

WILEY

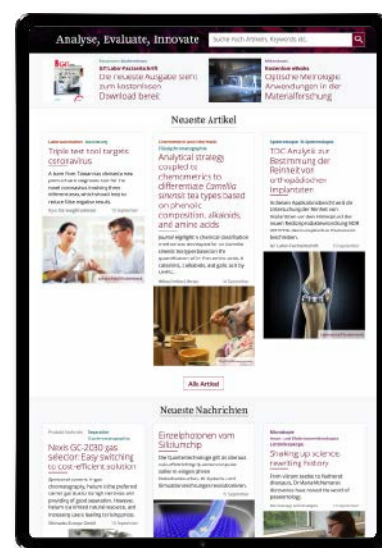


2026 Media Guide

Wiley Analytical Science

Your gateway to the global analytical science audience

analyticalscience.wiley.com



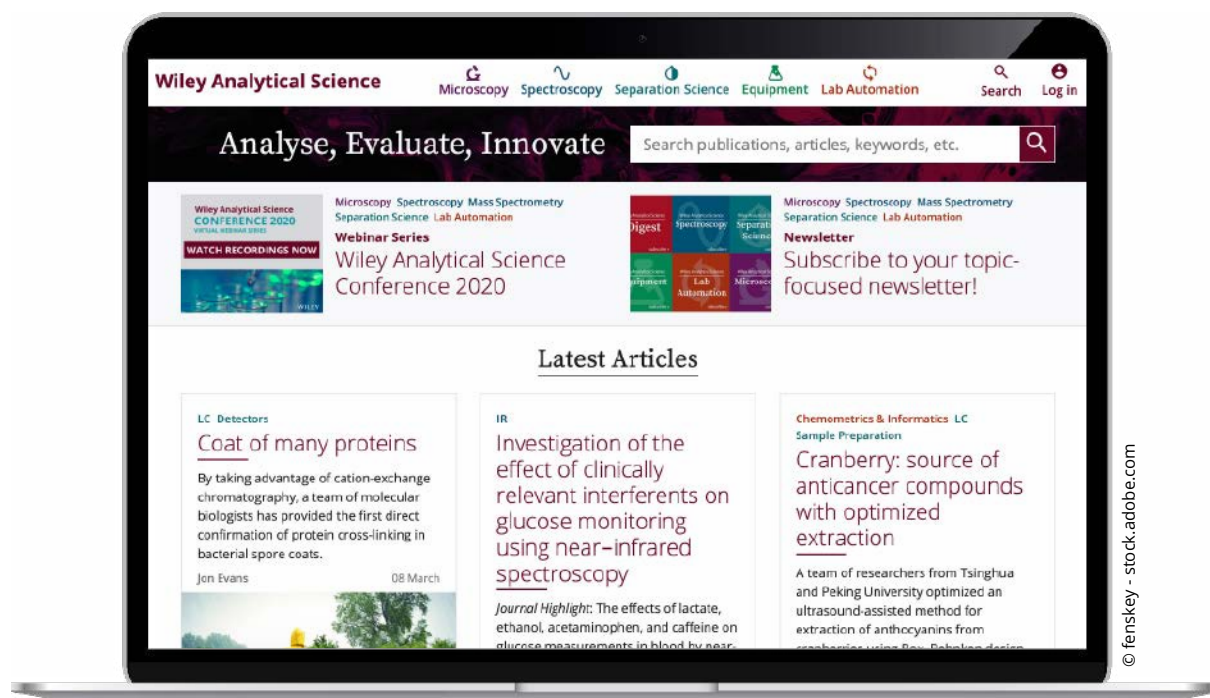
Wiley Analytical Science

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.

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

30K+ Unique
Visitors/Month

Webinars

Research &
Application Focused

400+ Avg.
Registrants/Session

Newsletters

80K+ Circulation

Wiley Analytical Science

analyticalscience.wiley.com

Wiley Analytical Science Virtual Conference

500+
Avg. Registrants/
Session

SpectraBase[®]

54K+ Unique
Visitors/Month

B2B Publications

375K Copies/Year

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

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

Your Benefits at a Glance

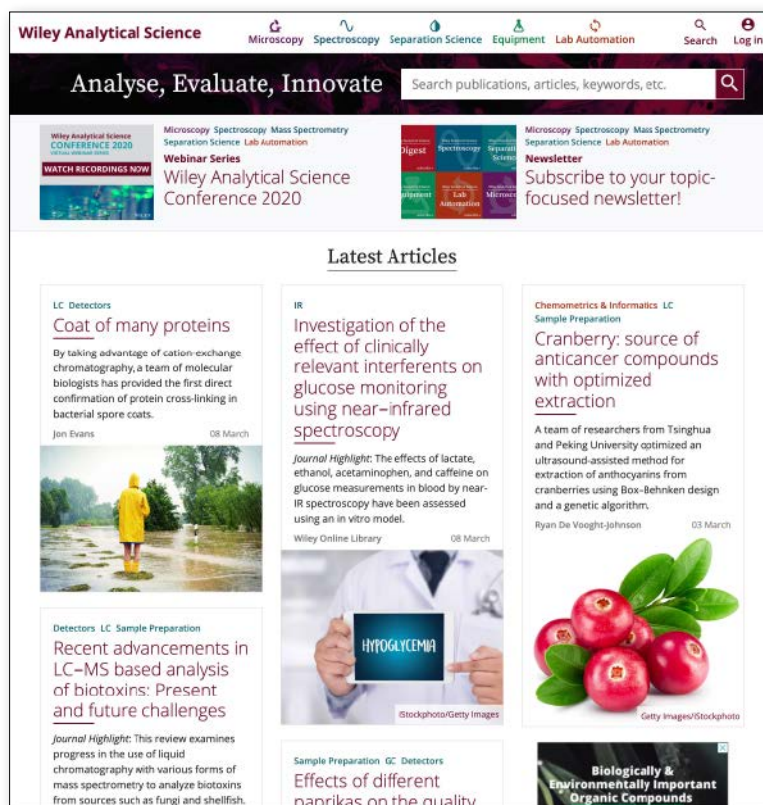
- The Wiley Analytical Science site serves as the central hub where over 30,000 analytical scientists visit our site each month to access and navigate the largest repository of validated information on the latest techniques to support their professional success.
- Over 80,000 subscribers to our focused newsletters covering key target areas.
- Our leading B2B magazines GIT Labor-Fachzeitschrift and Microscopy & Analysis are your gateway to the global research community.
- On average over 800 science and industry professionals sign up for Wiley Analytical Science Conference, held twice a year.

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

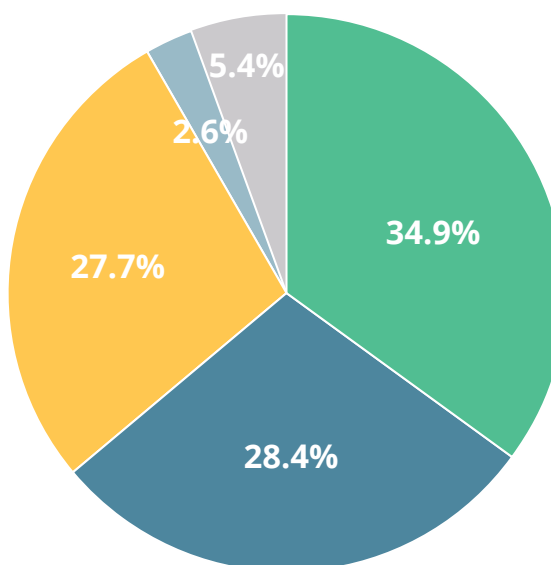
30k Unique Visitors / Month

45k Page Views / Month

Worldwide Reach



Geographical Web Reach
Wiley Analytical Science



Americas Europe Asia Pacific
Africa Other

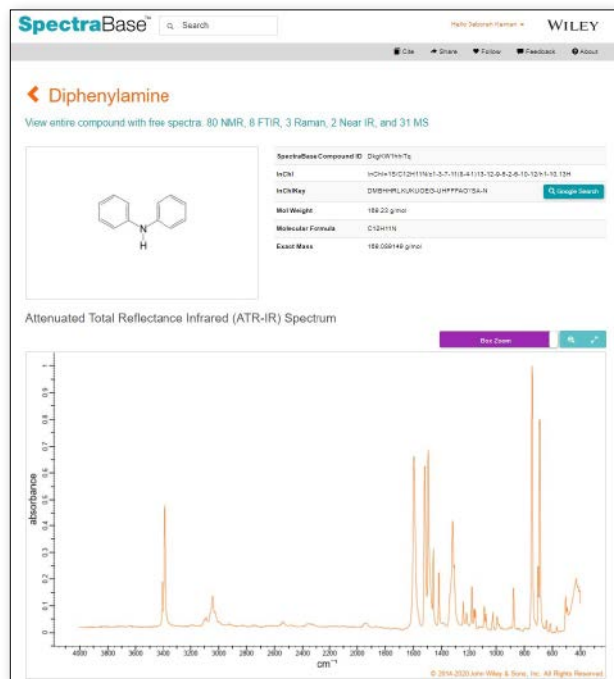
SpectraBase.com

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 a 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.

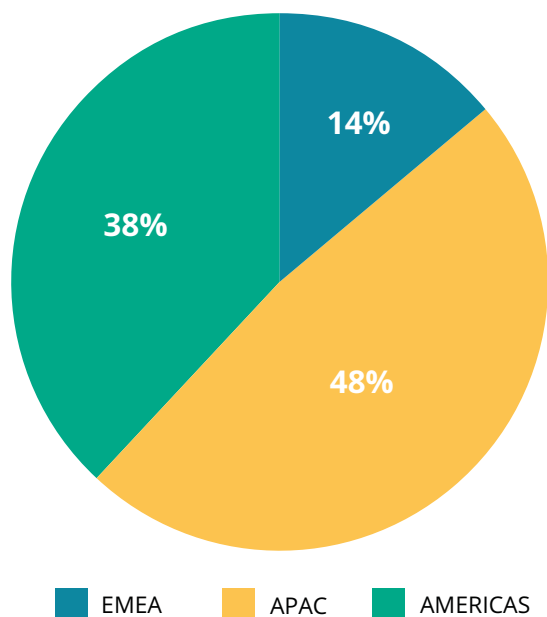
Now you can specifically target researchers who are already using this well-known online resource.



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

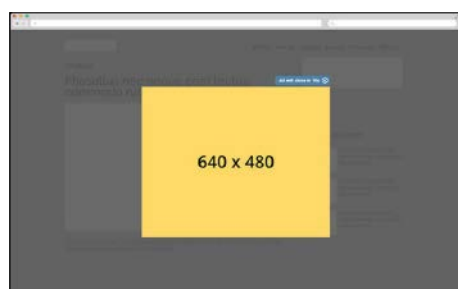
Wiley Analytical Science and SpectraBase

Web Advertising

Desktop Positions

Interstitial – 640 x 480 px*

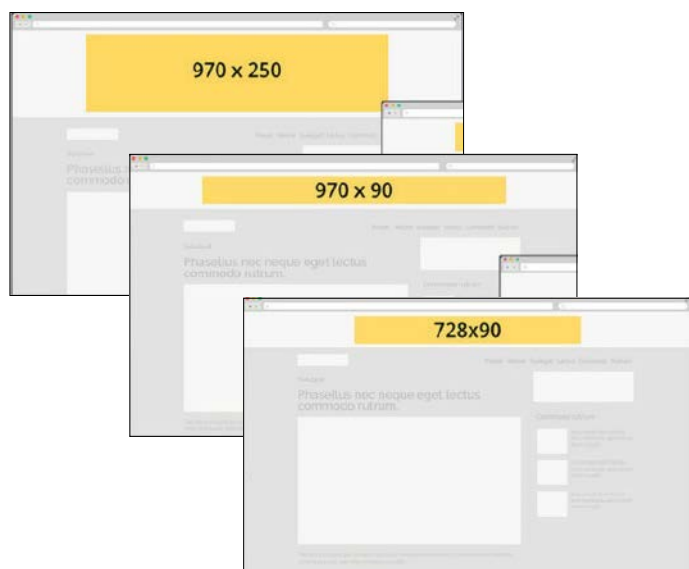
Overlay ad that interrupts navigation to first article of a user session. Unit can be dismissed by user manually to access content.



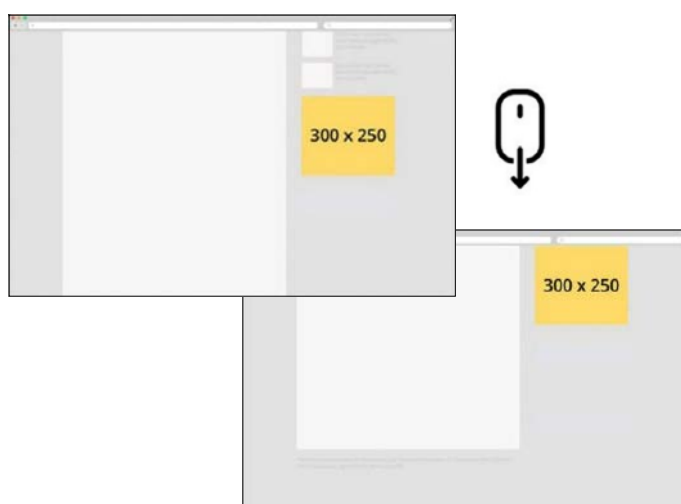
Impact Right Rail Banner – Super Rectangle 300 x 600 px or Rectangle 300 x 250 px – Portrait or landscape oriented ad that delivers in the top of the right rail on all pages.



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.

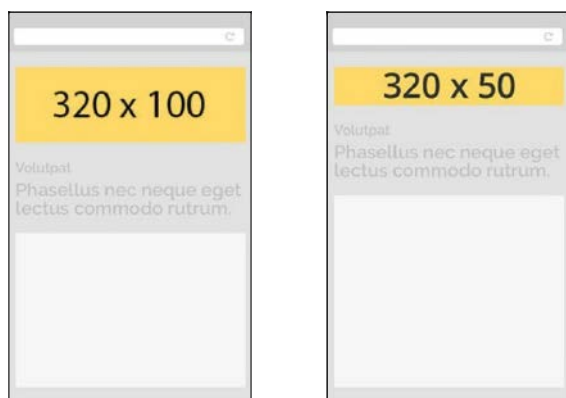
Wiley Analytical Science and SpectraBase

Web Advertising

Mobile Positions

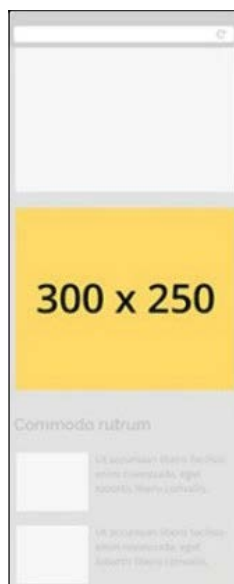
Mobile Header Banner

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)

	ROS	Microscopy	Spectroscopy	Separation Science
Desktop Header Banner 728x90, 970x90, 970x250	€ 3,530	€ 2,050	€ 1,320	€ 1,020
Half Page Rail 300x600	€ 3,725	€ 2,350	€ 1,460	€ 980
MPU Rail 300x250	€ 2,950	€ 1,750	€ 1,180	€ 850
Interstitial 640x480	€ 4,250	€ 2,750	€ 1,670	€ 1,150
Roadblock				
All positions Desktop & Mobile	€ 13,500	€ 8,750	€ 5,500	€ 3,850

Your advertising campaign will be displayed to mobile users as well. For best user experience please select and supply one creative matching the following specs.

Mobile Banner: 320x100, 320x50, 300x100 or 300x50

Sticky Mobile Banner: 320x50 or 300x50

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/rYMcVf> 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

3rd 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

3rd 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

The screenshot displays the Wiley Analytical Science website interface. At the top, navigation links include Microscopy, Spectroscopy, Separation Science, Equipment, and Lab Automation. A search bar is present with the text 'Analyse, Evaluate, Innovate'. A prominent green banner features the text 'Top Teaser Story €1,740' next to an image of hands holding green plants. Below this, the 'Latest Articles' section is visible, containing several article teasers with titles like 'Raman gives good information on complex pharma formulations', 'Laser desorption/ionization postionization mass spectrometry: Recent progress in bioanalytical applications', and 'Pseudo-3D NMR speeds up two-dimensional approach'. A large green box on the left side of the page contains the text 'Sponsored content €1,250'. At the bottom of the article section, a 'View all articles' button is visible.

This screenshot shows the 'Latest News' section of the Wiley Analytical Science website. It features three news items: 1) 'New cryo-EM results reveal unexpected coronavirus feature' from Microscopy and Analysis (22 September), accompanied by a 3D molecular model. 2) 'PerkinElmer launches new NIR instrument for food monitoring' from Product News (16 September), with an image of laboratory equipment. 3) 'Thermo Fisher establishes new clinical biomarker collaborations' from Mass Spectrometry (10 September), with an image of two people shaking hands. Each item includes a brief description of the news.

* Not available on SpectraBase

Wiley Analytical Science Newsletters

Wiley Analytical Science newsletters offer engaging 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
Digest WORLD	28,618
Digest GERMAN	8,769
Microscopy	46,907
Status: July 2025	

Newsletter Advertising

Size in pixels	Euro
Newsletter: Microscopy	
MPU 300 x 250 px	2,750 €
Content Ad	3,150 €
Single-Sponsored (3 MPUs plus 2 content ads)	8,500 €
Newsletter: Wiley Analytical Science Digest GERMAN/WORLD	
MPU 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 3rd 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.

Light Microscopy

Single-molecule
photoimmunoprecipitation



Newsletter Deployment 2026*



WAS Digest WORLD (Friday)
06-Feb-2026
20-Feb-2026
06-Mar-2026
10-Apr-2026
08-May-2026
12-Jun-2026
03-Jul-2026
07-Aug-2026
04-Sep-2026
02-Oct-2026
06-Nov-2026

WAS Digest GERMAN (Wednesday)
28-Jan-2026
18-Feb-2026
11-Mar-2026
01-Apr-2026
22-Apr-2026
20-May-2026
10-Jun-2026
15-Jul-2026
12-Aug-2026
09-Sep-2026
07-Oct-2026
28-Oct-2026
18-Nov-2026
09-Dec-2026
Issue Alerts GIT Labor-Fachzeitschrift

WAS Microscopy (Tuesday/Thursday)
17-Feb-2026
05-Mar-2026
17-Mar-2026
14-Apr-2026
28-Apr-2026
12-May-2026
21-May-2026
09-Jun-2026
23-Jun-2026
25-Aug-2026
17-Sep-2026
22-Sep-2026
06-Oct-2026
27-Oct-2026
19-Nov-2026
Issue Alerts Microscopy and Analysis

* Creatives are due one week ahead of deployment

WILEY

Wiley Analytical Science Conference

April &
November
2026

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)

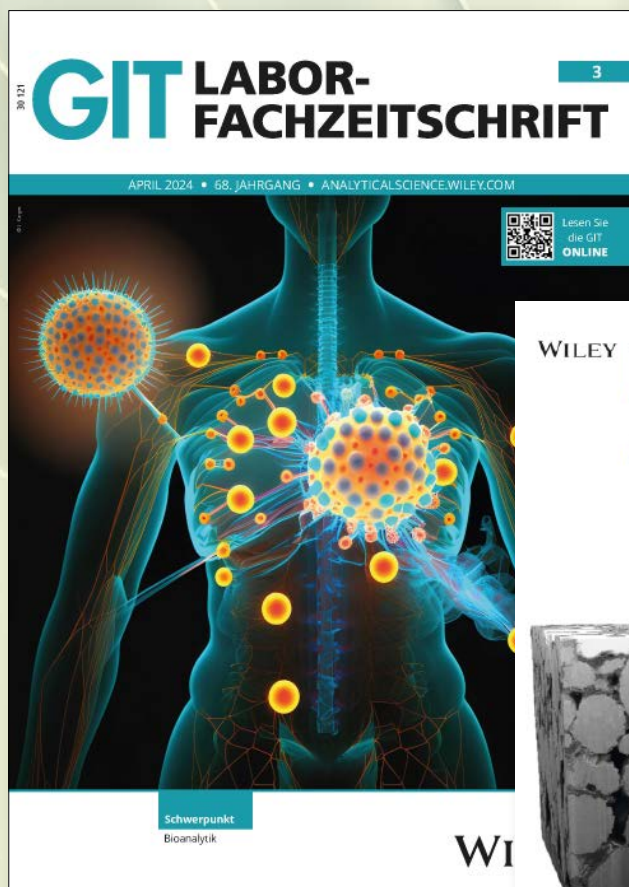


Contact us for
more details!

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

Creating deeper and meaningful connections with audiences across science, technical, and engineering.



Whether it be lead generation, brand awareness, virtual events, or trusted content, we can help you find the right marketing mix and channels to reach your goals with expert teams, content strategy, and project management to reach your objectives. Explore how you can create deeper, meaningful connections with our content and event solutions on the Wiley Focus.

Content Solutions

Be a thought leader in area of expertise, with tailored solutions to generate quality leads including:



Article Collections

Build credibility and positioning with professionals through association with a curated collection of quality articles they value and in topic areas important to your brand.



Expert Insights

Share expert knowledge through sponsored publications, eBooks, whitepapers, and article collections that establish your authority and generate qualified leads.



How-to Guides

Sponsor quick, actionable content that positions you as a thought leader, for providing step-by-step guides to professionals that can be reused throughout their career.



Amplifiers

Boost engagement further with memorable additional content and touchpoints such as an infographic, content feed, eLearning, expert commentary, translations, and more.



Knowledge Hub

Create a dedicated online learning destination for your target audience for long-term engagement, continuous lead generation, consistent content delivery, and brand authority.

Event Solutions

Deliver relevant, focused engaging virtual experiences to gain brand authority with your target audience through:



Webinars

Showcase and share your expertise and valuable scientific and industry insights to receive direct audience engagement and interactions.



Virtual Events

Create a digital experience connecting your brand with your target audience in a trusting learning environment that drives perception, leads, and showcases your expertise.



Wiley led Virtual Events

Discover quality virtual events and expert KOL speaker sessions ready for sponsorship to elevate your brand and to capture quality leads.

View our [virtual event calendar](#).

Your strategic partner for exceptional audience reach and content strategy.

Partner with Wiley to ensure success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by understanding your objectives. From there, our subject matter experts will work with you to design a high-impact program that brings your solutions and messages to science and industry professionals' everyday work and discovery journey. We make it easy for you from start to finish to set up a plan for success.

Ready to give your message more visibility?

Discuss creating a full marketing mix of advertising and content solutions, reach out to your account manager, or email us at corpsolutions@wiley.com

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.
- 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.
- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
- 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.
- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goals’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorships’ will not be subject to any impression or viewability guarantees.
- 12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be behind a registration barrier. The Customer acknowledges that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley's products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

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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Advertising and Reprint Production Terms and Conditions

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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%
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