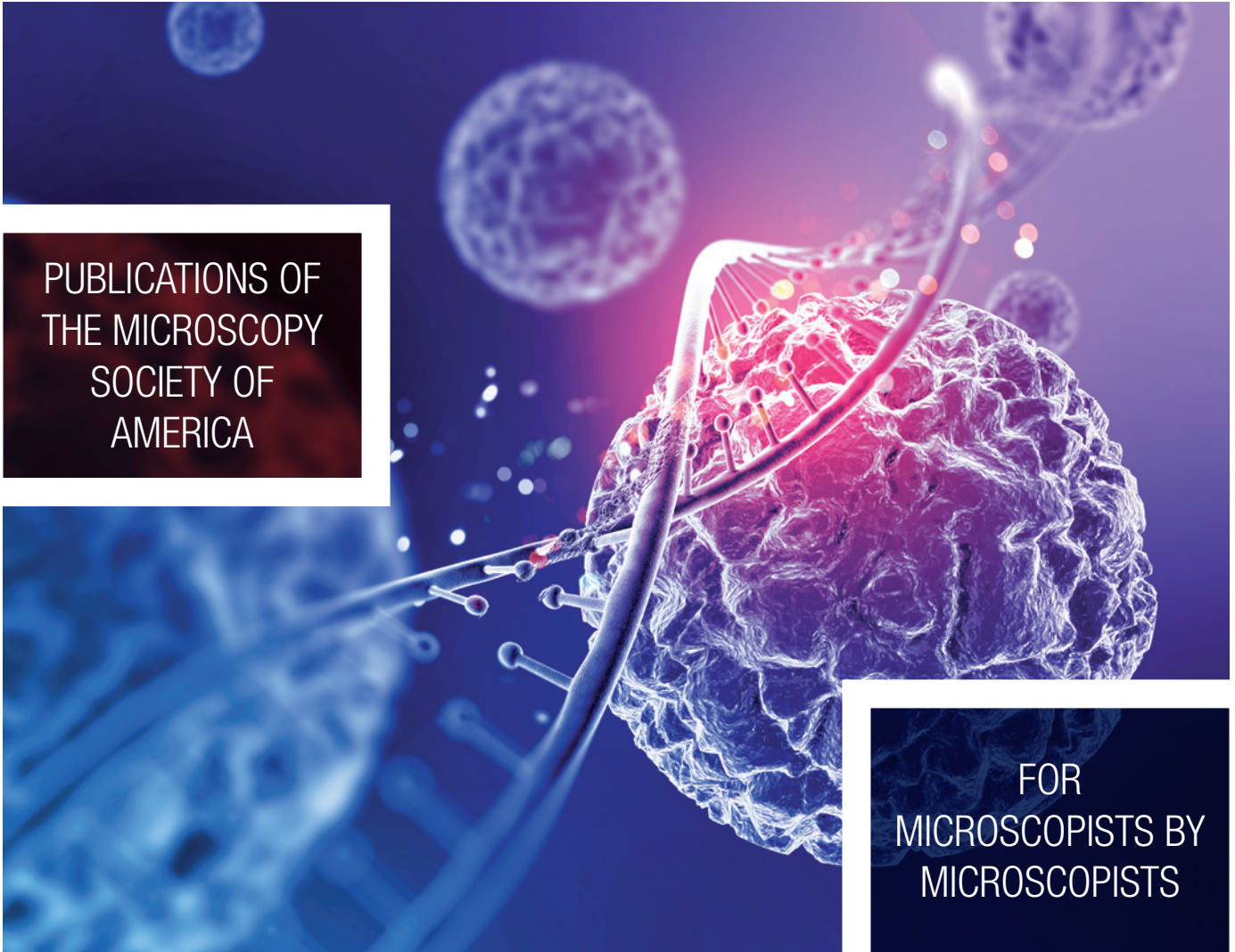


2021

Rates & Data

Microscopy AND
Microanalysis

Microscopy
TODAY



PUBLICATIONS OF
THE MICROSCOPY
SOCIETY OF
AMERICA

FOR
MICROSCOPISTS BY
MICROSCOPISTS



MISSION

The Microscopy Society of America (MSA) is a non-profit organization dedicated to the promotion and advancement of techniques and applications of microscopy and microanalysis in all relevant scientific disciplines.

VISION

The Microscopy Society of America will provide leadership for the discovery and dissemination of information about microscopy and microanalysis, especially in relation to the following multidisciplinary areas:

Latest Developments in Instrumentation

Emerging Trends in Characterization

Discovering the Big World of Micro through Education and Outreach

Uncovering the Inner Secrets of Life and Biological Sciences

Exploring the Physical and Materials Sciences

Resources for NanoScience and NanoTechnology

Esther Bullitt

President

Microscopy Society of America

Microscopy TODAY

EDITOR-IN-CHIEF

Dr. Robert Price

Director, Instrumentation Resource Facility
School of Medicine, Univ South Carolina
Bldg 1 Room B60, 6439 Garner's Ferry Road
Columbia, SC 29208 USA
bob.price@uscmed.sc.edu

PRODUCTION MANAGER

Gennifer Levey glevey@meridianartpro.com

EXECUTIVE EDITOR

Ron Anderson randerson20@tampabay.rr.com

TECHNICAL EDITOR

Phil Oshel oshel1pe@cmich.edu

PRINT & DIGITAL MARKETING SPECIALIST

Kelly Miller kmiller@mrvida.com

SUBSCRIPTION INFORMATION

- Free to members of the Microscopy Society of America worldwide
- North America: Free to addresses in USA, Canada, and Mexico
- Rest of World: Price per print subscription (see website).

Note: Microscopists outside North America should consider joining the Microscopy Society of America to obtain special rates on periodicals.

GENERAL INFORMATION

Frequency: Bimonthly

(January, March, May, July,
September, and November)

Format: Print (primarily
in North America), exact-
replica digital edition online
at www.cambridge.org/mto
(distributed worldwide)

Established: 1992



Editorial: *Microscopy Today*, the official magazine of the Microscopy Society of America (MSA), is produced six times a year alternating with the *Microscopy and Microanalysis (MAM)* journal. Published since 1992, *Microscopy Today (MT)* is a controlled-circulation magazine. Although not a peer-reviewed publication, *MT* has a strong Editorial Board and a high general standard of material. Dr. Robert Price (former Editor-in-Chief of *MAM*, President of MSA and Associate Editor of *MT*) has been Editor-in-Chief of *MT* since January 2020. *MT* magazine attracts authors from many disparate fields in both biological and materials sciences.

CIRCULATION

Total average circulation:

18,000

Controlled circulation includes all members of the Microscopy Society of America and qualified microscopists worldwide.
Circulation verification: Sworn statement

NET ADVERTISING RATES

	1x	3x	6x	12x
4-Color rates				
1 Page	\$2,600	\$2,475	\$2,350	\$2,230
1/2 Page	\$1,830	\$1,735	\$1,645	\$1,555
1/4 Page	\$1,215	\$1,160	\$1,100	\$1,050

NET CLASSIFIED RATES

	1x	3x	6x	12x
Full Page Employment / Non-Profit Ad rates:				
4-color	\$2,045	\$1,940	\$1,840	\$1,745
1/2 Page Employment / Non-Profit Ad rates:				
4-color	\$1,460	\$1,390	\$1,310	\$1,250
1/4 Page Employment / Non-Profit Ad rates:				
4-color	\$970	\$925	\$880	\$830

Bleed: No additional charge

Matched (PMS) Color: \$475

Earned rate: Earned page rate is determined by the number of insertions per calendar year. Fractional sizes also count towards the frequency rates.

Payment terms: All payments are to be made payable to M.J. Mrvica Associates, Inc., in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. Accounts past due will incur a late charge of 1-1/2% per month. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

Short rates: Advertisers will be short-rated if, within one calendar year from the date of the first insertion, they do not use the space upon which their billings have been based.

INSERTS

2 page insert \$4,240

COVER & PREFERRED

POSITION RATES (non-cancellable):

Cover 2 \$2,780
 Cover 3 \$2,470
 Cover 4 \$2,860
 Other Specified Positions \$2,390

Outserts

Please consult with M. J. Mrvica Associates for pricing and availability.

ADDITIONAL OPPORTUNITIES

Combination Buy

A combination buy with *Microscopy and Microanalysis* will offer advertisers frequency discounts. Contact Kelly Miller (kmiller@mrvica.com) for details.

Promotional in "Industry News" or "Product News"

Free on a space-available basis with a maximum of 75 words. Submission should include a photo of product. Contact the Editor-in-Chief, Bob Price: bob.price@uscm.edu

CLOSING DATES

Issue	Focus & Features	Meetings For 2021 Bonus Exposure*	Reserve Space	Materials	Inserts
January	M&M meeting preview	Biophysical Society: February 22-26 American Physical Society: March 15-19	November 2	November 16	November 30
March	Microanalysis issue	Materials Research Society Spring: April 18-23	January 4	January 18	January 29
May	M&M Pre-Meeting Guide M&M Pre-Meeting Guide mails separately from May issue of <i>MT</i>		March 1	March 15	March 29
July	Light Microscopy issue M&M Meeting Guide	Microscopy & Microanalysis: August 1-5 The Denver X-ray Conference: August 2-6	May 3	May 14	May 28
September	Microscopy Today Innovation Awards M&M Save the Date card	Biomedical Engineering Society: October 6-9	July 2	July 16	July 30
November	Scanning Probe Microscopy issue Call for Papers issue Call for Papers Brochure Call for Papers Poster	Materials Research Society Fall: November 28-December 3	September 3	September 10	September 24
M&M Meeting Guide Mails with July <i>MT</i>			April 28	May 5	May 18
M&M Program Guide		Microscopy & Microanalysis: August 1-5	June 10	June 17	June 24

Cancellations are not accepted after the closing date for materials.

*Free copies available at the Cambridge University Press exhibit booth and/or in bins in the registration area of in-person Conferences in 2021.

LATE MATERIALS SUBMISSIONS WILL NOT BE ACCEPTED

If an advertiser fails to provide new artwork for a particular issue by the materials closing date deadline, then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

Acceptance Policy: The Publisher reserves the right to review and reject any advertising it deems inappropriate for this magazine.

Microscopy TODAY

MECHANICAL REQUIREMENTS

Ad Sizes (inches/mm)	Width x Depth
Covers and Full page bleed	8-5/8" (219 mm) x 11-1/4" (286 mm)
Full Page Non-Bleed	7-1/2" (191 mm) x 10" (254 mm)
1/2 Page Vertical	3-1/2" (89 mm) x 9-11/32" (237 mm)
1/2 Page Horizontal	7-1/4" (184 mm) x 4-3/4" (121 mm)
1/4 Page	3-1/2" (89 mm) x 4-1/2" (114 mm)

Trim size: 8-3/8" x 11" (213 mm x 279 mm). Keep live matter at least 3/16" (5 mm) from top, bottom, and side trim.

Paper stock:

Inside pages: 60# #2 gloss text enamel

Cover stock: 80# #2 gloss text enamel

Type of binding: Saddle Stitch

Halftone: 300-1200 dpi

Linetype: 1200 dpi

Printing process: Litho

PRODUCTION REQUIREMENTS

Recommended submission format: High-res PDFs with embedded fonts, plus supporting files and fonts. Windows or Mac files in PSD, TIF, or EPS format. CMYK only: NOT RGB. All PDFs should be text-selectable. Ad creation available through Microscopy Today at an hourly rate of \$50.00 with a 1.5 hour minimum. Contact Gennifer Levey at glevey@meridianartproduction.com

INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8-1/2" x 11"

Four-page insert: 17" x 11-1/4" (before folding)

Keep live matter 1/4" from trim.

Stock weight: Maximum 80 lb. coated

Quantity: Amount from "total circulation" plus 10%. It is recommended that the advertiser contact Kelly Miller at kmiller@mrvica.com, however, in case an issue has a larger print run.

ARTICLE DISTRIBUTION BY AUTHORS

Non-commercial use: Single copies of your article in *Microscopy Today* may be distributed in either print or electronic form to your professional associates for non-commercial use at no charge, and no permission is required.

Commercial use: If an article about your product is to be distributed to potential customers for commercial use, there is a fee to purchase a download license.

Please contact Christina Ko at usreprints@cambridge.org

COMMERCIAL ARTICLE REPRINTS

Hard Copy Reprints: Bulk reprints are an effective tool to communicate the latest research to your target audience at exhibitions, conferences, and through direct mailing. Our reprint services include:

- color journal cover
- bundling of articles into custom collections
- standard delivery worldwide within 3 weeks of order
- rush orders delivered within 7 working days

Company branding, disclaimers, etc. may be added, subject to editorial approval.

EPRINTS

To allow unique access via a wide range of devices, an ePrint, which is either an encrypted link to an article or a downloadable PDF of the article, can be:

- placed on your website
- created on USB drives
- included in your company e-newsletter
- used in email campaigns
- created on CDs

A variety of customization options are available subject to editorial approval, including addition of company branding, disclaimers or audio/video files.

For further information, or to request a quote, please contact:

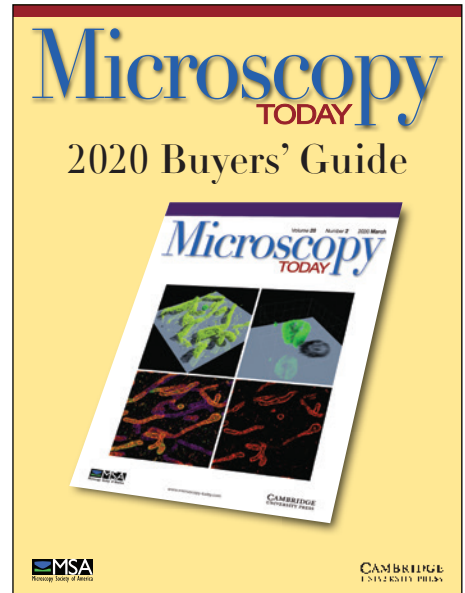
Journal Reprints Department, Cambridge University Press
One Liberty Plaza
Floor 20
New York, NY 10006
Email: USReprints@cambridge.org

Microscopy TODAY

2021 BUYERS' GUIDE

TYPES OF LISTINGS:

COMPANY PROFILE	Full page profile plus benefits of one major listing	\$1,655
MAJOR LISTING	Listed in Company Index, plus major listing entry in Microscopy Product Vendors with logo and photo plus catalog URL (linked in digital edition)	\$770 Additional listing: \$220 each
MINOR LISTING	Company URL in Product and Services index under five keywords	FREE (first 5) Additional listings: \$25 each



CIRCULATION
Mailed with the March issue of *Microscopy Today* to **18,000** readers and full digital format hosted on www.cambridge.org/mto for one year.

PRODUCT AND SERVICES INDEX - sample

Accessories (miscellaneous)	829	Nanolene	33-2-43-54-09-00	441
Chroma Technology Corp.	800-824-7662	www.nano-lene.com		
Microscopy Innovation, LLC	888-302-3925	www.nanonics.co.uk		734
Protocols, Inc.	919-341-2612	www.nanoscience.com		1140
www.protocols.com		480-940-3940		
Clmaging	804-530-9800	www.nanosciences.com		1148
www.clmaging.com		420-989-1110		
Ted Pella, Inc.	800-237-3526	www.naspec.com		617
www.tedpella.com		Quantum Design, Inc.	858-481-4400	
TEM/Windows.com (SimPore, Inc.)	888-323-6266	www.qdusa.com		925
www.temwindows.com		WITec Instruments Corp.	865-964-4445	
AFM/SPM Accessories	924	www.witec.de		
Ted Pella, Inc.	800-237-3526	Auger Microscopes		403
www.tedpella.com		JEOL USA, Inc.	978-535-5900	

Acme Scientific, Inc.
Distributor for Advanced Microscopy Techniques
Tel: +44 (0)1359 244 870
email: gary@deben.co.uk • www.deben.co.uk

ACME Scientific

AMT16000 Digital TEM camera
APPLICATIONS: Virology, Tomography
FEATURES: • 16 megapixel • 4872x3248 pixels • Live imaging to 10fps, Film replacement • Easy to use

Catalog URL
if available, will go here

My Company Instruments www.mci.com

FREE listings in up to 5 indexing categories.
Additional listings available: \$25 each.
Please choose from the 'Product Category Keywords' listed on the Buyers' Guide Rates and Instructions document.

CLOSING DATE: DECEMBER 11, 2020

If an advertiser fails to provide new artwork for a particular issue by the materials closing date deadline (or a pre-approved extension granted by the Publisher), then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space. Cancellations are not accepted after the closing date. Free listings will be automatically renewed each year unless written notification of changes or cancellation is submitted by advertiser.

HOW TO RESERVE YOUR LISTING
Contact Kelly Miller at 856.768.9360;
Email: kmiller@mrvica.com

Once again in 2021, advertisers can take advantage of the greater circulation and opportunities afforded by the *Official M&M Meeting Guide*.

MICROSCOPY & MICROANALYSIS – 2021 ANNUAL MEETING OF MSA

The M&M will be held August 1-5, 2021, in Pittsburgh, PA. This meeting will be organized by the Microscopy Society of America.

The *Official M&M Meeting Guide* is concise, easy to carry, and will be mass-dispatched to over 18,000 subscribers with the July *Microscopy Today* issue weeks before the M&M Meeting. The *Official M&M Meeting Guide* includes all of the essential M&M Meeting details:

- Essential meeting information
- Week-at-a-Glance listing of all symposia and events
- Listing of all exhibiting companies
- Fold-out map of the exhibition floor with booths identified

SPECIAL NOTE: Advertising rates (4-Color ONLY) in the *Official M&M Meeting Guide* will be the same as those of *Microscopy Today*. This is mailed with the July issue of *Microscopy Today*. For details: call Kelly Miller at 856.768.9360 or kmiller@mrsvica.com

MATERIALS CLOSING DATE

May 5, 2021

CONTACT

Kelly Miller
kmiller@mrsvica.com

If an advertiser fails to provide new artwork by the materials closing date deadline, then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space. Cancellations are not accepted after the closing date.

OFFICIAL M&M MEETING GUIDE

Cover 3 and Cover 4: spots are competitive. These 2 premium positions will face one another and are open on a first come, first served basis; competitive advertisers may be adjacent to one another. Advertisers must acknowledge this when buying the space.

Outserts: Please consult M. J. Mrsvica Associates for pricing and availability: Kelly Miller, kmiller@mrsvica.com

CIRCULATION

18,000

18,000 subscribers with the July *Microscopy Today* issue.

M&M MEETING GUIDE RATES

Cover 4	\$2,860
Cover 2	\$2,780
Cover 3	\$2,470
Full Page	\$2,230
Half Page	\$1,555
Quarter Page	\$1,050

Space is due April 28
 Materials are due May 5

M&M 2021 ONSITE PROGRAM RATES

Tab	\$5,000
Cover 4	\$5,000
Cover 3	\$5,000
Cover 2	\$5,000
Full Page	\$2,230
Half Page	\$1,555
Quarter Page	\$1,050

Space is due June 10
 Materials are due June 17

MECHANICAL REQUIREMENTS

Full Page:
 8.625" w x 11.25" h with bleeds
 (8.375" w x 11" h trim size, with .125" of bleed on all sides); 7.875" w x 10.5" h without bleeds

Half Page:
 Horizontal: 7.5" w x 4.875" h, no bleeds;
 Vertical: 3.5" w x 10" h no bleeds

Quarter Page 3.5" w x 4.5" h, no bleeds

Tab Placement:
 8" w x 10.5" h no bleeds; 8.75" x 11.25" with bleeds (8.5 x 11 trim with .125" of bleed on all sides)

CONTACTS

Advertising Sales: Contracts, insertion orders, and all artwork should be sent to:
 Kelly Miller, M. J. Mrsvica Associates, Inc.
 2 West Taunton Ave., Berlin, NJ 08009
 Tel: 856-768-9360 • Fax: 856-753-0064
 E-mail: kmiller@mrsvica.com

NEW ONLINE PROMOTIONAL OPPORTUNITY

RAISE YOUR BUSINESS PROFILE AMONG MSA MEMBERS AND MICROSCOPY TODAY SUBSCRIBERS BY SPONSORING AN MSA WEBINAR

Engage with MSA and demonstrate support for the association in a new way by becoming a sponsor of a MSA webinar featured on the association's online learning platform <https://www.microscopy.org/events/webinars.cfm>

You can choose the upcoming program you wish to sponsor (pending availability). As part of the sponsorship, your business logo will then be featured on <https://www.microscopy.org/events/webinars.cfm>:

- Next to the program description on <https://www.microscopy.org/events/webinars.cfm>.
- On a slide at the beginning and end of the live webinar presentation (and thereafter on the recording of the presentation available for purchase).
- In all outgoing email marketing pieces for the webinar. Typical marketing for MSA webinars will include:
 - » A mention in the Microscopy Today Digital Alert sent out bi-monthly (c. around 7,400 opted in recipients, members and non-members, with 3000 avg. opens).
 - » One individual all member and non-member e-blast for each webinar (c. 7,400 opted in recipients, with 3000 avg. opens).
 - » One day-of e-blast to all members and non-members.
 - » Mentions in ONE separate issue of monthly MSA e-newsletter.
 - » One mention each on MSA's social meeting channels: Facebook, LinkedIn, Twitter and Instagram.

COST OF SPONSORSHIP \$4,000

PARTNER WITH MSA TO DEVELOP CONTENT

Go a step farther and work with MSA to provide a speaker and content for an original MSA education program, which you can then sponsor. To do this, first submit a webinar proposal through *Microscopy Today's* editor in chief, Bob Price. Once the program is reviewed and approved, a sponsorship package can be purchased. All proposals must be focused on education. No content that is deemed to have a marketing focus or tone will be accepted.

**Microscopy
TODAY**

Topic: Utilizing Dynamic CT Imaging for True In Situ Experimentation - Sponsored by COMPANY NAME

Description: The technique of time-resolved 3D imaging with X-rays has rapidly emerged as an essential part of a researcher's toolkit for understanding materials evolution. The expansion into "4D" has facilitated in situ investigations ranging from mechanical deformation of solids to fluid flow in porous materials to the evolution of structure in changing environmental conditions. Imaging of dynamic processes specifically processes happening over a short time-period, has been one of the key applications at synchrotron micro-CT beamlines, with temporal resolutions well below one second. However, access to these facilities is often limited, with respect to both time at the beamline and application specificity.

In the laboratory, image quality and spatial resolution have been significantly improved over the last decade, providing researchers routine and regular access to very high quality computed tomography data. However, the advances in temporal resolution have been less accelerated, especially for imaging dynamic processes. Lab-based CT has been limited to pseudo in situ experimentation where data are collected on interrupted processes allowing for the traditionally longer and non-continuous scanning protocols. Additionally, analyzing and visualizing complicated data from 3D studies has been fairly burdensome. Over the last several years, development at TESCAN has focused on addressing these problems and has now made it possible to acquire, visualize, and analyze micro-CT data on uninterrupted and dynamic processes. Through a number of hardware and software advances, temporal resolution has been pushed below 10 seconds per scan, opening up new frontiers for lab-based 4D CT work.

In this talk we explore the challenges and innovations that have led to dynamic CT, highlighting several applications across materials sciences, life sciences, and geosciences.

Presenter:
Luke Hunter is the regional product manager for North and South America for TESCAN's Micro-CT product lines.

Time: Aug 13, 2020 01:00 PM in Eastern Time (US and Canada)

Home Contact Us News Join MSA Donate Sign In Search Get

MSA
Microscopy Society of America
Advancing Microscopy and Microanalysis

About Events Publications Education Awards & Scholarships Resources Communities Students Sustaining Members Members Portal

Events

Microscopy Today Webinars

Utilizing Dynamic CT Imaging for True In Situ Experimentation
Thursday, August 13, 2020 | 1:00 p.m. ET

The technique of time-resolved 3D imaging with X-rays has rapidly emerged as an essential part of a researcher's toolkit for understanding materials evolution. The expansion into "4D" has facilitated in situ investigations ranging from mechanical deformation of solids to fluid flow in porous materials to the evolution of structure in changing environmental conditions. Imaging of dynamic processes specifically processes happening over a short time-period, has been one of the key applications at synchrotron micro-CT beamlines, with temporal resolutions well below one second. However, access to these facilities is often limited, with respect to both time at the beamline and application specificity.

In the laboratory, image quality and spatial resolution have been significantly improved over the last decade, providing researchers routine and regular access to very high quality computed tomography data. However, the advances in temporal resolution have been less accelerated, especially for imaging dynamic processes. Lab-based CT has been limited to pseudo in situ experimentation where data are collected on interrupted processes allowing for the traditionally longer and non-continuous scanning protocols. Additionally, analyzing and visualizing complicated data from 3D studies has been fairly burdensome. Over the last several years, development at TESCAN has focused on addressing these problems and has now made it possible to acquire, visualize, and analyze micro-CT data on uninterrupted and dynamic processes. Through a number of hardware and software advances, temporal resolution has been pushed below 10 seconds per scan, opening up new frontiers for lab-based 4D CT work.

In this talk we explore the challenges and innovations that have led to dynamic CT, highlighting several applications across materials sciences, life sciences, and geosciences. Click here to register.

Presenter:
Luke Hunter is the regional product manager for North and South America for TESCAN's Micro-CT product lines. He has over a decade of experience in the X-ray microscopy and micro-CT industries, as an application specialist, applications manager, and product manager. After extensive time focusing on high resolution computed tomography, Luke was very excited by the opportunity to join TESCAN and push the boundaries of the field through lab-based dynamic CT. He received his master's degree from the University of California, Berkeley (Berkeley, CA USA) in Mechanical Engineering and his bachelor's degree, also in Mechanical Engineering, from Washington State University (Pullman, WA USA).

Sponsored by: **LOGO**

Registration

For more information, contact Kelly Miller at kmiller@mrvica.com.



Microscopy
TODAY

November 2019

Sponsored by:

560 PIXELS X 100 PIXELS

In this Issue:

- Scanning Probe Microscopy issue
- Call for Papers issue



MSA EMAIL ADVERTISING

MICROSCOPY TODAY EMAIL BANNER AD

Distributed bi-monthly by MSA, this email announces the new edition of *Microscopy Today* that is published online, ahead of the print edition. It is sent to approximately 10,000 MSA members. Content features the table of contents with a link to the digital edition. Placement includes the acknowledgement, "Sponsored by:" above the banner ad. Only 6 insertions available.

560 x 100 GIF/JPG, 15k
\$650 PER INSERTION

INDUSTRY SPONSORED CUSTOM E-BLAST

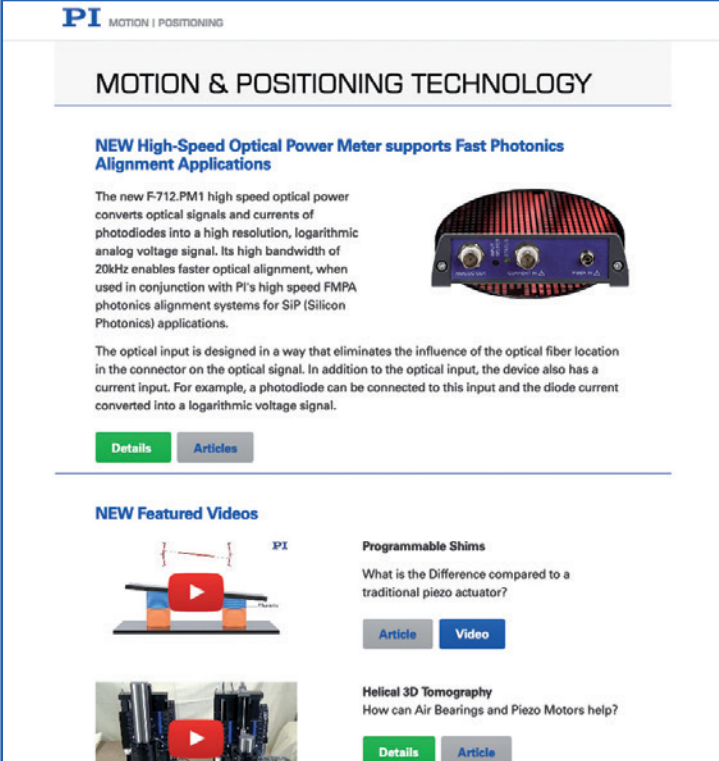
SPONSORED E-BLAST

Reach approximately 10,000 MSA members and industry professionals via email. The sponsoring company supplies an HTML file and MSA sends it out on the sponsor's behalf. Up to two sponsorships per month are available. MSA does not distribute its email addresses, so this is the only way to reach this audience via email.

\$3,000 PER EMAIL

Subject to MSA approval. Advertiser supplies HTML file set at 600 pixels wide with preferred subject line. Include URL and graphics. Third party marketing/tracking software is not allowed in the email. The distribution list will go to individuals who have opted in to sponsored promotions and can not be customized. If requested, advertiser will receive a test email prior to distribution.

Only 2 per month, except for July (22 per year)



PI MOTION | POSITIONING

MOTION & POSITIONING TECHNOLOGY

NEW High-Speed Optical Power Meter supports Fast Photonics Alignment Applications

The new F-712.PM1 high speed optical power converts optical signals and currents of photodiodes into a high resolution, logarithmic analog voltage signal. Its high bandwidth of 20kHz enables faster optical alignment, when used in conjunction with PI's high speed FMFA photonics alignment systems for SIP (Silicon Photonics) applications.

The optical input is designed in a way that eliminates the influence of the optical fiber location in the connector on the optical signal. In addition to the optical input, the device also has a current input. For example, a photodiode can be connected to this input and the diode current converted into a logarithmic voltage signal.

[Details](#) [Articles](#)

NEW Featured Videos

Programmable Shims
What is the Difference compared to a traditional piezo actuator?
[Article](#) [Video](#)

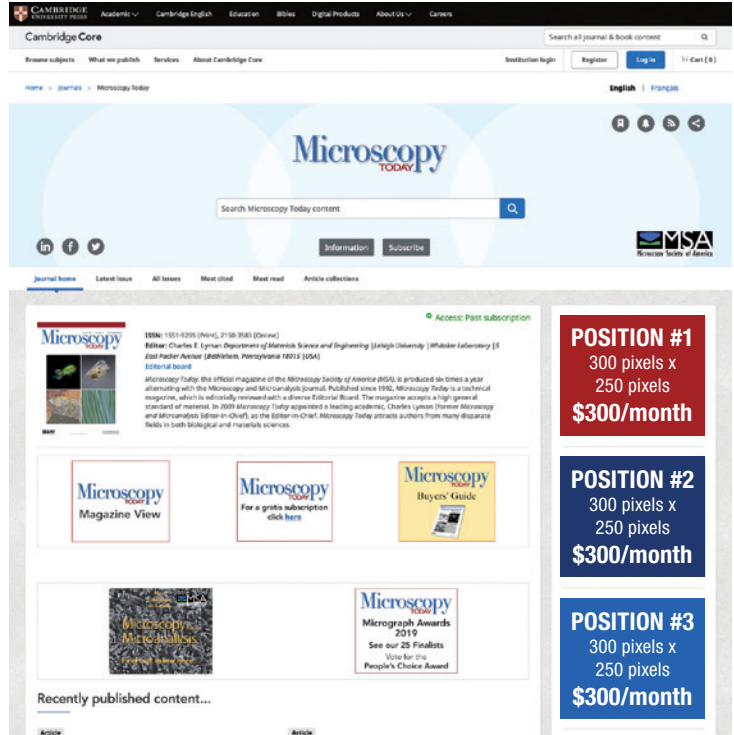
Helical 3D Tomography
How can Air Bearings and Piezo Motors help?
[Details](#) [Article](#)

CAMBRIDGE CORE ONLINE BANNER ADVERTISING



MICROSCOPY TODAY (MT) NEW ON CORE IN 2018!
Our partnership with Cambridge University Press has already provided unprecedented access to *Microscopy Today (MT)*. 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.

BONUS OF ~2,000 INSTITUTIONS
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, *Microscopy Today (MT)*. Online advertising expands the reach of your message and is a cost effective complement to print advertising.



POSITION #1
300 pixels x
250 pixels
\$300/month

POSITION #2
300 pixels x
250 pixels
\$300/month

POSITION #3
300 pixels x
250 pixels
\$300/month

Ads may appear in rotation with up to two other advertisers in the same position.

www.cambridge.org/MTO

CORE USAGE September 2019 - August 2020

Total Page Views: **43,198**

Average Monthly Views: **3,599**

Total Article Downloads: **123,828**

CIRCULATION 2020

Geographical comparison of subscribers

UK and Ireland	1%	S America	11%
Europe	4%	Asia	16%
E. Europe	12%	M East/Africa	50%
N America	3%	Australasia	3%

- SPECIFICATIONS**
- Banners to be supplied as GIF files (animated or static)
 - NO FLASH files.
 - Maximum file size of 50kb.
 - Provide URL to link banner. Date banner to be uploaded, duration of banner, and email address or contact details for sending clickthrough updates.
 - Positioning of banner ads is first-come, first-served.

DEADLINES
We will accept new materials for upload only until the 25th of the month prior to flight date. Ads will not be changed or added mid-month.

ADVERTISING REPRESENTATIVE
Kelly Miller
Tel: 856.768.9360
Email: kmiller@mrvisa.com

Microscopy AND Microanalysis

ONLINE PROMOTIONAL OPPORTUNITIES

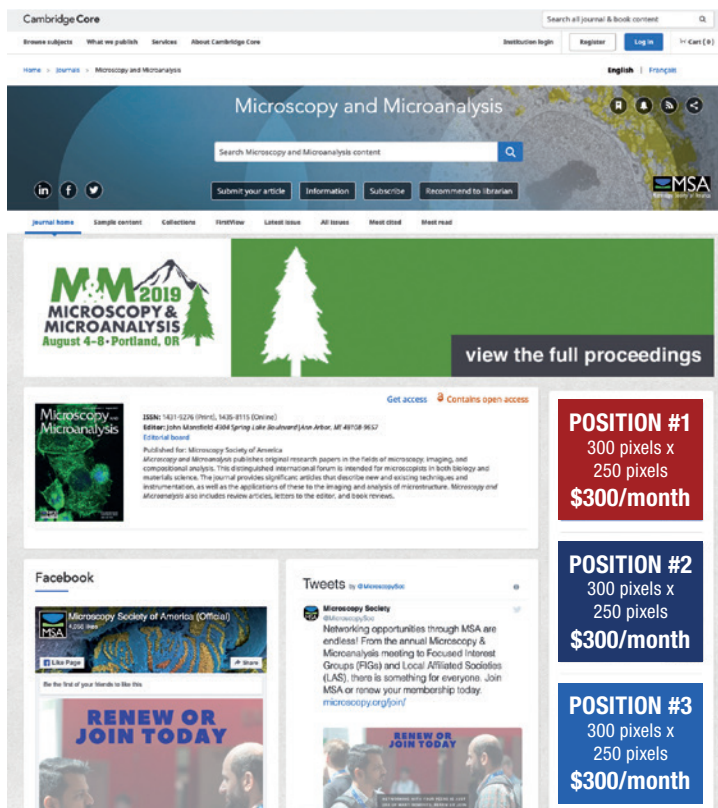
CAMBRIDGE CORE ONLINE BANNER ADVERTISING



MICROSCOPY AND MICROANALYSIS (MAM) NOW ON CORE!
Our partnership with Cambridge University Press has already provided unprecedented access to *Microscopy and Microanalysis (MAM)*. 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.

BONUS OF ~2,000 INSTITUTIONS

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, *Microscopy and Microanalysis (MAM)*. Online advertising expands the reach of your message and is a cost effective complement to print advertising.



POSITION #1
300 pixels x 250 pixels
\$300/month

POSITION #2
300 pixels x 250 pixels
\$300/month

POSITION #3
300 pixels x 250 pixels
\$300/month

Ads may appear in rotation with up to two other advertisers in the same position.

www.cambridge.org/MAM

CORE USAGE August 2019 - August 2020

Total Page Views: **61,658**

Average Monthly Views: **4,743**

Total Article Downloads: **313,641**

CIRCULATION 2020

Geographical comparison of subscribers

UK and Ireland	1%	S America	11%
Europe	5%	Asia	16%
E. Europe	11%	M East/Africa	49%
N America	5%	Australasia	2%

SPECIFICATIONS

- Banners to be supplied as GIF files (animated or static)
- NO FLASH files.
- Maximum file size of 50kb.
- Provide URL to link banner. Date banner to be uploaded, duration of banner, and email address or contact details for sending clickthrough updates.
- Positioning of banner ads is first-come, first-served.

DEADLINES

We will accept new materials for upload only until the 25th of the month prior to flight date. Ads will not be changed or added mid-month.

ADVERTISING REPRESENTATIVE

Kelly Miller
Tel: 856.768.9360
Email: kmiller@mrvica.com

Microscopy^{AND} Microanalysis

EDITOR-IN-CHIEF

Editor (Microanalysis)
Dr John Mansfield
4304 Spring Lake Boulevard
Ann Arbor, MI 48108-9657
thejfmjfm@me.com

ADMINISTRATIVE EDITOR

Dr John Shields
EM Laboratory
151 Barrow Hall, 2-4080
University of Georgia
Athens, GA 30502
jshields@cb.uga.edu

PRINT & DIGITAL MARKETING SPECIALIST

Kelly Miller Kmillier@mrvisa.com

GENERAL INFORMATION

Frequency: Bimonthly
(February, April, June, August,
October, and December)

Established: 1995

Microscopy and Microanalysis publishes the latest scientific information devoted to microscopy, imaging, and microanalysis. Of interest are novel techniques or results

obtained using new approaches in microscopy, which is understood as any technique that allows the examination of small structures. Articles also include work describing the development of techniques that allow improved imaging and microanalysis. The instrumentation that permits such imaging can be classic, lensed instruments, or scanned probe instruments, where no lenses are required.

Developments in electron microscopy, light microscopy, nearfield optical microscopy, X-ray microscopy, Lorentz microscopy, and compositional mapping are also of interest. The journal accepts high quality papers, reviews, and letters to the editor. It also includes book reviews.

Organizational journal of the following societies: Microscopy Society of America, Microanalysis Society, Microscopical Society of Canada, Mexican Microscopy Society, Brazilian Society for Microscopy and Microanalysis, Venezuelan Society of Electron Microscopy, Australian Microscopy and Microanalysis Society, and the Portuguese Society for Microscopy.

Societies affiliated with the journal: Royal Microscopical Society, German Society for Electron Microscopy, Belgian Society for Microscopy, Microscopy Society of Southern Africa, and the Electron Microscopy Society India

Acceptance Policy: All papers are peer reviewed, and the Publisher reserves the right to review and reject any advertising it deems as inappropriate for this journal.



CIRCULATION

Total average circulation:

2,500

Circulation includes all members of the
Microscopy Society of America.

Paid subscriptions: 100%.

Circulation verification: Sworn statement

Microscopy AND Microanalysis

NET ADVERTISING RATES

	1x	3x	6x	12x	18x	24x
4-Color rates						
1 Page	\$2,210	\$2,020	\$1,670	\$1,525	\$1,455	\$1,375
1/2 Page Horizontal	\$1,465	\$1,355	\$1,100	\$1,010	\$950	\$905

Bleed: No additional charge

Combination Buy: A combination buy with Microscopy Today will offer advertisers frequency discounts. Contact Kelly Miller (kmiller@mrvica.com) for details.

Earned rate: Earned page rate is determined by the number of insertions per calendar year. Fractional sizes also count towards the frequency rates.

Payment terms: All payments are to be made payable to M.J. Mrvica Associates, Inc., in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. Accounts past due will incur a late charge of 1-1/2% per month. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

Short rates: Advertisers will be short-rated if, within one calendar year, they do not use the space upon which their billings have been based.

Typesetting charges: Half page: \$70; Full page: \$90

INSERTS

2 page insert \$2,620

COVER & PREFERRED

POSITION RATES

(non-cancellable – premium over earned

B&W page rate):

Cover 2	\$1,620
Cover 3	\$1,445
Cover 4	\$1,945
Other Specified Positions	\$1,550

Please consult with Kelly Miller, kmiller@mrvica.com for pricing and availability.

Microscopy^{AND} Microanalysis

CLOSING DATES

Issue	Meetings For 2021 Bonus Exposure*	Reserve Space	Materials	Inserts
February	Materials Research Society Spring: April 18-23	December 2	December 11	December 21
April		January 29	February 15	February 22
June	Microscopy & Microanalysis: August 1-5 The Denver X-ray Conference: August 2-6	March 30	April 9	April 16
August	Biomedical Engineering Society: October 6-9	June 1	June 11	June 18
October	Materials Research Society Fall: November 28-December 3	August 3	August 13	August 20
December	Biophysical Society: February 19-23, 2022 American Physical Society: February 28-Mar 4, 2022	September 28	October 8	October 15

Cancellations are not accepted after the closing date for materials.

*Free copies available at the Cambridge University Press exhibit booth and/or in bins in the registration area of in-person Conferences in 2021.

LATE MATERIALS SUBMISSIONS WILL NOT BE ACCEPTED

If an advertiser fails to provide new artwork for a particular issue by the materials closing date deadline, then the Publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payment on the space.

Acceptance Policy: The Publisher reserves the right to review and reject any advertising it deems inappropriate for this magazine.

Microscopy^{AND} Microanalysis

MECHANICAL REQUIREMENTS

Ad Sizes (inches/mm)	Width Depth
Full Page Non-Bleed	7-1/2" (191 mm) x 10" (254mm)
Full Page with Bleed	8-5/8" (219 mm) x 11-1/4" (286 mm)
1/2 Page Horizontal	7-1/4" (183 mm) x 4-3/4" (120mm)

Trim size: 8-1/4" x 11" Bleed: 1/8" on all four sides. Keep live matter at least 1/4" from top, bottom and side trim. On 2-page spread 1/8" along the outside and 1/4" in the gutter will trim off.

Paper stock:

Inside pages: 60# enamel stock

Cover stock: 80# coated two sides

Type of binding: Perfect

Halftone: up to 175

PRODUCTION REQUIREMENTS

Advertisements will only be accepted in high resolution PDF file format.

For color ads: Recommended submission format: High-res PDFs with embedded fonts, plus supporting files and fonts. Windows or Mac files in PSD, TIF, or EPS format. Images saved with OPI cannot be accepted. CMYK only: NOT RGB.

For B&W ads: A high-resolution PDF with a minimum of 600 dpi.

INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8-1/2" x 11"

Four-page insert: 17" x 11-1/4" (before folding)

Keep live matter 1/4" from trim.

Stock weight: Maximum 80 lb. coated

Quantity: Amount from "total circulation" plus 10%. It is recommended that the advertiser contact M. J. Mrvica Associates, however, in case an issue has a larger print run.

Closing date: One week beyond the closing date for materials.

ARTICLE DISTRIBUTION BY AUTHORS

Non-commercial use: Single copies of your article in *Microscopy and Microanalysis* may be distributed in either print or electronic form to your professional associates for non-commercial use at no charge, and no permission is required.

Commercial use: If an article about your product is to be distributed to potential customers for commercial use, there is a fee to purchase a download license.

Please contact Christina Ko at usreprints@cambridge.org

COMMERCIAL ARTICLE REPRINTS

Hard Copy Reprints: Bulk reprints are an effective tool to communicate the latest research to your target audience at exhibitions, conferences, and through direct mailing. Our reprint services include:

- color journal cover
- bundling of articles into custom collections
- standard delivery worldwide within 3 weeks of order
- rush orders delivered within 7 working days

Company branding, disclaimers, etc. may be added, subject to editorial approval.

EPRINTS

To allow unique access via a wide range of devices, an ePrint, which is either an encrypted link to an article or a downloadable PDF of the article, can be:

- placed on your website
- created on USB drives
- included in your company e-newsletter
- used in email campaigns
- created on CDs

A variety of customization options are available subject to editorial approval, including addition of company branding, disclaimers or audio/video files.

For further information, or to request a quote, please contact:

Journal Reprints Department, Cambridge University Press
One Liberty Plaza
Floor 20
New York, NY 10006
Email: USReprints@cambridge.org

PUBLICATIONS AT A GLANCE

Advertisers can reach the microscopy and microanalysis audience each month via MSA publications. Additional promotional opportunities are available in the winter and summer.

Our core titles, the peer-reviewed *Microscopy and Microanalysis* and the trade magazine *Microscopy Today*, are published in alternate months (combination buys are available). In addition, MSA publishes the annual *Microscopy Today Buyers' Guide* each winter (March) and the *Official M&M Meeting Guide* each summer.

 <p>Microscopy and Microanalysis (MAM)</p> <p>Frequency: Bimonthly</p> <p>Reserve Space: December 2, January 29, March 30, June 1, August 3, September 28</p> <p>Circulation: 2,500</p>	 <p>Microscopy Today (MT)</p> <p>Frequency: Bimonthly</p> <p>Reserve Space: November 2, January 4, March 1, May 3, July 2, September 3</p> <p>Circulation: 18,000</p>	 <p>Microscopy Today Buyers' Guide</p> <p>Frequency: March 2021</p> <p>Reserve Space: December 11, 2020</p> <p>Circulation: 18,000</p> <p>Packaged and mailed with March issue of MT</p>	 <p>Official M&M Meeting Guide</p> <p>Frequency: Summer 2021</p> <p>Reserve Space: April 28, 2021</p> <p>Circulation: 18,000 (packaged with July MT) just weeks in advance of M&M 2021</p>	 <p>M&M OnSite Program Guide</p> <p>Frequency: Summer 2021</p> <p>Reserve Space: June 10, 2021</p> <p>Circulation: 2,500 attendees onsite at M&M 2021.</p> <p>*Only the companies that advertise in the M&M Meeting Guide can qualify to run an ad in the M&M OnSite Program Guide</p>
---	---	--	---	--

WHO READS MICROSCOPY TODAY?

Distilled from 1107 responses to a reader survey

DISCIPLINE	
Life Sciences	43%
Materials Science & Nanotechnology	43%
Other	14%

JOB TITLE	
Researcher/Scientist	29%
Lab Manager/Supervisor/Dept. Head	21%
Professor/Educator	16%
Technician/Technologist	10%
Engineer	6%
Corporate Manager	3%
Consultant	2%
Other	4%

TYPE OF WORK	
Research/R&D	53%
Analytical Service Lab	11%
Teaching	10%
Failure Analysis	7%
Medical/Clinical	5%
Production Support	2%
Quality Assurance	2%
Other	10%

LIGHT MICROSCOPES
used by 100%

MULTIPHOTON TECHNIQUES
used by 27%

SCANNING PROBE MICROSCOPISTS	
AFM used by	89%
STM used by	25%
NSOM/SNOM used by	9%
Hi-Vacuum SPM used by	7%

SCANNING ELECTRON MICROSCOPISTS	
W-gun SEM used by	54%
FE-gun SEM used by	46%

TRANSMISSION ELECTRON MICROSCOPISTS	
W-gun TEM used by	63%
FE-gun TEM used by	37%

Microscopy AND
Microanalysis


Microscopy
TODAY



PUBLICATIONS OF
THE MICROSCOPY
SOCIETY OF
AMERICA

ADVERTISING
Contact Kelly Miller at
856.768.9360;
Email: kmiller@mrvice.com


Microscopy Society of America
12100 Sunset Hills Rd.,
Suite 130
Reston, VA 20190


CAMBRIDGE
UNIVERSITY PRESS
1 Liberty Plaza
20th Floor
New York, NY 10006