

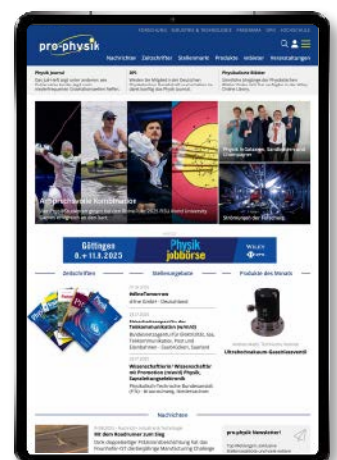
WILEY



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2026 Media Guide **pro-physik.de**

Compelling solutions through
strategic partnerships



Overview

pro-physik.de

pro-physik.de is the leading German-language expert portal for all areas of physics. Each day it is updated with news and articles from industry, technology, research and academia, as well as from the DPG (Deutsche Physikalische Gesellschaft; english: German Physical Society).

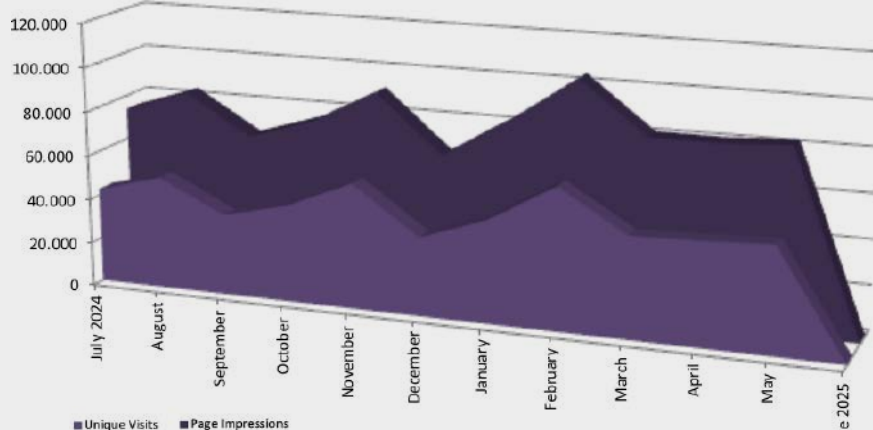
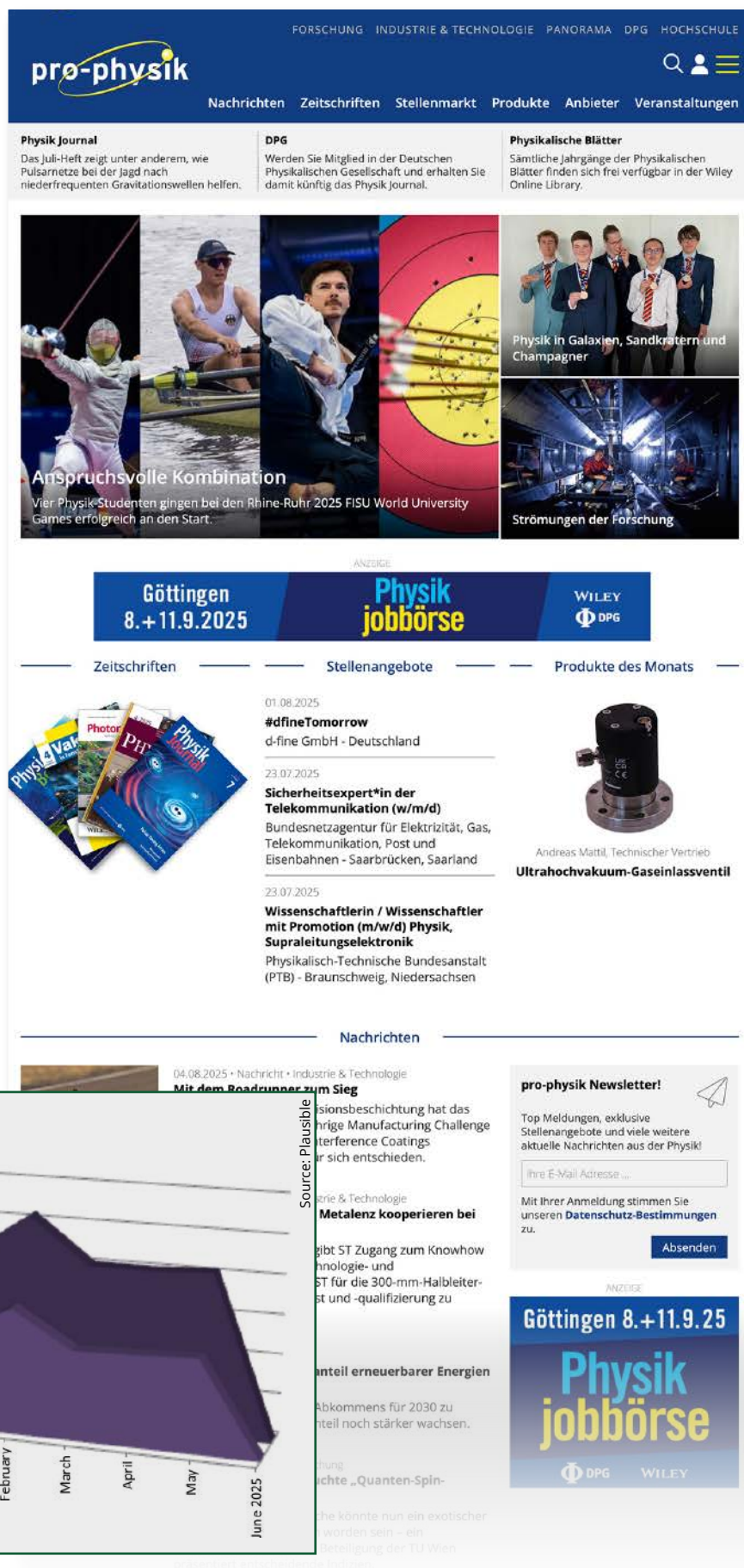
A comprehensive job market, list of suppliers, product information and calendar events round off the offering.

User analysis

pro-physik.de users mainly come from industry, research institutes and universities.

The portal records 50,000 unique visits and 86,000 page impressions per month.

Website traffic

The screenshot displays the pro-physik.de website with a blue header containing navigation links: FORSCHUNG, INDUSTRIE & TECHNOLOGIE, PANORAMA, DPG, HOCHSCHULE. Below the header, there are sections for 'Physik Journal', 'DPG', and 'Physikalische Blätter'. A central banner features a collage of images with the text 'Anspruchsvolle Kombination' and 'Vier Physik-Studenten gingen bei den Rhine-Ruhr 2025 FISU World University Games erfolgreich an den Start.' Below this, there are three main columns: 'Zeitschriften' (Journals) showing a stack of physics journals, 'Stellenangebote' (Job Offers) listing positions like '#dfineTomorrow' and 'Sicherheitsexpert*in der Telekommunikation', and 'Produkte des Monats' (Products of the Month) featuring an 'Ultrahochvakuum-Gaseinlassventil'. At the bottom, there is a 'Nachrichten' (News) section and a 'pro-physik Newsletter!' sign-up form. A large banner for 'Göttingen 8.+11.9.25 Physik jobbörse' is also visible.

Banner and Content Ad

Banner advertising

Banner advertising allows you to create great awareness around your product, service or your brand. The banner ads are placed at the top and the right side of every page to catch the user's attention. Animated banners or rich media formats allow you to increase the user's awareness and promote your message with a unique design. Furthermore you will receive continuous detailed reporting allowing you to monitor your banner ad campaign.

Format	Rate per Month (€)
Leaderboard (728 x 90 px)*	1,890
Wide Skyscraper (160 x 600 px)*	1,760
Medium Rectangle (300 x 250 px)*	1,580

*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.

Top Feature Portal

Top placement on the landing page and all subpages of pro-physik.de. Promote your current highlights, your product launch, your user report and reach your target groups around the clock.

Format	Rate (€)
Top Feature Portal	2,930
Combination Offer: Top Feature on Portal +1x Newsletter	3,350

Duration: 14 days prominent on the landing page and a total of 6 months in the respective portal category.

Content Ad

The content ad is prominently placed on the landing page of the portal and thus attracts much attention.

In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

You can also present your white paper with a teaser text, image, and a link.

Format	Rate per Month (€)
Content Ad	2,100

Booking period: 1 month prominently on the landing page

Calendar of events

Your event is listed chronologically with logo and text in the event calendar. It will also be promoted in 2 mailings of the physics E-newsletter.

Format	Rate per month (€)
Calendar of events	550

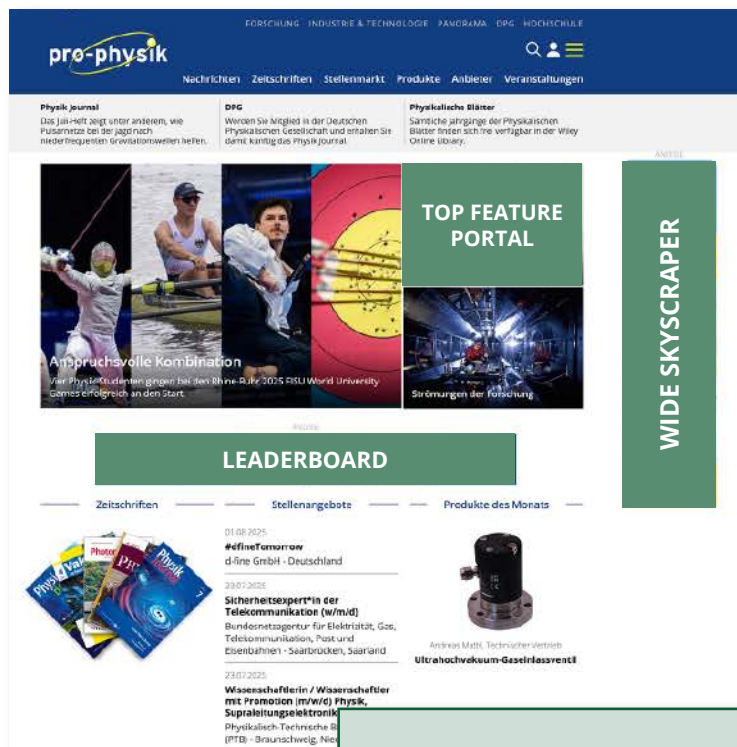
Duration: 1 month in the event calendar + 2 newsletters

The screenshot displays the pro-physik.de website layout with several advertising opportunities highlighted by green boxes and labels:

- TOP FEATURE PORTAL:** Located at the top right of the main content area, featuring a large image of a laboratory setting.
- WIDE SKYSCRAPER:** A vertical banner on the far right side of the page.
- LEADERBOARD:** A horizontal banner below the Top Feature Portal, featuring a stack of physics journals.
- MEDIUM RECTANGLE:** A rectangular banner in the middle section, featuring a green background with white text.
- CONTENT AD:** A large rectangular area at the bottom of the page, featuring a green background with white text.

The website content includes sections for 'Zeitschriften' (Journals), 'Stellenangebote' (Job Offers), 'Produkte des Monats' (Products of the Month), 'Nachrichten' (News), 'Rezensionen' (Reviews), 'Veranstaltungen' (Events), and 'Sonderhefte' (Special Issues).

Content Premium-Package



Duration: Integration on our portal page in the news section, 1 month content ad on the homepage, 2 months Feature Newsletter in the E-Newsletter and archiving for at least one year.

Rate: € 5,120.-

The **Content Premium-Package** is published as a fully-fledged, labeled article on our portal page in the news section.

- Review by our content experts (preliminary quality check)
- Placement of the article on our portal site in the News section
- Archiving on portal page: 1 year after publication
- Reporting after 2 months

The content marketing package includes:

- **Your own microsite on pro-physik.de (archiving for 1 year)**
- 1 month Content Ad on the homepage with link to the microsite
- 2 months Feature Newsletter in our physics E-newsletter (8 mailings) with link to the microsite

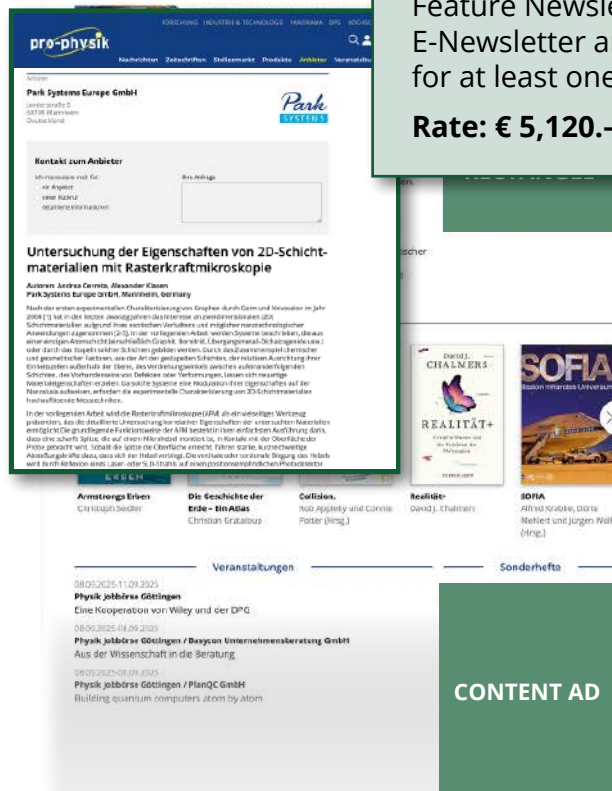
The frequency of this advertising form is very limited!

This is what we need from you:

- Your logo: 500 px width (jpg, png)
- Teaser image: max. 760 pixels wide (jpg or png), specify image source, image caption, max. 250 characters, no branding and no fonts in the image
- URL to the company website (optionally with tracking)
- Short header (to supplement the headline): 1–3 words or approx. 30 characters
- Meaningful headline: max. 100 characters
- Teaser (2 short sentences that arouse interest): max. 220 characters
- Text incl. links and subheadings, approx. 3,000–6,000 characters incl. spaces

Optional:

- Up to five additional images
- Link to a YouTube or Vimeo video for direct integration in the article or for linking



PhotonicsViews – The Platform for Decision-makers in Photonics

PhotonicsViews is Europe's leading magazine for optical technologies – and the first port of call for anyone investing, developing, or making decisions in the photonics industry. Whether industrial laser technology, optics, or photonic systems: our readers are the brains behind innovations – developers, users, executives, and buyers from industry.

In each issue, we highlight current trends, technical highlights, and practical applications. Our technical articles on various topics offer in-depth insights into research, development, and production. The editorial content is supplemented by industry news from optics, photonics, laser and medical technology, as well as equipment and mechanical engineering.

The PhotonicsViews at a Glance:

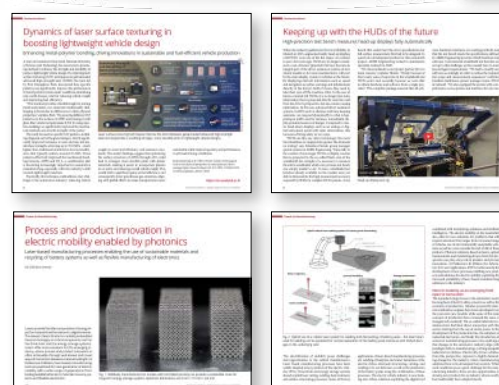
- ▶ Two digital issues per year focussing on innovations, applications and industry events
- ▶ Reach of around 50,000 readers in Europe
- ▶ Presence on WileyIndustryNews.com and pro-physik.de – the daily updated online portals with a combined monthly user base of over 100,000
- ▶ Supplementary bi-weekly newsletter for maximum visibility
- ▶ As part of the renowned specialist publisher Wiley, PhotonicsViews stands for quality, reach, and relevance – making it the ideal platform for your message in the world of photonics.

Here you can find the digital PhotonicsViews



The Advantages of the Digital Format:

- ▶ Direct playback of videos, such as interviews, webinars, product presentations
- ▶ Deep links to further information, such as articles, data sheets, or product pages – even from advertisements
- ▶ Intuitive and convenient navigation within the issue



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Issues	Editorial deadline	Advertising deadline	Publication date
1/2026	30.01.2026	27.02.2026	11.03.2026
2/2026	24.07.2026	21.08.2026	02.09.2026

Ad Format	Price €
Cover page + cover story	3,780
1/1 page (1.600 x 1.200 pixels)	2,730
1/2 page (1.600 x 600 or 800 x 1.200 pixels)	1,890
1/2 page (1.600 x 600 or 800 x 1.200 pixels) next to Editorial	2,730

Physics E-Newsletter



Physik Journal

The Physics E-Newsletter is published weekly.

It offers its subscribers a comprehensive overview of current articles, news, interviews, and biweekly information from the DPG.

The E-Newsletters pro-physik.de (20,000 recipients) and Physik Journal (18,000 recipients) are offered as a package with the weekly Physics E-Newsletter.

This means you can reach DPG newsletter subscribers and other experts from industry and research in all areas of physics.

Format	Rate per Month (€)
	Four newsletters
Fullsize Banner (468 x 60 px)	2,320
Feature Newsletter (image, text + URL)	2,490



Sehr geehrte Leserinnen und Leser,

große Forschungsanlagen sind teuer und erfordern langfristige Investitionen. Aus diesem Grund hat das Bundesministerium für Forschung, Technologie und Raumfahrt (BMFTR) im vergangenen Jahr ein Priorisierungsverfahren für umfangreiche Forschungsinfrastrukturen ins Leben gerufen. Nun wurden die neun **Projekte mit der höchsten Priorität** bekannt gegeben, darunter sind auch sechs aus der Physik. Zu ihnen gehört beispielsweise das Einstein-Teleskop und der Ausbau des bestehenden PETRA III-Komplexes bei DESY mit dem Ziel, die hellste Röntgenquelle der Welt aufzubauen.

Eine erhellende Lektüre wünscht Ihnen

Anja Hauck für das pro-physik.de-Team

WERBUNG

FULLSIZE BANNER

Top Meldungen



Revolutionärer Sternenspäher
Die Satellitenmission Gaia hat das Verständnis unserer Milchstraße phänomenal erweitert, wie die neue „Physik in unserer Zeit“ schildert.

[weiterlesen](#)

FEATURE NEWSLETTER



Ein Wegbereiter der Quantenphysik
Vor 100 Jahren starb der Physiker Otto Lummer, dem entscheidende Messungen zur Strahlung Schwarzer Körper gelangen.

[weiterlesen](#)



Das künftige Flaggschiff im Fokus
Mehr als 600 Fachleute aus der Teilchenphysik haben in der vergangenen Woche in Venedig die Zukunft ihres Feldes diskutiert.

[weiterlesen](#)

WERBUNG

Stellen Sie sich vor ...
Ihre Produkte und Services, Ihre Visionen in einer Welt, die die Ressourcen der Menschheit erschließt.

Die kreative Idee für Ihre Marketingkampagne.

WILLY



Welche Prioritäten setzen Sie, Nicole Schramm?

„Großforschungsanlagen spielen für die Zukunft Deutschlands eine wichtige Rolle“, so brachte es Beate Heinemann, seit dem Frühjahr Vorsitzende des DESY-Direktoriums, in einem **Meinungsbeitrag im Physik Journal** auf den Punkt. Da solche Forschungsinfrastrukturen hohe und langfristige Investitionen erfordern, hat das Bundesministerium für Forschung, Technologie und Raumfahrt (BMFTR) im vergangenen Jahr ein Priorisierungsverfahren für umfangreiche Forschungsinfrastrukturen ins Leben gerufen. **Kürzlich wurden die neun erfolgversprechendsten Projekte bekannt gegeben**, sechs davon stammen direkt aus der Physik!

Die Bandbreite reicht von den Vorarbeiten zu einem Gravitationswellendetektor einer neuen Generation über eine Hochbrillanz-Neutronenquelle bis hin zum besten 4D-Röntgenmikroskop der Welt. Mit der Priorisierung ist zwar noch keine Finanzierungszusage verbunden, aber diese gilt es nun, im nächsten Schritt zu klären.

Auf eine inzwischen **hundertjährige Erfolgsgeschichte** zurückblicken kann das Max-Planck-Institut für Dynamik und Selbstorganisation (MPI-DS) in Göttingen, das 1915 als Kaiser-Wilhelm-Institut für Strömungsforschung gegründet wurde. Das MPI-DS erforscht grundlegende Fragen der Physik vernetzter dynamischer Systeme und ist damit seiner Leidenschaft für die großen physikalischen Zusammenhänge treu geblieben.

Feiern auch Sie die physikalische Forschung! Ihre Maik Pfalz für das Physik Journal Team



Physik Journal Nachrichten



Strömungen der Forschung
Vor hundert Jahren nahm das Kaiser-Wilhelm-Institut für Strömungsforschung seine Arbeit auf. Aus ihm wurde das heutige Max-Planck-Institut für Dynamik und Selbstorganisation (MPI-DS), das grundlegende Fragen der Physik vernetzter dynamischer Systeme erforscht und damit seiner Leidenschaft für die großen physikalischen Zusammenhänge treu geblieben ist (Bild: Norbert Michalke / MPG).

[Lassen Sie sich mitreißen](#)

FULLSIZE BANNER

Projekte mit Priorität
Das BMFTR hat die aussichtsreichsten Forschungsinfrastrukturen aus dem nationalen Priorisierungsverfahren bekannt gegeben. Sechs davon haben Physikbezug (Bild: BMFTR).

[Zu den ausgewählten Projekten](#)

PRODUKTE / FIRMEN

Webinars and Videocast

Webinars

A Webinar is an audiovisual online presentation that you can broadcast either live or pre-recorded. Both the speaker and viewers and/or listeners participate using their own computers.



Format	Rate (€)
Webinar	10,000

We offer an attractive bulk discount.

Videocasts

Videocasts have become an important and efficient means of online communication. Products requiring explanation or complex processes can be clearly presented in a lively manner, while companies can appear in a holistic way with an added personal touch. A further advantage is the fact that the information can be accessed at any time.

pro-physik.de has its own video channel for you to present your pre-recorded videos.

Booking period 3 Months	Rate (€)
Videocast	1,500

A Webinar usually lasts one hour: 45 minutes for the presentation itself, 15 minutes for Q&A.

The Webinar is recorded and remains six months year after its initial broadcast in the archive on pro-physik.de.

Webinars are ideal for a comprehensive presentation of new products and technologies, as well as training or other corporate information events.

Alongside technical and logistical support, various other measures are included in the rate so as to generate the maximum number of participants. These include banners on the website and in the E-Newsletters.

Your benefits at a glance:

- Quality marketing contacts (leads)
- Heightened brand awareness among your target group
- Attract a new audience that is otherwise difficult to reach
- Direct, valuable feedback from participants
- Long-term availability on demand (six months)



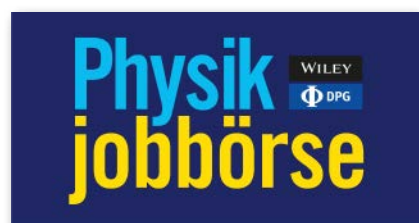
Job Fairs

If you are looking for physicists, the Job Fairs presented by Wiley-VCH and the DPG are the events to attend! We offer three different formats that have already been successfully run several times:

- a Job Fair as a presence event at the DPG Spring Meetings
- Virtual Job Fairs
- Job Fairs in combination with an Advertorial

Marketing for the Job Fairs

- Print Advertisements (e. g. Physik Journal)
- Editorial announcement on pro-physik.de
- Banner in the physics E-Newsletter with a total of 38,000 recipients
- Stand Alone physics newsletter
- Cover letter of the DPG to all relevant DPG members



Job Fair as a presence event at the DPG Spring Meetings

The German Physical Society (DPG) is the world's largest professional society with approximately 51,000 members and organizes the DPG Spring Meetings every year.

The well-known and successful DPG Job Fair is held here as an attendance event. A limited number of presentations (slots) are available each day. Companies, institutes and consulting firms present their career opportunities and entry-level opportunities.

More than 5,300 physicists are expected in Dresden and 1,300 in Mainz. Experience has shown that both job fairs are very well attended.

Services:

- Slot: a room with technical equipment
- Meeting Point: a meeting point will be available on the day of your slot in Dresden (community booth). Here you can talk to attendees and provide information material in a relaxed atmosphere throughout the day.

Your benefits: many interested students and young professionals in one place, a hosted event, and only a small time commitment by job providers.

Dates:

Mainz: March 03-05, 2026
Dresden: March 10-12, 2026

Registration deadline:

December 15, 2025

Rates:

€ 5,300 for one Job Fair
€ 9,500 for both Job Fairs



Virtual Job Fair

You can deliver your online audiovisual presentation as a live lecture or as a recorded version (on demand). The entire event lasts one hour: 30 minutes presentation and 30 minutes Q&A. Moderation is provided by the experienced Physik Journal team.

Services:

- Slot: proven technology, rehearsal for all speakers, experienced moderation
- Extensive marketing for interested parties
- Creation of a company website with logo and presentation
- If the webinar is recorded, it will be available for eight more weeks on pro-physik.de

Your benefits: precise reachability of your target group, little time required for organizers, no travel costs

Date in June:

June 16-18, 2026

Registration deadline:

April 20, 2026

Rate: € 5,300

Date in November:

November, 10-12, 2026

Registration deadline:

September 21, 2026



Job Fair in combination with Advertorial

An advertorial is offered to complement the events. Format: 1/1 page 4C.

- The advertorial will be placed prominently in the Physik Journal before the Job Fair.
- It can be designed in the form of an interview or as an recruitment advertisement.

• Two options are offered: The print data for the advertorial is supplied by your company or our editorial team creates the content and layout together with your company.

Rate: € 1,980 (instead of € 8,700) for each Advertorial

Recruiting

The personnel demand for physicists is very high in many companies. It is therefore advantageous for employers to regularly present themselves to the target group as an innovative and friendly company with interesting fields of activity.

In the Physik Journal, we offer the following options in addition to the classic job advertisements for recruiting:

- Image-advertisements
- Supplement and
- Advertorials

A mix of these three options offers an attractive variety in addressing your target audience.

Image-Advertisement

If you want to publish information about your company and career opportunities, then an image ad in the Physik Journal is the appropriate format. A large proportion of the readership are physics students and young professionals. In this way, you can reach your desired target group precisely.

Services

- Publication in the Physik Journal with a circulation of approx. 45,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journal
- Publication in the job market on pro-physik.de and in the E-Newsletter

Your benefits

- Perfectly fitting your target group
- Placement in a first-class editorial environment
- Valuable presentation

1/1 Image-advertisement

Size: 210 mm × 297 mm
Format: PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700



Supplement (2 pages)

Would you like to present your company in more detail? Then choose the two-page supplement. You can present your company and your career opportunities on two pages in more detail. You can show your branding appropriately, let a young professional have his say or draw attention to a workshop.

Services

- Publication in the Physik Journal with a circulation of approx. 45,000
- Publication on pro-physik.de within the e-paper of the Physik Journal
- If you wish, we can print the supplement for you for a fee covering the printing costs

Your benefits

- Plenty of space for your presentation
- Thicker paper automatically stands out more
- Perfectly fitting your target group
- Placement in a first-class editorial environment



Supplement

2 pages as a PDF-file:
Size: 210 mm × 297 mm
Format: PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700

Advertorial

The advertorial can take the form of an interview or a short article. There are two options: you can either provide us with a ready-made PDF or you can call on the professional support of the Physik Journal editorial team to create the advertorial for you. In this case, you provide us with text and images and we take care of the rest. You don't want to write the text yourself? No problem, the Physik Journal editorial team will be happy to support you. There are no limits to your creativity: for example, your advertorial could be an interview or maybe a report by a young professional.

Services

- Design of your advertorial by our layout team
- Correction of the text by the editorial team of the Physik Journal
- Publication in the Physik Journal with a circulation of approx. 45,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journal

Your benefits

- Can be created in the layout of the Physik Journal
- Has the effect of an independent editorial contribution
- Clearly differs from ads

Advertorial

- with editorial support
appr. 4,000 characters incl. spaces with one image or
appr. 3,100 characters incl. spaces with two images

Rate: € 8,900

- without editorial support
finished PDF-file with 300 dpi and 3 mm crop

Rate: € 8,700



Rates for entries in other physics journals
available upon request.

Rates | Technical Details

Format	Rate (€)
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Banner advertisement (per Month)

Leaderboard (728 x 90 px)*	1,890
Wide Skyscraper (160 x 600 px)*	1,760
Medium Rectangle (300 x 250 px)*	1,580

*A Large Mobile Banner (320 x 100 Pixel) must also be supplied for the mobile-optimized version.

Physics E-Newsletter (4 newsletters)

Fullsize Banner (468 x 60 px)	2,320
Feature Newsletter (image, text + URL)	2,490

Product of the Month / Productinformation

Product of the Month	2,350
Productinformation Print + Online (Booking period 6 months) – 1 Portal	990
Productinformation Extension (6 months)	620

Webinar	10,000
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Videocast	1,500
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Content Ad	2,100
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Content Premium-Package	5,120
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Top Feature Portal	2,930
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Calendar of events	550
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Job ads (4 weeks online)

2-in-1 package (online + E-newsletter)

Designed job ad	1,350
Designed job ad for PhD/Postdoc positions	920

Online

Text ad for PhD/Postdoc positions	520
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	Rate per mm height
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3-in-1 package (online, E-newsletter + print)	
90 mm width	17.00
180 mm width	34.00
Top-Job Upgrade	300

Banner

Maximum file size for all file types is 200 kb.

Dimensions accepted:

- Leaderboard (728 x 90 px)*
- Wide Skyscraper (160 x 600 px)*
- Medium Rectangle (300 x 250 px)*
- * additionally Large Mobile Banner (320 x 100 px) for the mobile-optimized version.

Accepted file formats:

- DoubleClick Tags
- GIF, JPG & PNG
- HTML5 <https://goo.gl/QY0EMJ>
- Third-party tags from DFP certified vendors found here: <https://goo.gl/1bjSmc>

HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>
The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>

E-Newsletter Sponsoring

Full Size Banner (468 x 60 px)

- GIF, JPG & PNG (static image for newsletter ads)

Feature Newsletter

- Image (GIF, JPG & PNG; 760 x 470 px)
- Headline max. 55 characters
- Text max. 220 characters
- Web-Link

Product of the Month/Productinformation

- Image (TIF, JPG & EPS; min. 300 dpi)
- max 1,600 characters
- Web-Link
- E-Mail link

Content Ad

- Image (GIF, JPG & PNG; 760 x 470 px)
- Headline max. 55 characters
- Teasertext max. 220 characters
- Web-Link

Content Premium-Package

- Details please see page 4

Top Feature Portal

- Headline
- Teaser text (max. 150 characters)
- Text (max. 4,000 characters – please formulated factually and neutrally)
- At least 1 image (665 x 450 px; max. 250 KB), further images possible (format as above)
- Captions with exact assignment to the images
- Target URL if possible

Calendar of events

- Name, location, date and time of the event
- Image (GIF, JPG & PNG; 760 x 470 px)
- Teasertext max. 220 characters
- Text max. 2,000 characters
- Web-Link

WebSeminar/Videocast/List of suppliers

These formats are not standardized.
Please contact us for technical details.

All Rates are subject to the statutory VAT.

The new Rate list comes into effect on October 01, 2025 and supersedes all previous Rate lists.

Advertising and Reprint Production Terms and Conditions

Definitions

1. In these terms and conditions:

- (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
- (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley's or its third party partners' print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley's websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
- (c) **“Customer”** means a person or entity who is placing an order for advertising or reprint production with Wiley and includes an advertiser on whose behalf advertising is placed, and any media agency or company that may arrange advertising or reprints for its clients.
- (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
- (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
- (f) **“Reprint”** means print or physical goods, being a specified number of reprints of articles or other material (for example, pre-loaded USBs), as requested by the Customer and/or ePrints which are digital versions of articles or other materials hosted by Wiley or its licensees and linked from a Wiley website, an email or a Customer website (“ePrints”).
- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **“Terms”** means these terms and conditions.

ADVERTISING TERMS

- 2. In submitting Advertising to Wiley, the Customer grants Wiley a worldwide, royalty-free, irrevocable licence to publish and print the Advertising as set out in the Booking Confirmation as well as the right to sub-license all such rights to any third-party provider.
- 3. Wiley will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation, however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of Advertising within a print product or online site or digital product when necessary.
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- 5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer's approval by email.
- 6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.
- 7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
- 8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.
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- 10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphic or html file that comprises the Online Advertising in conformance with Wiley's delivery specifications.
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15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such ‘make-up’ bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

- (a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer which has been approved by Customer) in the manner set out in the Booking Confirmation will not breach or infringe any copyright, patent, trademark, trade secret or obligation of confidentiality or privacy, any law of defamation or obscenity, or any relevant law or regulation concerning advertising or promotions, including any medical advertising laws, industry codes or regulations;
 - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
 - (c) the Advertising is accurate, truthful and non- deceptive and does not violate any laws regarding false advertising;
 - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
 - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
 - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
 - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“[IAB Terms](#)”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
 - (b) Section IV (Reporting) (excluding clause IV(b));
 - (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
 - (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

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- 19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.
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- 22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.
- 23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.

Advertising and Reprint Production Terms and Conditions

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfilment.
25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

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26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley's discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days' written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.
27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that it is withdrawn, however Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.
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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceeding is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation:
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 - cease publication of further Advertising or terminate an agreement for Advertising;
 - withhold any discounts or rebates previously granted to the Customer; or
 - exercise any other rights at law or equity.

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38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows: (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless signed by Wiley.
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40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.

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