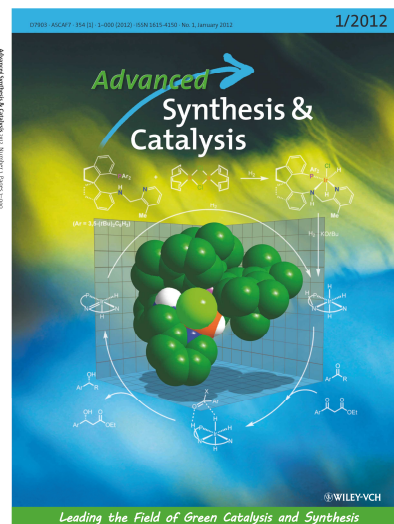


Rate card No. 12, effective October 1, 2011

Advanced Synthesis & Catalysis



Profile:

Leading the Field in Green Synthesis

With a 2-year and 5-year Impact Factors of 5.25 and 5.36 in 2010, **Advanced Synthesis & Catalysis (ASC)** continues to be the top primary research journal in organic, organometallic chemistry, and applied chemistry.

The success of **ASC** is reflected in the high access and download statistics for the **ASC** website. **ASC** in print form is available in major research libraries throughout the world and at international conferences, including those covering all fields of chemistry and those more focused on organic synthesis and catalysis.

ASC is the leading journal for green synthesis, including homogeneous, heterogeneous, enzymatic and organic catalysis for efficient, practical and environmentally friendly organic synthesis.

The readership of the journal includes academic and industrial chemists involved in advanced synthesis and catalysis in the fields of organic, bioorganic, pharmaceutical, medicinal, natural product, macro molecular and organic materials chemistry.

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Media Data 2012

Rate card No. 12, effective October 1, 2011

Publishing Schedule 2012:

Issue	Pub Date	Advert Deadline
1	9 January	27 December
2 + 3	13 February	1 February
4	12 March	29 February
5	26 March	14 March
6	16 April	2 April
7	7 May	24 April
8	21 May	8 May
9	18 June	5 June
10	9 July	27 June
11+12	13 August	1 August
13	17 September	5 September
14 +15	8 October	25 September
16	12 November	30 October
17	26 November	14 November
18	14 December	4 December

Frequency of Publication:

18 x per year

Circulation:

Total print run = 1,000

MECHANICAL REQUIREMENTS

TRIM SIZE:

280 mm (H) x 210 mm (W)

TYPE AREA:

255 mm (H) x 180 mm (W)
4 columns each 42 mm (W)

METHOD OF PRINTING:

Offset

MATERIAL REQUIRED:

High resolution PDF file, PC formatted
(b/w: 1270 dpi, full colour 2540 dpi)

Advertising Rates:

1/1 page = 260 mm (H) x 180 mm (W) bw € 1,300.-

1/2 page = 260 mm (H) x 90 mm (W) or € 800.-
130 mm (H) x 180 mm (W) bw

1/4 page = 130 mm (H) x 90 mm (W) or € 500.-
63 mm (H) x 180 mm (W) bw

BLEED ADS:

Please allow 3 mm on each edge that bleeds.

COLOUR (no discount):

Standard = € 350.-

Special = € 480.-

Full colour (4c) = € 1.000.-

SPECIAL POSITIONS:

Cover (3 and 4) bw = € 1.500.-

LOOSE INSERTS:

Max. 25g / per 1000 = € 650.-

BOUND INSERTS:

2 sheet = € 1,300.-

SOURCES INDEX:

Each line (47 mm W x 2 mm H) € 6,80

VOLUME DISCOUNT:

3 ads = 5 % 6 ads = 10 %

9 ads = 15 % 12 ads = 20 %

AGENCY COMMISSION:

15%

TERMS / CONDITIONS:

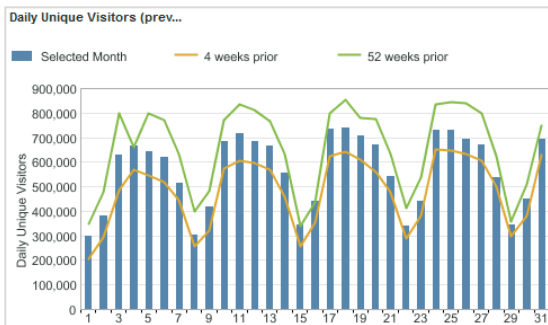
2 % cash discount for payment within 8 days or net 30 days
after receipt of invoice.

About

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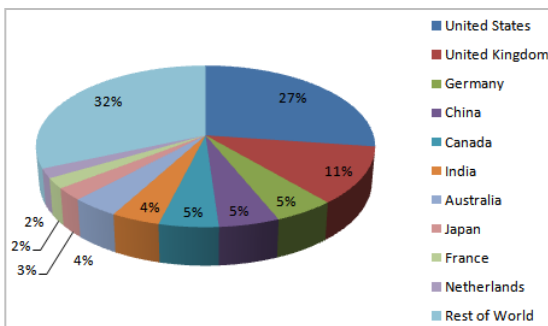
Overall usage, October 2011 (in million):

Unique Users	17,60
Visits	20,50
Page Views	74,20
Ad Impressions	122,16



The graphic analysis of unique users shows that Wiley Online Library is mainly used during working days thus in the work environment of industry and institutional professionals.

Top 10 regional breakdown, October 2011:



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eTOC	Skyscraper	410,- €**

* Valid from November 1, 2011

** Cost per 1,000 subscribers



Positioning of your advertising

On the portal

In the eTOC

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