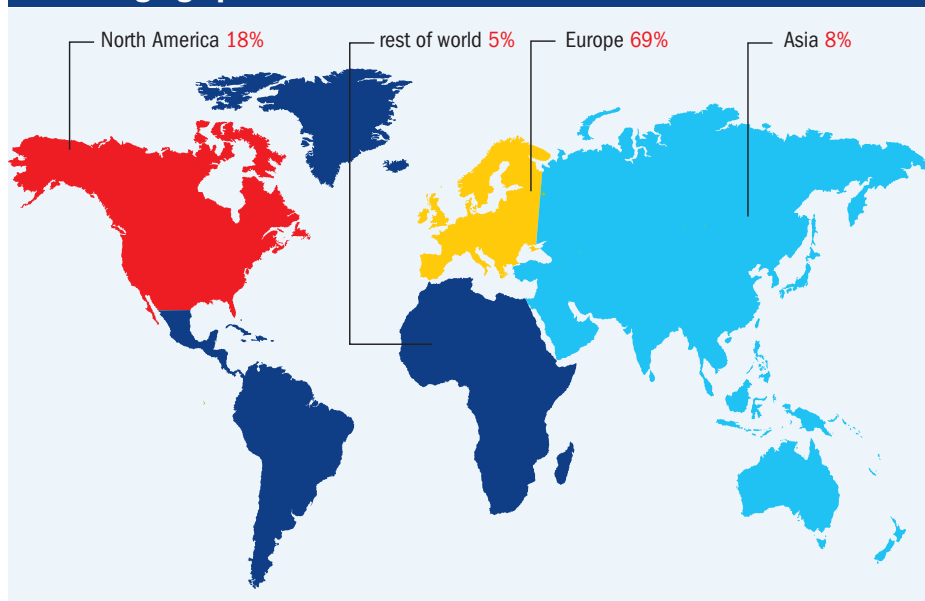


CERN Courier is the reading matter of choice for the high-energy physics community, but it also goes into every other area of physics. In fact, nearly half of the *CERN Courier* readership work in areas other than high-energy physics, choosing *CERN Courier* to keep them up to date with developments in fundamental research. Published 10 times a year, *CERN Courier* is not just CERN's

in-house magazine; it has a worldwide distribution network in high-profile research centres and a global readership stretching across every major research institution. With a team of correspondents in more than 20 of the world's most significant laboratories, it reports on news and the latest research developments from across the world.

Readers – geographical breakdown



The Large Hadron Collider

CERN's flagship accelerator, the Large Hadron Collider (LHC), started up in September 2008. After major repairs in 2009, this world-leading facility continues to serve physics communities based in more than 60 countries around the world. *CERN Courier*'s coverage on developments at the LHC is read by the high-energy physics community as well as the broader scientific community worldwide. Advertising in *CERN Courier* will ensure that your marketing message appears in front of this highly influential audience.

72 000*

READERS WORLDWIDE

*Publisher's own data

Which fields do *CERN Courier* readers work in?

- astrophysics and astronomy
- computing, software and IT
- cosmology
- cryogenics
- detector developments and imaging
- education
- electronics and data communication
- high-energy physics
- imaging, materials and instrumentation
- medical physics
- nuclear physics
- particle physics
- quantitative finance
- radio frequency, power supplies and engineering
- solid-state physics
- space research
- subatomic physics
- synchrotron radiation
- vacuum research

Who will your message reach?

Some examples of large-budget projects, where the procurement managers and key decision makers receive *CERN Courier*:

- Large Hadron Collider (LHC) at CERN: more than €3 bn
- Facility for Antiproton and Ion Research (FAIR): €1 bn until 2014
- JAERI-KEK Joint Facility for High Intensity Proton Accelerators (J-PARC): ¥133.5 bn until 2008
- Linac Coherent Light Source: \$315 m until 2009
- European X-ray laser project (XFEL): €908 m until 2012

CERN Courier is distributed to all of these major research sites

Africa National Accelerator Centre, South Africa	Finland Accelerator Laboratory of the Department of Physics (JYFL) at the University of Jyväskylä	Hamburger Synchrotronstrahlungslabor (HASYLAB) Heavy-Ion Test Storage Ring (TSR)	South America Laboratorio Nacional de Luz Sincrotron (LNLS), Brazil Tandem Accelerator (TANDAR), Argentina	Cornell High Energy Synchrotron Source (CHESS) Crocker Nuclear Laboratory Duke Free Electron Laser Laboratory (DFELL) Fermi National Accelerator Laboratory Idaho Accelerator Center Indiana University Cyclotron Facility (IUCF) Lawrence Berkeley National Laboratory (LBNL) Los Alamos National Laboratory (LANL) Louisiana Accelerator Center National Superconducting Cyclotron Laboratory (NSCL) National Synchrotron Light Source (NSLS) Oak Ridge National Laboratory (ORNL) Particle Beam Physics Lab Relativistic Heavy Ion Collider (RHIC) Saskatchewan Accelerator Laboratory (SAL) Spallation Neutron Source (SNS) Stanford Linear Accelerator Center Stanford Synchrotron Radiation Laboratory Stony Brook Superconducting Linac (SBSL) Sudbury Neutrino Observatory Synchrotron Radiation Center Synchrotron Ultraviolet Radiation Facility (SURF II) Thomas Jefferson National Accelerator Facility (TJNAF) TRI-University Meson Facility/ National Meson Research Facility (TRIUMF)
Asia Beijing Electron Positron Collider, China Beijing Synchrotron Radiation Facility, China INDUS I and II, India National Laboratory for High Energy Physics (KEK), Japan National Synchrotron Radiation Laboratory, China Nuclear Science Centre, India Pohang Light Source, Korea Raja Ramanna Centre for Advanced Technology, India RIKEN, Japan Super Photon ring – 8 GeV (SPring-8), Japan Synchrotron-light for Experimental Science and Applications in the Middle East (SESAME), Jordan Synchrotron Radiation Research Center, Taiwan Variable Energy Cyclotron Centre (VECC), India	France Centre d'Etudes et de Recherches par Irradiation CNRS (CERI) Centre national de la recherche scientifique (CNRS) European Synchrotron Radiation Facility (ESRF) Grand Accélérateur National d'Ions Lourds (GNAIL) Laboratoire pour l'Utilisation du Rayonnement Electromagnétique (LURE) Source Optimisée de Lumière d'Energie Intermédiaire du LURE (SOLEIL)	Helmholtz Institut für Strahlen und Kernphysik (HISKP) IonenStrahlLabor am Hahn Meitner Institute (ISL) Maier-Leibnitz-Laboratorium: Accelerator of LMU and TU Munich (MLL) Mainz Microtron (MAMI) Max Planck Institut für Kernphysik (MPI-HD)	Sweden Manne Siegbahn Laboratory (MSL) MAX-Lab, Lund University Royal Institute of Technology (KTH) The Svedberg Laboratory (TSL)	
Australia Australian Synchrotron	Germany Angströmquelle Karlsruhe (ANKA) Berliner Elektronenspeicherring-Gesellschaft für Synchrotronstrahlung (BESSY) Cooler Synchrotron (COSY) Deutsches Elektronen Synchrotron (DESY) Dortmund Electron Test Accelerator (DELTA) Electron source with high brilliance and low emittance (ELBE) Electron Stretcher Accelerator (ELSA) Forschungszentrum Rossendorf (FZR) Free Electron Laser in Hamburg (FLASH) Gesellschaft für Schwerionenforschung (GSI)	Italy Double Annular Factory for Nice Experiments (DAFNE) ELETTTRA Istituto Nazionale di Fisica Nucleare (INFN) Laboratori Nazionali di Frascati (LNF)	Switzerland Centre Europeen de Recherche Nucleaire (CERN) Paul Scherrer Institut (PSI)	
Belgium Cyclotron of Louvain la Neuve (CYCLONE)		Netherlands Accelateur Groningen-Orsay (AGOR) National Institute for Nuclear Physics and High Energy Physics (NIKHEF)	UK Diamond Rutherford Appleton Laboratory (RAL) Synchrotron Radiation Source Daresbury	
Denmark Aarhus Storage Ring in Denmark (ASTRID) Institute for Storage Ring Facilities in Aarhus		Russia Budker Institute of Nuclear Physics Institute for High Energy Physics (IHEP) Institute for Theoretical and Experimental Physics (ITEP) Joint Institute for Nuclear Research (JINR)	US and Canada 88-Inch Cyclotron Advanced Light Source Alternating Gradient Synchrotron (AGS) Argonne National Laboratory (ANL) Bates Linear Accelerator Center, Massachusetts Institute of Technology (MIT-Bates) Brookhaven National Laboratory (BNL) Canadian Light Source (CLS) Center for Advanced Microstructures and Devices (CAMD) Cornell Electron-Positron Storage Ring (CESR)	
		Spain ALBA		

CERN Courier show calendar 2010

Issue	Show(s)
Jan/Feb	APS April Meeting, US; AAAS 2010, US; 48th ICFA ABDW, FLS 2010, US
Mar	DPG Atomic Physics Meeting, Germany; APS March Meeting, US; DPG Condensed Matter & EPS Meeting, Germany
Apr	MRS Spring Meeting 2010, US; IOP Nuclear Physics Conference, UK; Practical Vacuum 2010, UK
May	Beam Instrumentation Workshop (BIW 2010), US; SVC 53rd Annual Meeting, US; IPAC 2010, Japan; International Supercomputer Conference 2010, Germany
Jun	Physics at LHC, Germany
July/Aug	ICEC 23 - ICMC 2010, Poland; ICHEP, France; Applied Superconductivity Conference 2010, US; VC 18 & ICSS-14, China; FEL 2010, Sweden; Cyclotrons 2010, China
Sep	Synchrotron Radiation User Meeting, UK; Linear Accelerator Conference (LINAC 2010), Japan; 46th ICFA Advanced Beam Dynamics Workshop (HB 2010), tbc
Oct	Frankfurt Book Fair, Germany; NSS/MIC 2010, US
Nov	MRS Fall Meeting, US
Dec	To be confirmed

cerncourier.com

1 Star job

- A featured flag at the top of the jobs page for the duration of the booking.
- Homepage exposure for the duration of the booking.
- A jobwire listing sent to 9600 subscribers for the duration of the booking.

2 Star employer

- A highly visible animated banner on the jobs page for the duration of booking.
- A standard listing on the jobs page or a hyperlink to your chosen URL.

Text listing

- One month's exposure on the jobs page.
- High visibility: initial homepage exposure.
- Inclusion in the weekly jobwire.



3 Company spotlight

- Premium logo positioning on the jobs homepage.
- Logo click-through to the company profile page.
- A standard listing on the jobs page.
- Listings in the weekly jobwire.

NEW Recruiter videos

cerncourier.com's new recruiter video feature allows you to promote your vacancy to candidates in a high-impact format. Accompanied by a comprehensive marketing package, the recruiter video is an opportunity to give potential candidates a real taste of what your organisation offers the successful recruit.

CERN Courier

CERN Courier's status as a highly valued resource in the physics community offers you a direct route to skilled job seekers in high-energy physics, scientific computing and related areas. The dedicated recruitment section in the magazine directs our 72 000 readers to your vacancy. They are looking for positions ranging from graduate to senior level, including:

- heads of industry
- chairs
- lecturers
- research associates
- fellowships
- postdoctorates
- engineers

As well as eight weeks' free exposure on **cerncourier.com**, job adverts will also benefit from inclusion on the brand new **brightrecruits.com**.

In 2009 PhysicsJobs – which was previously a section within physicsworld.com – was relaunched as **brightrecruits.com**. This new website aims to connect employers with graduates and industry professionals who have qualifications and experience in physics. These analytical, numerate and adaptable candidates have the skills to work in a variety of sectors from academic and research to financial services.

Display – CERN Courier

CERN Courier display advertising rates 2010 (\$)			
	1x	5x	10x
Full page			
Full colour	7660	7200	6900
Mono	5830	5480	5250
Half island			
Full colour	5610	5280	5050
Mono	4310	4060	3880
Half vertical			
Full colour	5050	4750	4550
Mono	3960	3730	3570
Half horizontal			
Full colour	5050	4750	4550
Mono	3960	3730	3570
Third vertical			
Full colour	3790	3570	3420
Mono	3090	2910	2790
Quarter			
Full colour	2800	2640	2520
Mono	2420	2280	2180
Eighth			
Full colour	1820	1720	1640
Mono	1460	1380	1320

Subject to change

Online display advertising rates 2010 (\$)		
	Duration	\$
Featured company	12 months	2390
Top-level banner	1 month	1760
Buyer's Guide sponsorship banner	1 month	900
Key supplier		
5-page site	12 months	9000
10-page site	12 months	18000
Latest issue alert sponsorship	1 month	720
Sponsored search terms, 3 words	6 months	1800
	12 months	2700
Star product	12 months	900
Feature product	12 months	630

Subject to change

Recruitment – cerncourier.com

SCC rates (\$)*		
	non-university	university
Mono	130	110
Spot colour	130	120
Full colour	130	130

Subject to change
*Single column centimetre

Set size discounts – mono (\$)	
	non-university
Quarter page	2860
Half page	5710
Full page	10150
Double-page spread	17770

Subject to change

Example bespoke sizes – mono (\$)		
	non-university	university
5 cm × 2 col	1220	1100
10 cm × 2 col	2440	2200
12 cm × 2 col	2930	2640
15 cm × 2 col	3660	3300
10 cm × 3 col	3660	3300
20 cm × 3 col	7320	6600

Subject to change

Online recruitment advertising rates 2010 (\$)						
	non-university			university		
	30-day	60-day	90-day	30-day	60-day	90-day
Text listing	860	1630	2310	470	890	1260
Star job	950	1810	2570	680	1290	1830
Star employer	900	1710	2430	630	1200	1710
Company spotlight	1350	2570	3650	810	1540	2190
Site-wide banner	1500	2850	4050	1050	2000	2840

Subject to change

Display advertising

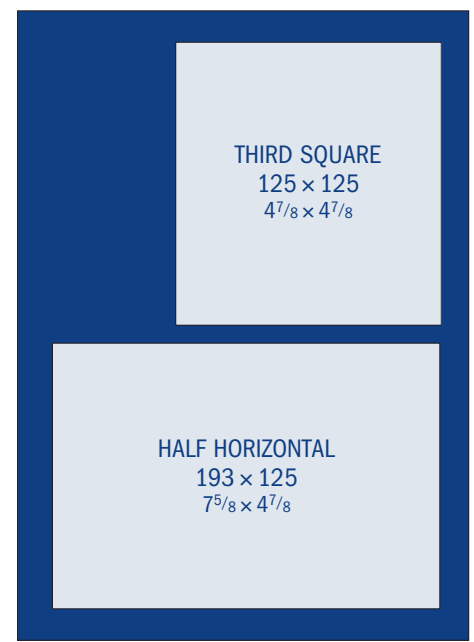
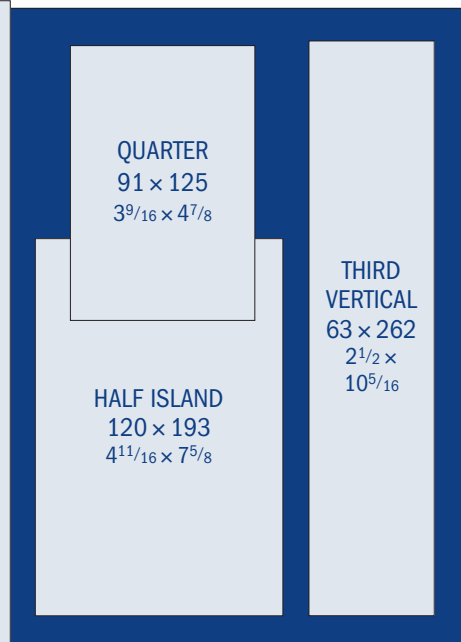
FULL-PAGE BLEED
219 × 288 mm
8⁵/₈ × 11⁵/₁₆ inches

TRIM SIZE
213 × 282
8³/₈ × 11¹/₁₆

NO BLEED
193 × 262
7⁵/₈ × 10⁵/₁₆

Print adverts

Adverts should be supplied as high-resolution PDF files, although we can usually accept TIFF, JPEG and EPS files. All files must be 300 dpi and CMYK with fonts embedded.



Dimensions given in millimetres/inches

Online advertising

All banners and logos must be supplied as GIF, JPG or Flash files with "alt" text and a URL to which to link the banner or logo.

The maximum length of animation for animated GIF and Flash files is 15 seconds, with a maximum of three loops through the animated sequence.

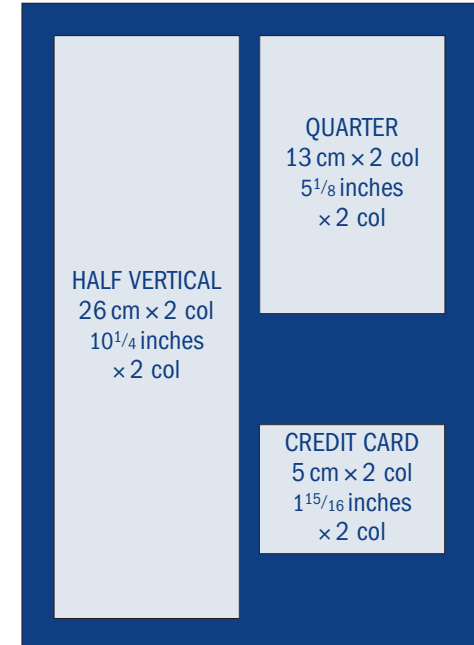
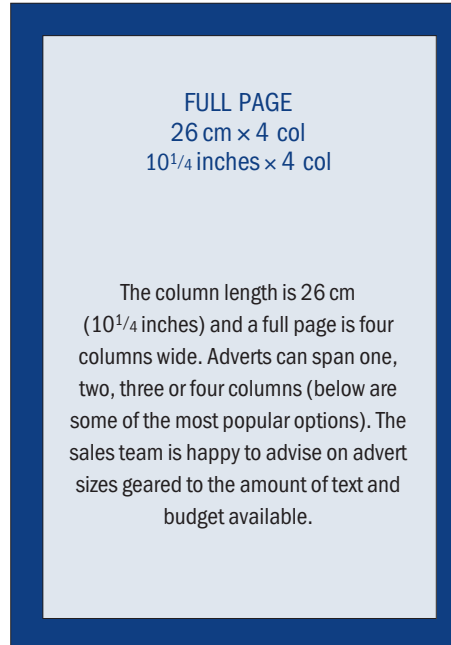
The following additional specifications apply to Flash adverts:

- An alternative GIF or JPG image file must be provided as a graceful degradation option for browsers that do not support Flash.
- Subsequent downloading is not permitted.
- Expansion is not permitted.
- Any audio included may only play when initiated by the user.
- Adverts must have a solid background colour (i.e. not transparent).
- Advertisers must warrant that they have tested adverts for technical stability on Internet Explorer, Firefox, Opera and Safari browsers prior to supply. For the purposes of these guidelines, stability is defined as not causing error messages, dialogue windows, excessive CPU usage, browser crashes or system crashes.

VAT

All UK and European Union advertisers are subject to VAT at 17.5%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from VAT.

Recruitment advertising



Size and shape specifications for online adverts

	Dimensions (pixels)	Max. file size GIF, JPG (KB)	Max. file size animated GIF, Flash (KB)
Site-wide banner	468 × 60	20	40
Square banner	160 × 160	15	20
Star employer logo	160 × 60	5	N/A
Company spotlight logo	160 × 60	5	N/A
MPU banner	300 × 250	20	40
Category banner	468 × 60	20	40
Corporate partner logo	160 × 60	5	N/A
Key supplier logo	160 × 60	5	N/A

Display



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