

# WILEY

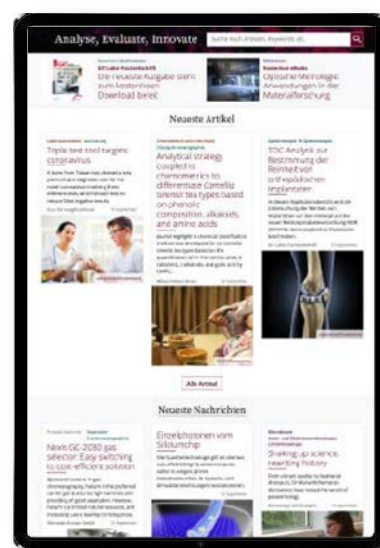


## 2025 Media Guide

# Wiley Analytical Science

Compelling solutions through strategic partnerships

[analyticalscience.wiley.com](http://analyticalscience.wiley.com)



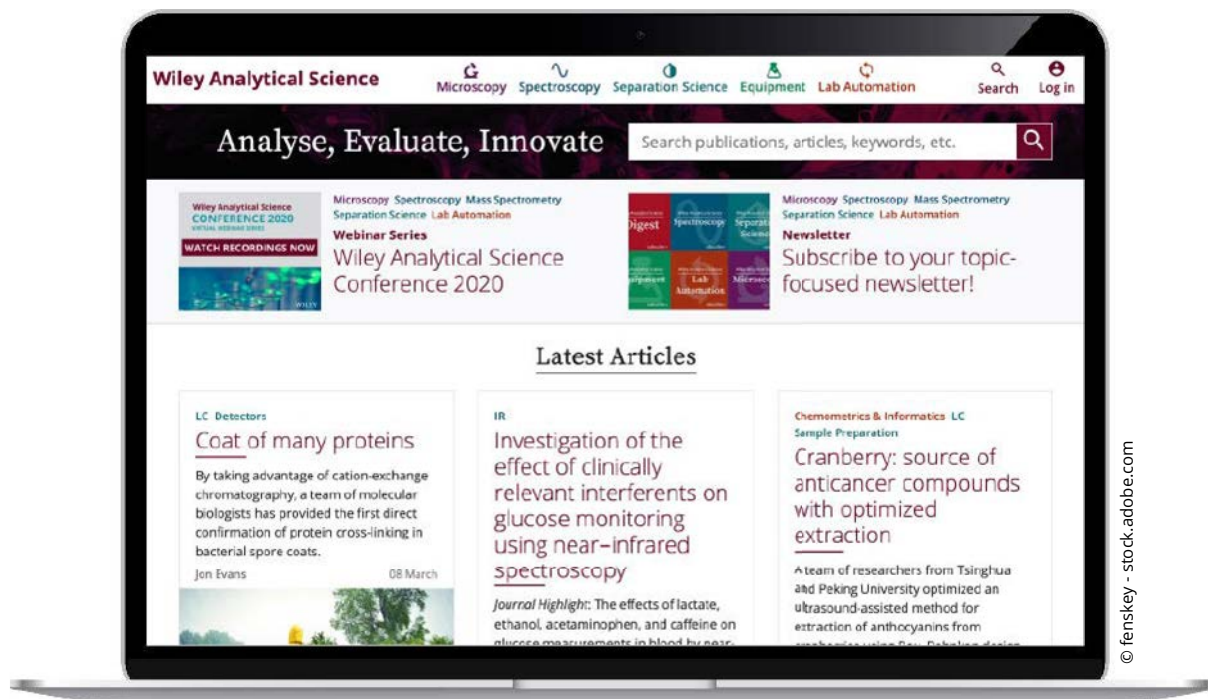
# Wiley Analytical Science

## Connect with an engaged, targeted audience in our expanding universe of content solutions

**Wiley Analytical Science** keeps the analytical science community informed on latest news, applications, and research in **spectroscopy, microscopy, separation science, bioanalysis, lab automation**, and other key areas in the analytical sciences.

Since its launch, the **Wiley Analytical Science universe has expanded** with even more ways to engage and connect. **We bring the analytical community together** with the largest repository of free and subject-focused web content, newsletters, online seminars in analytical science covering latest applications, and our widely anticipated bi-annual virtual conference.

With the strength of Wiley as a **trusted chemistry and life sciences publisher**, combined with the **strength of our network**, this growing universe can help you connect. Let us help you build a customized package to help you reach your goals.



# WAS – Universe of Content Solutions

## Web Advertising

**45K+** Unique  
Visitors/Month

## Webinars

Research &  
Application Focused

**350+** Avg.  
Registrants/Session

## Newsletters

**100K+** Circulation

# Wiley Analytical Science

[analyticalscience.wiley.com](http://analyticalscience.wiley.com)

## Wiley Analytical Science Virtual Conference

**500+**  
Avg. Registrants/  
Session

## B2B Publications

**400K** Copies/Year  
Circulation

## SpectraBase™

**54K+** Unique  
Visitors/Month

## Tactics

### Awareness campaigns

- Print advertising (print ads, native ads, sponsored cover pages)
- Targeted digital advertising (banner ads, content ads, sponsored content)

### Lead generation campaigns

- Webinars & Virtual Events
- E-Books / Expert Insights
- Article Collections
- Infographics
- Knowledge Hub and much more

## Methods & Applications

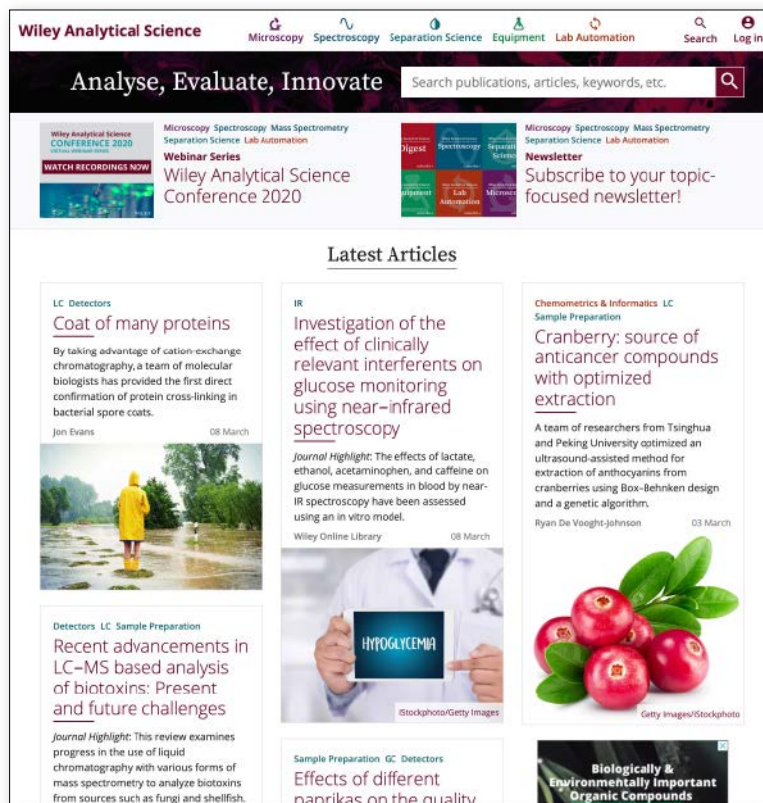
- Microscopy
- Spectroscopy
- Separation Science
- Lab Automation and Digitalization
- Bioanalysis
- Life Sciences (Omics, Bioprocessing etc.)
- Diagnostics and Clinical Research
- Forensic Science and Toxicology
- Food and Agricultural Sciences
- Environmental Sciences
- Pharmaceutical Research and Drug Discovery
- Material Sciences

# Your Benefits at a Glance

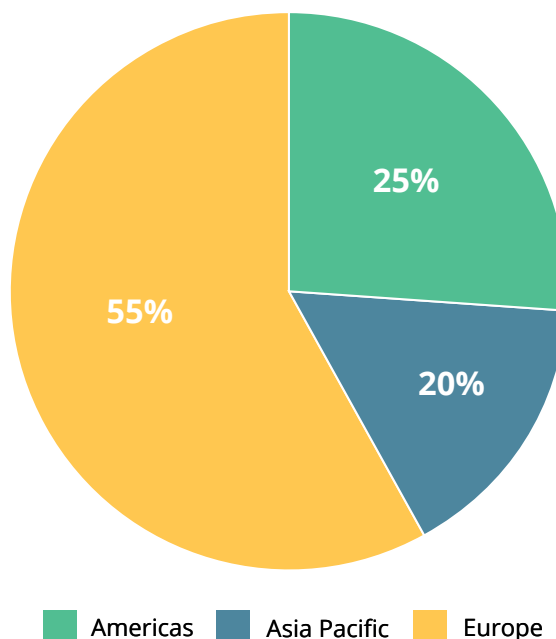
- The Wiley Analytical Science site serves as the central hub where over 45K analytical scientists visit our site each month to access and navigate the largest repository of validated information on the latest techniques to support their professional success.
- Over 100K subscribe to our focused newsletters covering key target areas.
- 400K circulation of B2B publications each year.
- Over 3,000 scientists registered for our last Wiley Analytical Science Virtual Conference, held twice a year.

Get your brand in front of a focused analytical science global audience.

- 45k Unique Visitors / Month
- 75k Page Views / Month
- Worldwide Reach



Geographical Web Reach  
Wiley Analytical Science



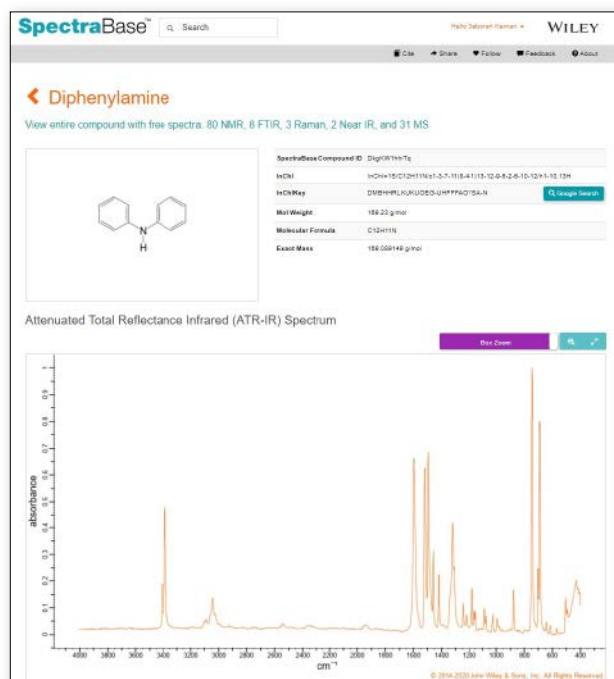
# SpectraBase.com

## Increase your spectroscopy reach

Wiley is a leading provider of the spectral data researchers rely upon to identify spectra, solve analytical problems, and make critical decisions.

SpectraBase is an online spectral database by Wiley that provides free access to over one million reference spectra, including organic compounds, inorganic compounds, polymers, and more. An average of over 54,000 researchers turn to this resource each month.

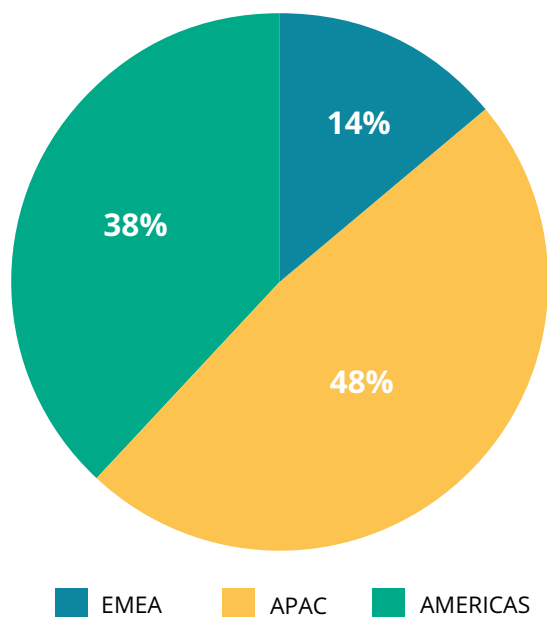
Now you can specifically target researchers who are already using this well-known online resource.



Users look up spectra by name, InChIKey, CAS registry, or structure.

## We have been building an audience ...

Geographical Web Reach – SpectraBase



Get your brand front and center to a large spectroscopy audience!

54K Unique Visitors/Month

136K Page Views/Month

Worldwide Reach

## Target an already-engaged spectroscopy audience by:

Spectral Techniques • IR • MS • NMR • Raman • UV-Vis

Specific Compounds • Geography

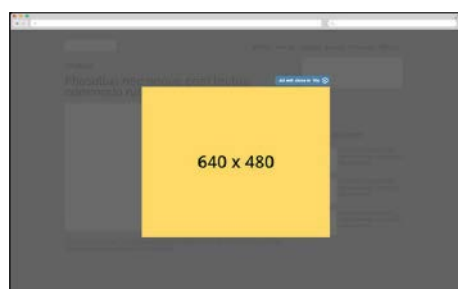
# Wiley Analytical Science and SpectraBase

## Web Advertising

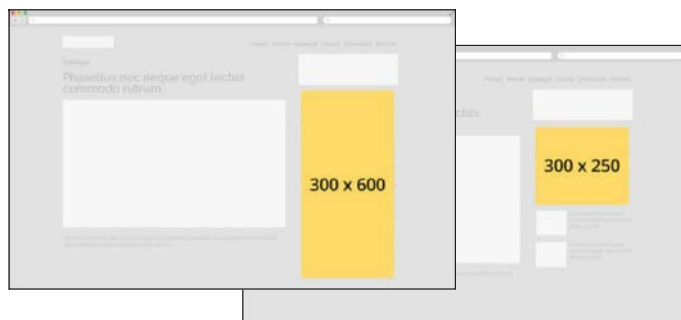
### Desktop Positions

#### Interstitial – 640 x 480 px\*

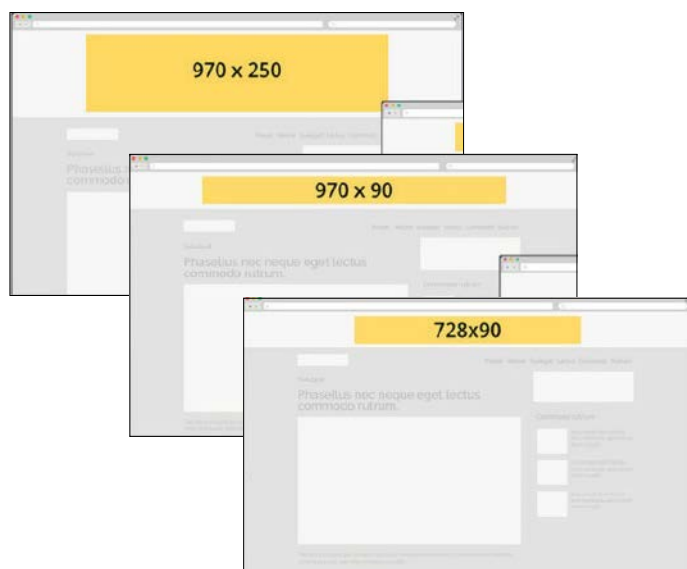
Overlay ad that interrupts navigation to first article of a user session. Unit can be dismissed by user manually to access content.



**Impact Right Rail Banner** – Super Rectangle 300 x 600 px or Rectangle 300 x 250 px – Portrait or landscape oriented ad that delivers in the top of the right rail on all pages.



**Header Banner** – Billboard 970 x 250 px, Super Leader Board 970 x 90 px or Leader Board 728 x 90 px – Landscape oriented ad that delivers in the header/main navigation area of all pages.



**Tracking Right Rail Banner** – Rectangle 300 x 250 px – Landscape oriented ad that delivers below supplemental content in the right rail on all pages, tracks with the user for the remainder of the downward scroll once it touches the top of the right rail within the remaining empty space.



\* The Interstitial banner is not available for SpectraBase at this time.

# Wiley Analytical Science and SpectraBase

## Web Advertising

### Mobile Positions

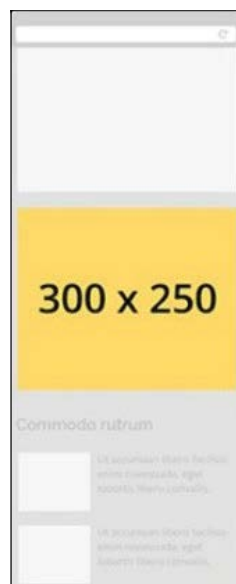
#### Mobile Header Banner

Large Mobile Leaderboard 320 x 100 px, Mobile Leaderboard 320 x 50 px, Small Mobile Leaderboard 300 x 50 px – Landscape oriented ad that delivers in the header/main navigation area of all mobile pages.



#### Sticky Mobile Banner

Small Mobile Leaderboard 300 x 50 px – Landscape oriented ad that delivers as an anchored overlay (over all content) at the bottom of the mobile viewing screen on all mobile pages. The unit scrolls with the user until dismissed.



#### Secondary Mobile Banner\*

Rectangle 300 x 250 px – Landscape oriented ad that delivers below main column content (article content) and above supplemental content on all mobile pages.

\* The 300 x 250 secondary mobile banner is not available for SpectraBase at this time.

# Rates and Specifications

## Banner formats & rates (Monthly sponsorship rates)

Desktop	ROS	Microscopy	Spectroscopy	Separation Science	Lab Automation	Bioanalysis
<b>Desktop Header Banner</b> 728x90, 970x90, 970x250	2,910 €	1,385 €	695 €	280 €	420 €	140 €
<b>Half Page Rail</b> 300x600	3,490 €	1,665 €	835 €	335 €	500 €	170 €
<b>MPU Rail</b> 300x250	2,325 €	1,110 €	555 €	225 €	335 €	115 €
<b>Interstitial</b> 640x480	4,375 €	2,080 €	1,045 €	420 €	630 €	215 €
Mobile						
<b>Mobile Banner</b> 320x100, 320x50, 300x100, 300x50	1,165 €	555 €	280 €	115 €	170 €	60 €
<b>Sticky Mobile Footer</b> 320x50, 300x50	1,470 €	695 €	355 €	140 €	215 €	75 €
Roadblock						
All positions Desktop & Mobile	17,315 €	8,220 €	4,125 €	1,655 €	2,485 €	840 €

## Technical Specifications

### Submission Lead Time

Ad creative must be submitted based on schedules outlined above for testing and build processing time to ensure assets are in-spec. Third-party ads must be live at time of submission. Standard & Rich Media Ads (Third-Party Served): 5 business days prior to launch

### 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>

### Desktop and Mobile Ad Specifications

Dimensions: 728 x 90 px  
(as applicable mobile: 320 x 50 px / 300 x 50 px)  
Dimensions: 300 x 250 px  
Max File Size: 200 KB  
\*1x1 pixel border for creative with white or light background

### Expansion Specifications

3<sup>rd</sup> party/HTML5 usage  
Expansion Direction: Downwards Max Initial File Dimensions: 728x90 Max Initial File Load: 200 KB Subsequent Max Polite File Dimensions: 728 x 90 px Subsequent Max Polite File Load: 100 KB Subsequent Max User Initiated File Dimensions: 728 x 310 px Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

### Expansion Specifications

3<sup>rd</sup> party/HTML5 usage  
Expansion Direction: Left  
Max Initial File Dimensions: 300 x 250 px  
Max Initial File Load: 200 KB  
Subsequent Max Polite File Dimensions: 300 x 250 px  
Subsequent Max Polite File Load: 100 KB  
Subsequent Max User Initiated File Dimensions: 550 x 250 px  
Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

### File Types Accepted

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

### Click-Through URLs

Required for all creative files provided.  
(GIF, JPG, PNG)

### Animation/Looping

3 loops or 15 seconds (whichever happens first)

### Frames Per Second

24 FPS Max



# Wiley Analytical Science

## Native Advertising Opportunities\*

### Top Teaser Story – €1,740

Promote your product, your application note, your event or any other highlight on the starting page of a selected WAS subject channel. Reach your target group 24/7/365.

### Scope of Service:

Headline up to 60 characters incl. blanks, one image 180 x 150 px. The top teaser will be linked to a more comprehensive sponsored content on the selected WAS subject channel. Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video.

### Run time:

2 weeks on the starting page and 6 months as sponsored content on the selected WAS subject page

### Sponsored Content – €1,250

Promote your product, your application note, your event or any other highlight on a selected WAS subject channel.

### Scope of Service:

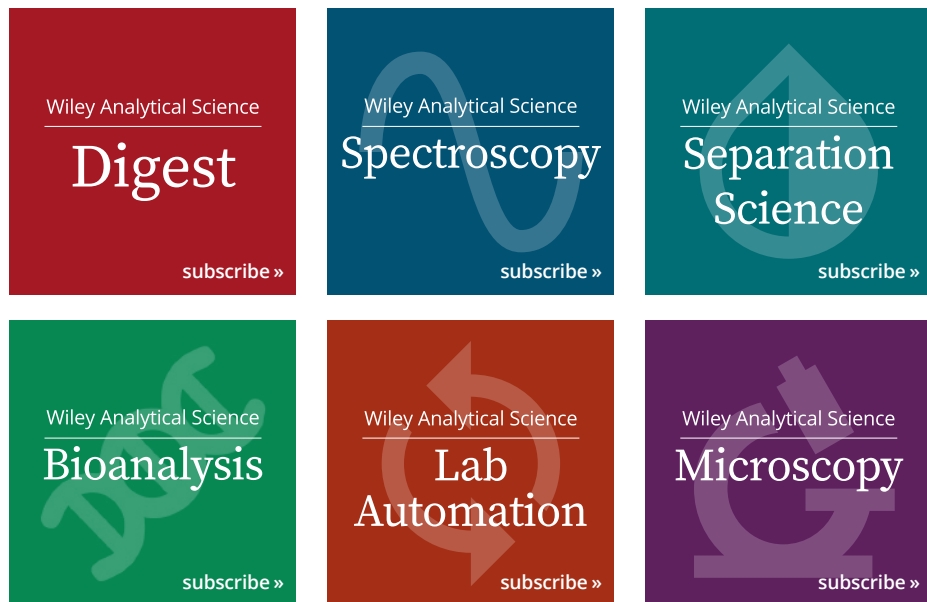
Up to 4 images, unlimited number of characters, company contact details. Optional add-on: link to a video

### Run time: 6 months

\* Not available on SpectraBase

# Wiley Analytical Science Newsletters

Wiley Analytical Science newsletters offer exciting advertising opportunities. Run a MPU banner ad, promote your product through a content ad and get exclusive visibility through a single-sponsored newsletter.



Newsletter	Circulation	Newsletter	Circulation
Digest (German)	9,600	Separations Science	9,300
Digest (English)	5,300	Microscopy	35,000
Spectroscopy	16,000	Bioanalysis	20,000

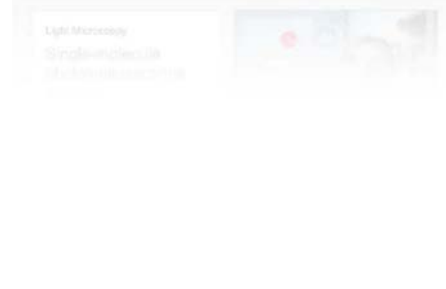
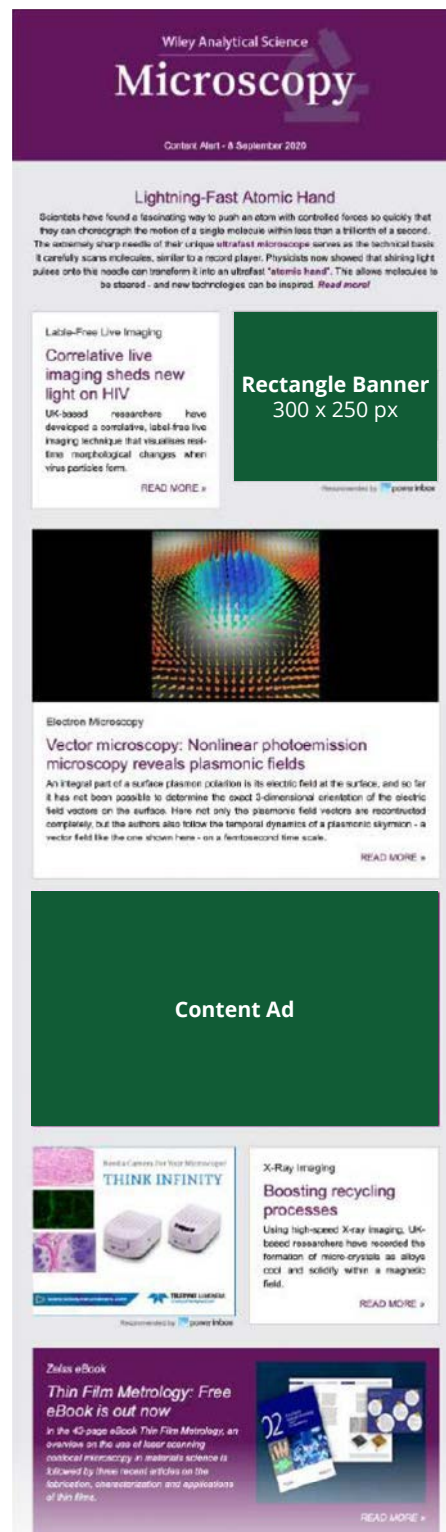
## Newsletter Advertising

Size in pixels	Euro
<b>Newsletter: Microscopy, Spectroscopy, Separation Science, Bioanalysis</b>	
Rectangle 300 x 250 px	2,740 €
Content Ad	3,150 €
Single-Sponsored (3 MPUs plus 2 content ads)	8,500 €
<b>Newsletter: Wiley Analytical Science Digest</b>	
Rectangle 300 x 250 px	1,390 €
Content Ad	1,700 €
Single-Sponsored (3 MPUs plus 2 content ads)	5,000 €

## Email Newsletter Specifications

**MPU / 300 x 250 px**  
 Max File Size: 200 KB  
 File Types Accepted: GIF, JPG & PNG only  
 No 3<sup>rd</sup> Party or HTML5 tags accepted  
 Click-Through URLs: Required for all creative files provided (GIF, JPG, PNG).  
 Animation/Looping:  
 No animation permitted / Static display only.

**Content Ad**  
 Maximum 50 characters incl. blanks for the headline and up to 250 characters for the body text.  
 Unlimited number of characters for the publication on the website. Please provide one image as a JPEG file in 250 x 210 px format. Destination URL for text ads should be direct domain and path URL. Any added URL path code such as tracker, may cause errors.



# Newsletter Deployment 2025\*



WAS Digest	WAS Digest-German	WAS Microscopy	WAS Spectroscopy	WAS Separation-Science	WAS Bioanalysis
17-Jan-25	29-Jan-25	28-Jan-25	14-Jan-25	23-Jan-25	05-Feb-25
07-Feb-25	12-Feb-25	18-Feb-25	04-Feb-25	20-Feb-25	09-Apr-25
21-Feb-25	26-Feb-25	11-Mar-25	04-Mar-25	20-Mar-25	04-Jun-25
07-Mar-25	12-Mar-25	25-Mar-25	01-Apr-25	17-Apr-25	06-Aug-25
21-Mar-25	26-Mar-25	15-Apr-25	06-May-25	15-May-25	08-Oct-25
04-Apr-25	09-Apr-25	29-Apr-25	03-Jun-25	19-Jun-25	03-Dec-25
17-Apr-25	23-Apr-25	13-May-25	01-Jul-25	17-Jul-25	
02-May-25	14-May-25	27-May-25	05-Aug-25	21-Aug-25	
16-May-25	28-May-25	10-Jun-25	02-Sep-25	18-Sep-25	
06-Jun-25	11-Jun-25	24-Jun-25	07-Oct-25	16-Oct-25	
20-Jun-25	25-Jun-25	22-Jul-25	04-Nov-25	20-Nov-25	
18-Jul-25	16-Jul-25	26-Aug-25	02-Dec-25	18-Dec-25	
15-Aug-25	13-Aug-25	09-Sep-25			
05-Sep-25	10-Sep-25	23-Sep-25			
19-Sep-25	24-Sep-25	07-Oct-25			
10-Oct-25	08-Oct-25	28-Oct-25			
24-Oct-25	22-Oct-25	18-Nov-25			
07-Nov-25	12-Nov-25	09-Dec-25			
21-Nov-25	26-Nov-25	Issue Alerts			
19-Dec-25	10-Dec-25				
	Issue Alerts				

\* Creatives are due one week ahead of deployment

## Elevate Your Brand. Generate Leads.

Twice a year Wiley Analytical Science Virtual Conference brings together top **researcher** and **professionals** in the fields microscopy, spectroscopy, mass spectrometry, laboratory automation, and more.

Tap into an **exclusive and expansive network** and position your company as a thought leader. The quality of content can make or break the credibility of your entire business.

**Elevate your brand & gain credibility** by sponsoring sessions with scientific leaders in your area of interest or showcase how your application solutions support researcher in their day-to-day work in the lab.

## Sponsorship Opportunities

### Combination Package: Educational + Application- Focused Seminar

Set the perfect stage for your message!

- First, build credibility & authority in your target research area with unbiased content from a scientific leader
- Then follow up with an application-focused presentation to the same audience



### Educational Seminar

- Visibility of your company logo on registration page and promotional materials
- Wiley organizes the speakers (or if you have a key opinion leader that we should pursue, we are open to suggestions)
- Forwarding of all leads from registered participants (GDPR compliant)



### Application-Focused Seminar

- You can run your own application-focused seminar
- Visibility of your company logo on registration page and promotional materials
- Forwarding of all leads from registered participants (GDPR compliant)

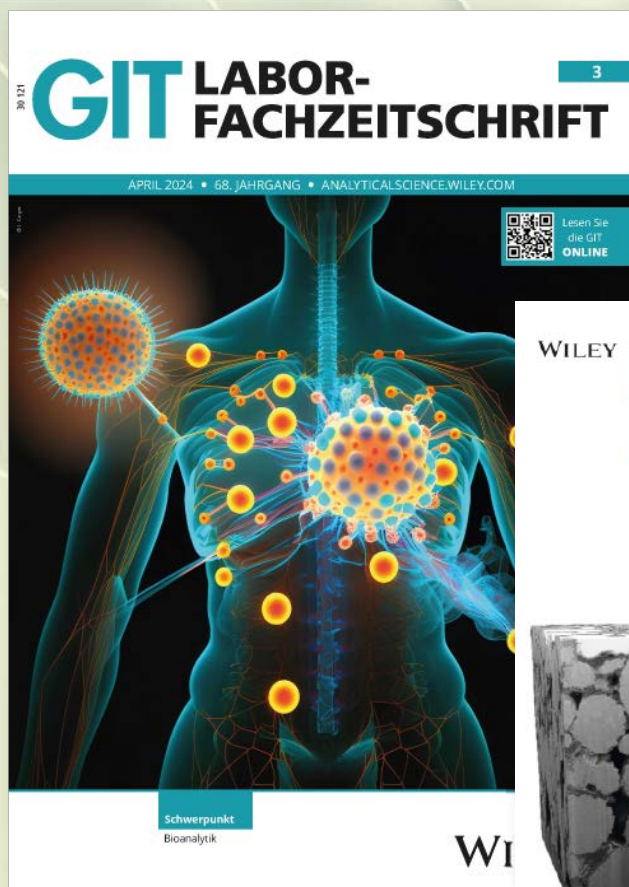


Contact us for  
more details!

## Print and Digital B2B Publications

Benefit from our extensive B2B publications and journals reach to connect with top decision-makers in your target audience.

Present your company with an image ad to readers of...



For further marketing solutions, please see the media kits by clicking on the images.

# Move Beyond Advertising

Powering your message across all of science, technical, and engineering.

It's critical to find compelling ways to present your message so it stands out and gets your story in front of the right people and communities.

Wiley serves the full ecosystem of publications, societies, scientists and industry professionals with targeted reach and solutions to help you make even deeper connections with your audience.

Engage the right audience with the right marketing mix by adding **Wiley Events & Education** and **Wiley Communications** solutions plus **Amplifiers** to your marketing plans.



## Events & Education

Sponsor a webinar or virtual event and strategically position your brand alongside trusted, relevant content. Engage and interact with your audience and build credibility for your message.

## Communications

These sponsored publications provide an exclusive and distinctive way to promote your brand, using the strengths of our multimedia programs and published work relevant to your target audience.

## Amplifiers

Enhance your programs with additional solutions to power your initiatives to the fullest. Provide even more value-added content to your audience or expand your program with Wiley Amplifiers.

**Take the opportunity to strategically position your brand and make your narrative discoverable, engaging, and impactful.**

With a wide variety of titles and channels to choose from, your journey to brand recognition and lead generation starts here!

## Events & Education

Educating audiences is a critical cornerstone of any marketing program to demonstrate how your brand can effectively solve problems and to support scientists and industry professionals in their daily practice across various applications. Our digital events and topic-focused website solutions can help you deliver clear, focused content and deepen your engagement with your target audience.

### ■ Webinar

**Showcase your expertise, generate leads, deepen your engagement, and build credibility by sponsoring a webinar with Wiley. Engage with your relevant audiences in a familiar online webinar environment on topics of your choice.**

Our specialized events team will fully take care of your event including technical aspects and hosting. We will work closely with you in setting up the agenda, inviting the speakers, collecting content, and driving registrants to your event through dedicated marketing campaigns.

#### Choose from:

- **Single-Speaker Webinar**  
Includes live Q&A
- **Multi-Speaker Panel Discussion or Webinar**  
Includes a pre-recorded panel discussion or back-to-back presentations, single live Q&A

*Speakers can be provided by the Wiley editorial team or suggested by the sponsor.*

#### Includes:

- Content support from our specialist editors (at additional cost)
- Webinar hosting on state-of-the-art platform
- Webinar promotion to our extensive audience to drive registrations and brand awareness
- Direct interaction with participants during the live Q&A video session
- Generation of qualified leads (GDPR-compliant)
- Registration and attendance tracking and reporting
- On-demand hosting



### ■ Virtual Event

Wiley is taking real-world conference programs to virtual platforms instead. Promote your brand and gain credibility in an online environment with exclusive and distinctive formats with keynote speakers and panel discussions.

Using the strengths of our multimedia programs and your expertise, you can uncover topics that people want to discuss and share. To support the events, we offer a balanced view on the topic and run marketing activities to power engagement.

#### Your brand will benefit from:

- Create a custom virtual event experience to maximize engagement to your target audience
- Tailor-made marketing package to generate quality leads and boost brand awareness
- Being associated with an unbiased, credible Wiley brand



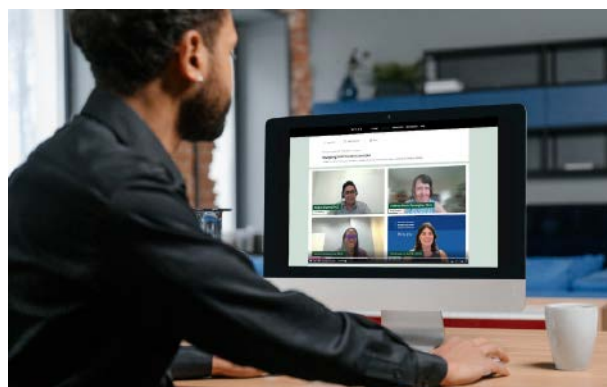
## ■ Wiley led Virtual Event

**Maximize brand exposure through a high-impact virtual event.**

Sponsor a Wiley led virtual conference to maximize brand exposure through a high-impact event with exclusive sponsorship opportunities to elevate your brand alongside credible content and engaging speakers.

**Choose from our sponsorship packages:**

- **Educational Session**  
Sponsor one of our selected expert speaker sessions and align your company with renown Key Opinion Leader
- **Application Session**  
Run your own application-focused session during the event with your own speaker
- **Combination Package**  
Set the perfect stage! A combination of a sponsoring a KOL session followed by your own application-focused seminar presented by your own speaker.



**Optional add-ons to deepen your audience engagement taking them on an enhanced journey to nurture them further:**

- **Audience Engagement**  
In addition to sponsoring the event add on a webinar summary or an infographic featuring the key findings of your sponsored session.
- **Audience Knowledge**  
In addition to sponsoring the event add on a content solution such as an Expert Insight or an Article Collection.

We will provide custom reporting with highlighted leads who have shown deeper engagement and higher interest in your company.

## ■ Knowledge Hub

**Strategically showcase your brand alongside trusted, relevant content.**

A Knowledge Hub is an online learning destination focused on specific topic or application areas. Scientists and industry professionals are given a unique opportunity to get familiar with your brand and help further educate them in an engaging environment.



These online educational platforms group together relevant, meaningful and quality-controlled Wiley content, designed for the realities of today's scientific practice. They provide users with in-depth information on methods and applications via a combination of engaging content, such as article collections, webinars, content feeds, and more!

**Knowledge Hubs help your audience put their research into practice and enable you to:**

- Associate your brand alongside trusted content from one of the most trusted publishers
- Access and communicate with specific audiences
- Generate leads (GDPR-compliant)
- Leverage Wiley's online footprint and existing journal content to drive engagement with your target audience
- Boost your program with Wiley-led marketing tactics to drive additional targeted traffic

**Take advantage of expert project management for seamless execution.**

## Pricing

For detailed information on any of these options, please contact your local representative.



# Communications

Give your audience access to the depth and breadth of authoritative, peer-reviewed content and help them make a greater impact in their work.

## ■ Article Collection

Provide scientists and industry professionals with access to full-length journal articles. Focused on a subject of your choice, we create a digital content asset containing 3 to 5 Wiley journal articles.



You can select from a wide range of journal publications and can add a contribution via an introduction letter. Additional full-page ads are optional. When a user enters the site, they will be invited to register.

**By sponsoring an Article Collection, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with key articles relating to sponsor's subject area of choice

## ■ Essential Knowledge Briefing (EKBs)

Wiley's Essential Knowledge Briefings (EKBs) deliver a concise overview of the most crucial current issues to scientists and industry professionals.

Rapidly deliver your messages in short, practical guides that are in a mobile-enabled format for convenience and easy access.

**By sponsoring an EKB, your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice



*Work with Wiley to identify a topic — we take care of the content and design*

## ■ Expert Insights

Provide your audience with a sponsored publication focusing on a specific topic in your field.

Solutions include our:

- Expert Insights Article Summary Collections
- Expert Insights Whitepapers
- Expert Insights Custom E-books



Expert Insights are presented behind registration and supported by dedicated marketing campaigns to drive traffic.

**With Expert Insights scientists and industry professionals get a comprehensive view on a key topic and your brand will benefit from:**

- Lead generation with free access for target audience
- Thought leadership: brand associated with publications relating to sponsor's subject area of choice

## Pricing

For detailed information on any of these options, please contact your local representative.

## Amplifiers

Boost your programs by adding an additional layer. Ask about these add-ons to further expand and promote your narrative.

### Consider adding these amplifiers to your package:

<b>Extended Reach</b>	Boost traffic with additional tailored marketing tactics to enhance reach and discoverability of your messages.
<b>Content Feed</b>	Attract and retain target audiences with a tailored feed of Wiley content — including access to full text articles — delivered to a client's website.
<b>Infographic</b>	Visually represent scientific research or content, making it easier to digest. Created in print, as downloadable PDFs, or as videos.
<b>Expert Commentary</b>	Enhance content credibility and engagement by adding a short audio or video presentation delivered by an expert.
<b>Translation</b>	Share valuable peer-reviewed information in local languages for better engagement and understanding of international research.
<b>Run On / Print Copies</b>	Get extra printed copies of content products to share.

## Pricing

For detailed information on any of these options, please contact your local representative.

# 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.
- 4. Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate in Wiley's sole and reasonable discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley's then-effective production specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.
- 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.
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16. In submitting Advertising to Wiley, the Customer warrants and represents that:

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  - (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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# 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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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%
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ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

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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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39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
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### Order Management

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