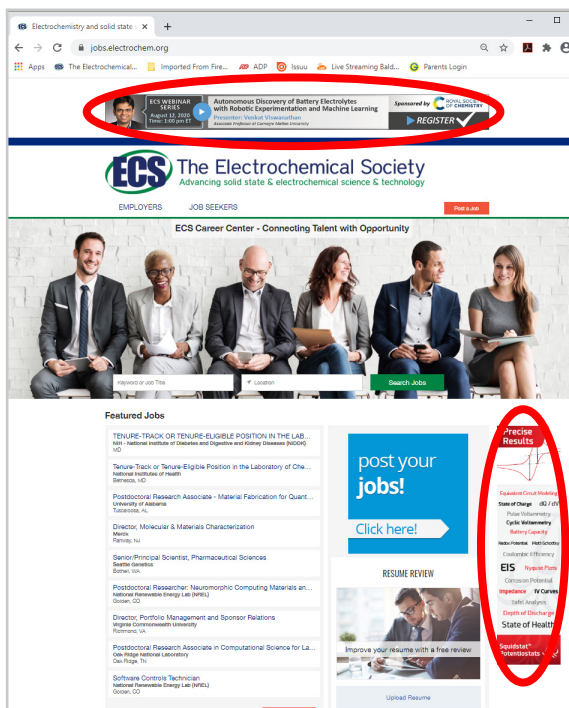
Rectangular banner: 600 x 90 pixels



ECS Newsletter ad rates

6 Newsletters	\$1,273
12 Newsletters	\$2,009
18 Newsletters	\$2,652
24 Newsletters	\$3,183
Newsletter Sponsor (52 newsletters)	\$13,390

- Ad placement: horizontal ads inline with the content.
- Limit two ads/issue. A third may be added if the newsletter is sponsored. First come, first served.
- Newsletter sponsor: Your linked logo and the phrase "E-news sponsored by" at the top of the page. Plus, horizontal ad within the content.
- Acceptable files: PSD, JPEG, TIFF, GIF, or PNG.



ECS Career Center

86,864 sessions/month

Horizontal banner: 970 x 90 pixels

Vertical banner: 160 x 600 pixels



ECS Career Center ads (One or two ad placements)

For questions and information on customized packages, please contact
Your Membership Client Services at 860-437-5700
 or email
clientserv@yourmembership.com

Meeting Advertising

Digital advertising is the next step in a successful sales campaigns. The *ECS Digital Exhibitor & Vendor Guide* (DEVguide) provides a strategic showcase for your organization and product(s). The DEVguide brings exhibitors' and sponsors' brand stories to customers at scale, in context, in a real-time, personal format. Digital advertising delivers real-time results and metrics that help marketers make their campaigns more cost-effective—and demonstrate a tangible ROI.



Upcoming Meetings

All ads are full color and must be received by the applicable deadlines:

239th ECS Meeting with the 18th International Meeting on Chemical Sensors (IMCS)
Digital Meeting, May 30-June 3, 2021
▶ Deadline: Friday, April 9, 2021

17th International Symposium on Solid Oxide Fuel Cells (SOFC-XVII)
Digital Meeting, July 18-23, 2021
▶ Deadline: June 11, 2021

240th ECS Meeting
Orlando, FL, October 10-14, 2021
▶ Deadline: Friday, July 30, 2021

Share your message by advertising in the *Digital Exhibitor & Vendor Guide!*

Worried about whether meetings will be live or online? Today's successful sales campaigns include digital advertising. You can be confident with ECS's command of the digital sphere: ECS's all-online PRiME meeting broke participation records. ECS DEVguide:

- Distributed to all live and online audiences in the critical electrochemistry and solid state science market;
- Provides a strategic digital showcase for your organization and product(s);
- Brings brand stories to customers at scale, in context, in a personal format;
- Delivers real time results and metrics to make campaigns cost-effective.

Unacceptable Applications

Microsoft Office:

- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel

Acceptable Applications

- Adobe Illustrator (version 6.0 or higher),
- Adobe Photoshop (version 4.0 or higher), and Adobe PDF.

FORMAT	SIZE (no bleed)		SIZE (bleed)		Pricing
	Width	Height	Width	Height	
Full Page	7"	10"	8 3/8"	11 1/8"	3,500
½ Page	7"	4 7/8"	8 3/8"	5 5/8"	2,500
¼ Page	3 1/2"	5"	N/A	N/A	1,500
Addition of a second full-page ad with video					500

To ensure your ads are reproduced at the highest quality, please send electronic high resolution PDF files (all graphic elements and text at least 300 dpi) with all fonts converted to outline. Video: MP3, MP4 from one to three minutes; or link to a YouTube video.

Average meeting attendees

Spring
2,250

Fall
2,600

METRICS

The DEVguide provides impressions, reads, read time, and clicks. Although DEVguide does not provide in-document link click-through rates (CTR), these are easy to find through Google Analytics or Bit.ly.

To learn more about ECS exhibits and sponsorship, please email sponsorship@electrochem.org.



sponsorship@electrochem.org

Interface Advertising Opportunities

Why Advertise?



Advertise in our quarterly magazine, *Interface*!

This publication is sent to over 6,000 people and viewed through the ECS Digital Library.

In 2019, *Interface* received over 80,000 downloads from the ECS Digital Library—a 30% increase in digital readership from 2018.

Interface editorial calendar and advertising deadlines

Spring 2021

- Special issue: Solid State Aspects of Energy Conversion
Advertising close date: January 25
Advertising copy submission: February 5
Mail/publish date: late March

Summer 2021

- Featuring the ECS Corrosion Division
Advertising close date: April 26
Advertising copy submission: May 7
Mail/publish date: late June

Fall 2021

- Special issue: Recycling
Advertising close date: July 26
Advertising copy submission: August 6
Mail/publish date: late September

Winter 2021

- Featuring the ECS Energy Technology Division
Advertising close date: October 25
Advertising copy submission: November 5
Mail/publish date: late December

Interface advertising opportunities

- Backcover and inside cover ads
- Display ads
- Two-page spreads
- Inserts and fly sheets
- Front cover tip-ons

Have an idea that you do not see or you want listed? Want to package a few opportunities together? Reach out to us today so that we can work together to build a custom opportunity to suit your needs.

Interface Advertising Rates

Interface display advertising and special inserts rates

Format	Frequency		
	1X	2X	4X
Black and white			
Two-page spread (IFC + page 1)	\$4,334	\$3,713	\$ N/A
Two-page spread	2,078	2,041	1,971
Inside front cover	2,652	2,546	N/A
Inside back cover or page 1	2,122	2,095	N/A
Full page	1,383	1,358	1,313
2/3 page	1,206	1,182	1,142
1/2 page	1,029	1,009	977
1/3 page	773	755	731
1/4 page	563	557	549
1/6 page	422	413	400

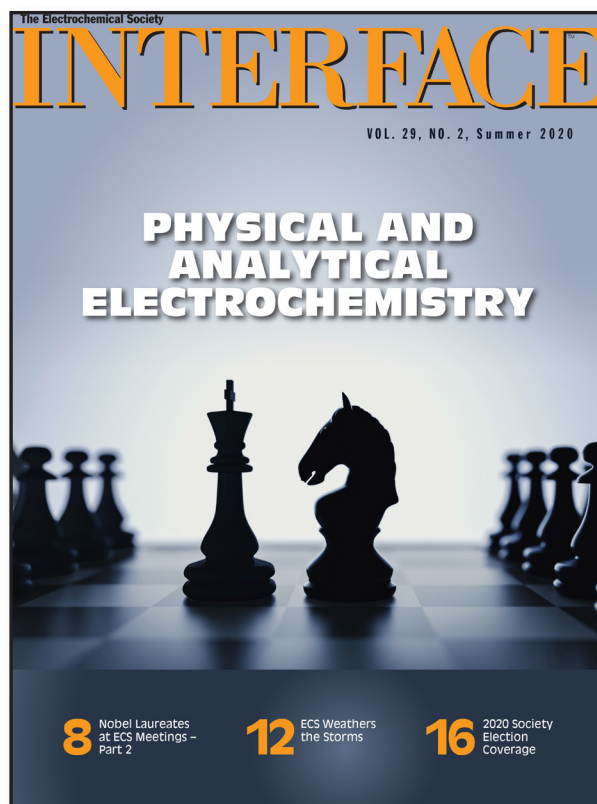
2-Color	Frequency		
	1X	2X	4X
Two-page spread (IFC + page 1)	\$5,305	\$4,774	\$ N/A
Two-page spread	3,213	3,179	3,110
Inside front cover	3,182	3,077	N/A
Inside back cover or page 1	2,652	2,600	N/A
Full page	1,952	1,926	1,880
2/3 page	1,775	1,751	1,714
1/2 page	1,595	1,577	1,544
1/3 page	1,339	1,323	1,301
1/4 page	1,131	1,127	1,116
1/6 page	988	984	967

4-Color	Frequency		
	1X	2X	4X
Two-page spread (IFC + page 1)	\$6,365	\$5,570	\$ N/A
Two-page spread	4,347	4,294	4,247
Back cover	5,305	4,774	N/A
Inside front cover	3,713	3,607	N/A
Inside back cover or page 1	3,183	3,130	N/A
Full page	2,522	2,498	2,449
2/3 page	2,343	2,320	2,381
1/2 page	2,163	2,147	2,115
1/3 page	1,906	1,895	1,868
1/4 page	1,700	1,695	1,687
1/6 page	1,558	1,551	1,534

Interface classified ad rates

1 column x 2"	\$129
1 column x 3"	180
1 column x 4"	232
2 column x 2.5"	283
2 column x 3"	335
2 column x 3.5"	386
2 column x 4"	438
3 column x 3"	489

Special Note: for advertising terms and conditions, including cancellation policies and possible ad surcharges, please see the reverse side of the ECS Advertising Insertion Form.

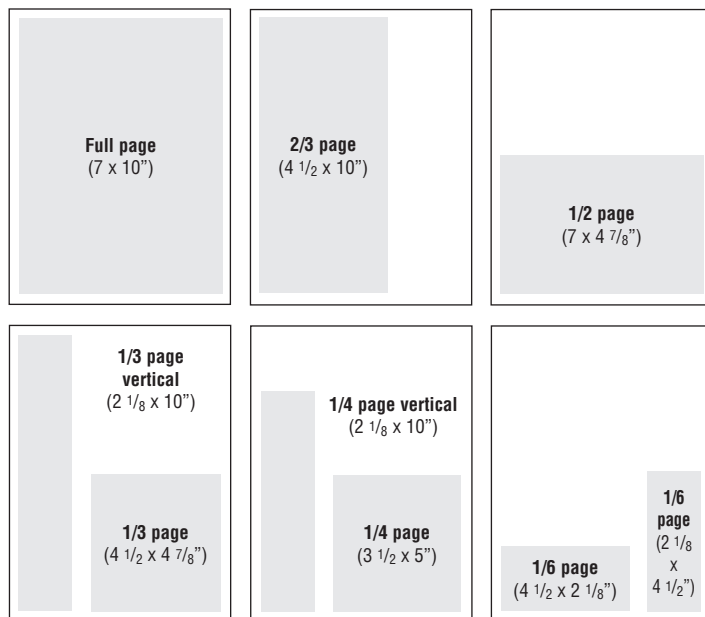


Interface Advertising Specifications

Ad specifications for your designer

Interface display advertising and special inserts specifications*

Space size	Width	Height	BLEED	
			Width	Height
Full page	7"	10"	8 3/8"	11 1/8"
2/3 page	4 1/2"	10"	5 1/4"	11 1/8"
1/2 page	7"	4 7/8"	8 3/8"	5 5/8"
1/3 page	4 1/2"	4 7/8"	N/A	N/A
1/3 page vertical	2 1/8"	10"	N/A	N/A
1/4 page	3 1/2"	5"	N/A	N/A
1/4 page vertical	2 1/8"	7 3/8"	N/A	N/A
1/6 page	4 1/2"	2 1/8"	N/A	N/A
1/6 page	2 1/8"	4 1/2"	N/A	N/A



Trim size: 8 1/8" x 10 7/8"
 Type page: 7 x 10"
 Bleed size: 8 3/8" x 11 1/8"
 Printing process: Web press.
 Width of column: 2 1/8"

Three columns to page
 Height of column: 10"
 Binding methods: perfect bound

Interface classified advertising specifications*

1 column x 2"	2 column x 3"
1 column x 3"	2 column x 3.5"
1 column x 4"	2 column x 4"
2 column x 2.5"	3 column x 3"

*All ads included in online edition.

Ad requirements

Electronic high-resolution PDF files are preferred.

Acceptable applications: Adobe Illustrator (version 6.0 or higher), Adobe Photoshop (version 4.0 or higher), and Adobe PDF.

Unacceptable applications: Microsoft Office: PowerPoint, Microsoft Word, Microsoft Excel.

Supporting files/graphics: Include all supporting files and fonts along with page layout. Acceptable formats: Illustrator and Photoshop. High Resolution TIFF or EPS files must have at least 300 DPI.

Compression: Zip (PC) or any other self-extracting compression software.

Production services: As a service for advertisers who do not have access to advertising design or production capabilities, ECS is making these services available at competitive rates. Please contact us for more information.

Production charges: All ads not meeting the above specifications are subject to production charges for color separations; typesetting; alterations in copy or layout; reproduction from photographs, either halftone, silhouette or drop-out, etc.; and any artwork corrections or for any other special requirement and necessary repairs.

Advertising Insertion Order and Contract (1 of 2 pages)

Thank you for your support!

Advertiser category	Insertion order type	Media placement (check all that apply)		
<input type="checkbox"/> New advertiser <input type="checkbox"/> Existing advertiser <input type="checkbox"/> Sponsor/exhibitor	<input type="checkbox"/> New <input type="checkbox"/> Renewal	<input type="checkbox"/> <i>Interface</i> magazine <input type="checkbox"/> ECS website <input type="checkbox"/> ECS Blog	<input type="checkbox"/> ECS eNews <input type="checkbox"/> ECS Meeting Advertising	<input type="checkbox"/> ECS custom package <input type="checkbox"/> DEVguide

Advertising agency: _____	Advertiser: _____
Media contact: _____	Division: _____
Address: _____	Media contact: _____
City/State: _____	Address: _____
Zip: _____	City/State: _____
Phone: _____	Zip: _____
Fax: _____	Phone: _____
Email: _____	Fax: _____
	Email: _____

Ad type (check all that apply)	Ad title: _____	Subtotal	Total cost
<input type="checkbox"/> <i>Interface</i>	Size: _____ Bleed: _____ Issue/frequency: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS website	Banner type: _____ Frequency: _____ Start date: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS eNews	Banner type: _____ Frequency: _____ Start date: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS Meeting Advertising	Size: _____ Bleed: _____ Issue/frequency: _____	\$ _____	\$ _____
<input type="checkbox"/> ECS Blog, DEVguide, & ECS Custom Package	Please contact sponsorship@electrochem.org	\$ _____	\$ _____

ECS Career Center: Please contact clientserv@yourmembership.com
ECS Digital Library: Please contact tom.houlden@iopublishing.org

Total amount due	\$ _____
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Credit card information	Invoicing information
Name on card: _____	Attention: _____
Billing address: _____	Company: _____
City: _____	Address: _____
State/Province & Zip: _____	City/State: _____
Country: _____	Zip: _____ County: _____
Card holder phone #: _____	Phone: _____
Choose type: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Discover	Fax: _____
Card no. _____	Email: _____
CVV: _____	Expiration date: _____
Signature: _____	Check enclosed \$ _____ (payable to ECS)

Signature: _____	Date: _____
REQUIRED: please review and approve with your signature.	

ECS Advertising Insertion Order and Contract (2 of 2 pages)

ECS Advertising Terms and Conditions

General advertising policies

- All advertisements are subject to ECS approval. ECS reserves the right to reject or cancel any advertisement that does not meet ECS's standards, at any time, and for any reason.
- All advertisements are accepted and published on the representation that the advertiser or agency is properly authorized to publish the entire contents thereof. The advertiser or agency will indemnify and hold harmless The Electrochemical Society against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement including without limitation, claims or suits for libel, violation or right of privacy, copyright infringement, or plagiarism. ECS reserves the right to place the word "advertisement" in advertising which, in the opinion of ECS, resembles editorial.
- In consideration of *Interface* reviewing for acceptance, or acceptance of any advertising for publication, the agency and advertiser agree not to make any promotional reference to the magazine in any way except with the prior written permission of ECS for each such use.
- Advertiser is responsible for submitting materials by the close date.
- Certain ad types, such as cover options and eNews, have limited availability.

Specific to print advertising

- Cancellations: No cancellations accepted after closing date. All cancellations must be made in writing, and are not considered accepted until confirmed in writing by ECS. Cover and special-position advertising are noncancelable.
- Other rate information covers: Cover ads are noncancelable and must be full-page ads. Back cover ads must be four-color process only.
- Bleed or oversize ads: Any advertisement exceeding the line area in any dimension is considered bleed or oversize. Single page bleed, gutter, top, bottom, and trim are subject to a 10% surcharge on rates listed on page 8.

Payment terms

- Agency commission: 15% of gross billing is allowed to recognized agencies on space, color, and position only, if paid within 30 days of invoice date. Commissions not permitted on other charges. Cash discounts not allowed.
- Terms: All bills are due 30 days after the date of billing. Past due invoices subject to 1.5% service charge per month. An attorney fee totaling 15% of the amount due will be added to all accounts referred for collection.

REQUIRED: To acknowledge and accept these terms, please sign and return this with your Advertising Insertion Order on page 10.

Signature: _____ Date: _____

ECS Advertising

65 South Main Street, Building D • Pennington, New Jersey 08534-2839 • USA • tel 609.737.1902 • fax 609.737.2743

Contact: sponsorship@electrochem.org