

Dominate the Competition with physicstoday.org Ads

Physics Today's web ads offer you exclusive exposure above the fold

Options	Duration	Impact	Rate/wk	Avg. CTR
Trending News BrandBlock — Appears on the pages updated daily with online only content: Research & Technology, Politics & Policy, Commentary & Reviews, People & History, Careers & Education	1 week	15,000 average impressions/wk	\$885	0.10%
Homepage BrandBlock — Appears on the <i>Physics Today</i> website homepage HURRY-SOLD OUT LAST YEAR!	1 week	15,000 average impressions/wk	\$770	0.15%
Magazine BrandBlock — Appears on all pages with content from the print magazine— including the archives	1 week	52,000 average impressions/wk	\$1,400	0.10%

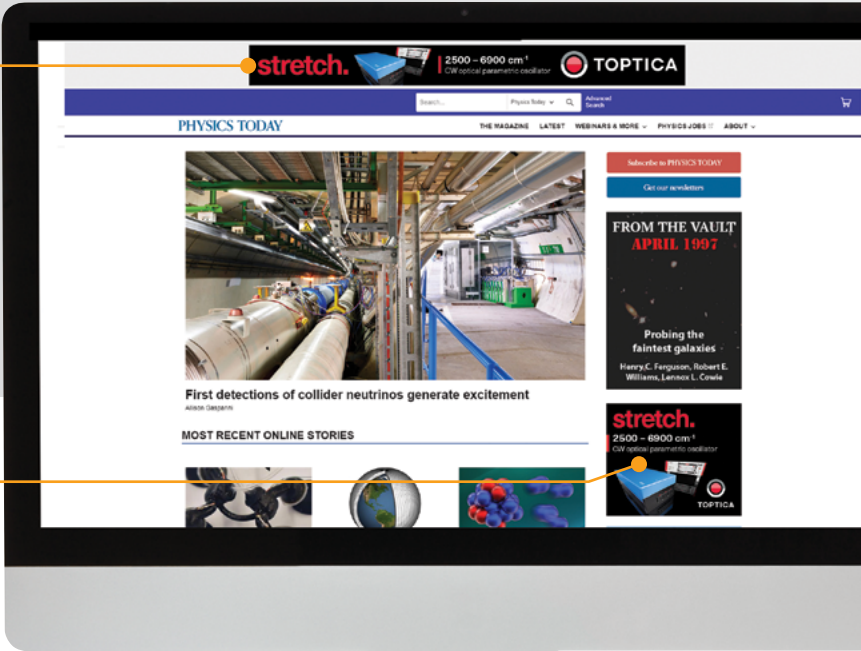
96% of visitors say [physicstoday.org](#) is better than other science websites

95% of visitors say [physicstoday.org](#) is useful to them in their work

76% of visitors say the information found on [physicstoday.org](#) is not easily found elsewhere

TWO ADS =
ONE BRANDBLOCK

Specifications: 970 x 90p banner and 300 x 250p boombox sent as GIF, PNG or JPG with click-through URL sent to aipadtraffic@wiley.com with run date indicated.



SOURCE: *Physics Today* Audience Study, Signet Research Inc, May 2022, Google Analytics Jan–Nov 2024