



Why Advertise in *Interface*?

The Electrochemical Society *Interface* is an authoritative yet accessible publication for those in the field of electrochemistry and solid-state science. New ideas and products are emerging at an overwhelmingly rapid pace—your product or service can stand out in a publication that will be read by thousands of targeted readers world-wide.

Interface readers are active readers who will spend time to read this quarterly for the news and technical information it offers. Your advertisement will reach the decision-makers—actual users and purchasers of:

- precision instruments, optics, laser technology, and other equipment;
- supplies—batteries, cells, chemistry, metals, etc.;
- semiconductor processing equipment;
- outside laboratories;
- computers—both hardware and software;
- training and travel;
- other publications—about computers, materials, sources, etc.;

The *Interface* readership is built from a strong base of Society members and institutional libraries from around the world—chemists, engineers, metallurgists, physicists, solid-state scientists, and others working in a wide variety of related fields.

Each issue of *Interface* presents:

- Features on a broad range of topics about an exciting and rapidly changing field that encompasses everything from

semiconductor devices, processing, and equipment, to lasers, solar energy, and electrochemistry.

- Editorials about future directions in research and development in the field. *Interface* offers authoritative opinions about developments in such important areas as energy sources, semiconductors, and integrated circuits.
- News about award-winning scientists and Letters to the Editor about what matters to those who are leaders in the field.
- Highlights of the latest research news and advances in all areas of interest to electrochemists.

Interface is an intelligently written magazine by and for experts in a field that covers a broad range of sub-disciplines in electrochemistry and solid-state science and technology. Published quarterly, it reaches the same subscribers of the Society's *Journal of The Electrochemical Society*, providing them with comprehensive reporting of the latest developments in an exciting and rapidly changing field.

In today's environment of increasing competition for purchasers of goods and services, few publications can put your message in a more credible, respected editorial environment. What's more, *Interface* readers represent an extremely well-targeted and responsive audience, providing an extraordinary opportunity for advertisers of both technical and consumer products alike!

About ECS - The Electrochemical Society

ECS is an international society concerned with a broad range of phenomena related to electrochemical and solid-state science and technology. Founded in 1902, ECS has a rich tradition in the advancement of the theory and practice of electrochemistry and solid-state science and technology fields, the encouragement of research and the dissemination of knowledge in those fields, and the assurance of the availability of adequate training of fundamental and applied workers in the field.

ECS holds international meetings in the spring and fall of each year to further its objective of the dissemination of knowledge. At these meetings ECS Divisions hold general sessions and sponsored symposia on specialized subjects.

ECS has an active publications program that includes the top-ranked peer-reviewed journals in the field: the *Journal of The Electrochemical Society*, the ECS flagship journal containing technical papers covering research in all areas of electrochemistry and solid-state science and technology; and *Electrochemical and Solid-State Letters*, a rapid-publication journal covering the leading edge in research and development in all fields of interest. The program includes the Society's latest publication, *ECS Transactions*, an online database with full-text papers presented at ECS meetings. ECS also sponsors and publishes monograph volumes, which provide authoritative accounts of specific topics in electrochemistry, solid-state science, and related disciplines. *Interface* is ECS's quarterly, full-color magazine, offering a wide variety of news and technical items.

Readers in 75 countries world-wide

Argentina | Australia | Austria | Bangladesh | Belgium | Brazil | Bulgaria | Canada | Chile | China | Croatia | Czech Republic | Denmark | Egypt | Estonia | Finland | France | Germany | Great Britain | Greece | Hong Kong | Hungary | India | Indonesia | Iran | Ireland | Israel | Italy | Japan | Jordan | Kuwait | Latvia | Libya | Lithuania | Luxembourg | Malaysia | Malta | Mauritius | Mexico | Moldavia | Montenegro | Namibia | The Netherlands | New Zealand | Nigeria | Norway | Pakistan | Peru | Poland | Portugal | Puerto Rico | Romania | Russia | Saudi Arabia | Scotland | Serbia | Singapore | Slovak Republic | Slovenia | South Africa | South Korea | Spain | Sri Lanka | Sweden | Switzerland | Taiwan | Thailand | Trinidad and Tobago | Turkey | Ukraine | United Arab Emirates | United States | Uruguay | Venezuela | Vietnam

Advertising Office

ECS - The Electrochemical Society

65 South Main Street, Building D
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tel 609.737.1902

fax 609.737.2743

www.electrochem.org

Send paperwork and other materials to the attention of Dinia Agrawala at interface@electrochem.org.

The Electrochemical Society

INTERFACE™

Article Guidelines

The mission of *Interface* is

- to provide a forum for the lively exchange of ideas and news among members of ECS and the international scientific community at large;
- to stimulate awareness of ECS as a leader on the technology frontier through presentation of broad-based technical features and highlights from the field; and
- to communicate ECS news, information, and activities to its members and the scientific community.

Issues often highlight one of the Society's Divisions by presenting the state of the technology of that Division's field, as well as featured articles on that subject area. These contributions should be coordinated through the *Interface* Advisory Board member of the appropriate Division. Other timely articles of general interest to ECS also may be contributed. Articles submitted to *Interface* should be written for a diversified scientific audience, with a broad introduction and wide scope; so that newcomers to that particular field can understand the issues, and with enough depth that experts in the field will find the article interesting.

Each Division appoints to the *Interface* Advisory Board a representative whose duties include:

- notifying the Division Executive Committee of decisions made by the Advisory Board;
- organizing the materials/information necessary for the issue of *Interface* that features the Division; and
- submitting to the Editor other technical and general information of related interest to the Division.

Using the following guidelines will improve and tailor articles for *Interface*:

Article titles should be short and eye-catching. An abstract is not necessary. Color is available for figures, photographs, and tables and should be used where possible. Distinguished, high-quality figures or photos are welcome and will be considered for use on the cover. Articles should be no more than 3,000 words in length, with up to five figures and/or tables. The authors should provide a short statement showing their respective affiliations and positions. (Please refer to articles in past issues of *Interface* for an example.) Authors must submit typewritten, double-spaced manuscripts with original figures to the Editor. Articles should be submitted electronically to the Editor at: rajeshwar@uta.edu. Upon acceptance of the manuscript for publication, authors will be requested to submit the final version of their article by e-mail. In general, the Instructions to Authors for the *Journal of The Electrochemical Society* should be followed for manuscript preparation. There are no page charges for publication, nor payments for accepted articles or photographs. To be considered for a specific issue of *Interface*, articles must be submitted to the Editor by the following deadlines.

SpringDecember 1

SummerMarch 1

Fall..... May 1

Winter August 1



Spring 2008

Special issue on electrochemical capacitors, guest edited by Jeffrey Long (Naval Research Laboratory, U.S.). The issue will include articles on fundamentals of design and operation, an overview of active materials, nanostructured carbons, manganese oxides, advanced polymers as active materials and electrolytes, and challenges and opportunities for real-world applications. Also includes a Special Meeting Section for the 213th ECS meeting in Phoenix, Arizona, May 18-23, 2008.

Article Submission Deadline.....December 1
Advertising Closing Date.....January 15

Summer 2008

An issue devoted to corrosion. Also includes the Call for Papers for the 215th ECS meeting in San Francisco, California, May 23-30, 2009.

Article Submission Deadline.....March 1
Advertising Closing Date..... May 1

Fall 2008

Special issue. Also includes a Special Meeting Section for PRiME 2008 (Pacific Rim International Meeting) in Honolulu, Hawaii, October 12-17, 2008—a joint international meeting incorporating the 214th ECS Meeting of ECS and the 2008 fall meeting of The Electrochemical Society of Japan; with the technical co-sponsorship of the Japan Society of Applied Physics, the Korean Electrochemical Society, the Electrochemistry Division of the Royal Australian Chemical Institute, and the Chinese Society of Electrochemistry.

Article Submission Deadline..... May 1
Advertising Closing Date..... July 1

Winter 2008

An issue devoted to energy technology. Also includes the Call for Papers for the 216th ECS meeting in Vienna, Austria, October 4-9, 2009

Article Submission Deadline.....August 1
Advertising Closing Date..... October 15

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Advertising Rates

Black and White	1X	2X	4X
Two-Page Spread (IFC + Page 1)	\$2,329	\$2,286	\$2,209
Two-Page Spread	1,742	1,694	1,636
Inside Front Cover	1,607	1,579	1,525
Inside Back Cover or Page 1	1,434	1,410	1,362
Full Page	1,149	1,128	1,090
2/3 Page	1,001	982	949
1/2 Page	854	837	810
1/3 Page	641	627	607
1/4 Page	468	463	455
1/6 Page	350	343	332
2-Color	1X	2X	4X
Two-Page Spread (IFC + Page 1)	\$3,301	\$3,229	\$3,153
Two-Page Spread	2,667	2,638	2,581
Inside Front Cover	2,079	2,050	1,997
Inside Back Cover or Page 1	1,907	1,883	1,834
Full Page	1,620	1,599	1,560
2/3 Page	1,473	1,453	1,422
1/2 Page	1,324	1,309	1,282
1/3 Page	1,111	1,098	1,079
1/4 Page	939	935	927
1/6 Page	820	816	803
4-Color	1X	2X	4X
Two-Page Spread (IFC + Page 1)	\$4,214	\$4,174	\$4,098
Two-Page Spread	3,609	3,579	3,525
Back Cover	2,664	2,633	2,580
Inside Front Cover	2,550	2,522	2,471
Inside Back Cover or Page 1	2,378	2,355	2,307
Full Page	2,092	2,072	2,033
2/3 Page	1,946	1,926	1,893
1/2 Page	1,796	1,781	1,755
1/3 Page	1,582	1,572	1,551
1/4 Page	1,410	1,407	1,400
1/6 Page	1,293	1,287	1,273

Other Rate Information

Covers. Cover ads are non-cancelable and must be full-page ads. Back Cover ads must be four-color process only.

Inserts. Information available on request.

Bleed or Oversize Ads. Any advertisement exceeding the line area in any dimension is considered bleed or oversize. Single page bleed, gutter, top, bottom, and trim are subject to 10% surcharge on rates listed below.

Agency Commission. 15% of gross billing is allowed to recognized agencies on space, color, and position only, if paid within 30 days of invoice date. Commissions not permitted on other charges. Cash discounts not allowed.

Classified Ad Sizes and Rates

1 column x 2".....	\$97
1 column x 3".....	\$146
1 column x 4".....	\$195
2 column x 2.5".....	\$243
2 column x 3".....	\$292
2 column x 3.5".....	\$341
2 column x 4".....	\$389
3 column x 3".....	\$438

Terms. All bills are due 10 days after the date of billing. Past due invoices subject to 1 1/2% service charge per month. An attorney fee totaling 15% of the amount due will be added to all accounts referred for collection.

General Advertising Policies

All advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement that does not meet publisher's standards, at any time and for any reason.

All advertisements are accepted and published on the representation that the advertiser or agency is properly authorized to publish the entire contents thereof. The advertiser or agency will indemnify and hold harmless Interface and The Electrochemical Society against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement including without limitation, claims or suits for libel, violation or right of privacy, copyright infringement, or plagiarism. Publisher reserves the right to place the word "advertisement" in advertising which, in the opinion of the publisher, resembles editorial.

In consideration of Interface reviewing for acceptance, or acceptance of any advertising for publication, the agency and advertiser agree not to make any promotional reference to the magazine in any way except with the prior written permission of the publisher for each such use.

Publisher shall not be liable for failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained, if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.

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Advertising Space Measurements

Space size	Width	Depth	Bleed	
			Width	Depth
Full page	7"	10"	8 1/4"	11 1/8"
2/3 page	4 1/2"	10"	5 1/4"	11 1/8"
1/2 page	7"	4 7/8"	8 1/4"	5 5/8"
1/3 page	4 1/2"	4 7/8"	5 1/8"	5 5/8"
1/3 page vertical	2 1/8"	10"	2 3/4"	11 1/8"
1/4 page	3 1/2"	5"	3 7/8"	5 5/8"
1/4 page vertical	2 1/8"	7 3/8"	2 3/4"	8 1/8"
1/6 page	4 1/2"	2 1/8"	5 1/4"	2 7/8"
1/6 page	2 1/8"	4 1/2"	2 3/4"	5 5/8"

Trim size: 8 1/8" x 10 7/8"

Type page: 7 x 10"

Bleed size: 8 3/8" x 11 1/8"

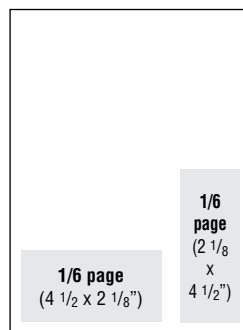
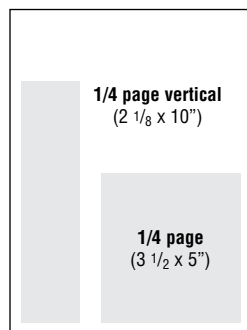
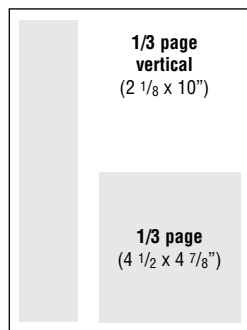
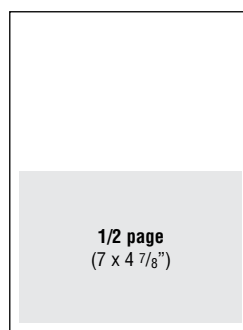
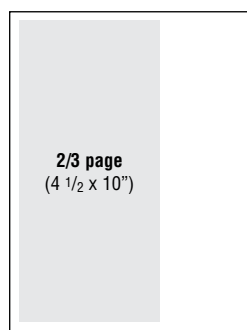
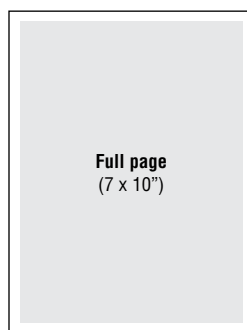
Printing Process: Web press.

Width of column: 2 1/8"

Three columns to page

Depth of column: 10"

Binding Methods: Perfect bound.



Issuance, Closing, and Cancellation Dates

Publication Dates: Published quarterly. Where the closing date falls on a weekend or a holiday, the next normal workday shall become the closing date.

	Advertising closing date	Mail date
Spring	January 15	March 15
Summer	May 1	June 15
Fall	July 1	August 15
Winter	October 15	December 1

Cancellations: No cancellations accepted after closing date. All cancellations must be made in writing, and are not considered accepted until confirmed in writing by the Publisher. Cover and special-position advertising are non-cancelable.



Digital Ad Requirements

Electronic high-resolution PDF files are preferred.

Acceptable Applications: Adobe Illustrator (version 6.0 or higher), Adobe Photoshop (version 4.0 or higher), QuarkXpress (version 4.0 or higher), and Adobe PDF (*please request PDF requirements document*).

Unacceptable Applications: Microsoft Office: PowerPoint, Microsoft Word, Microsoft Excel.

Supporting Files/Graphics: Include all supporting files and fonts along with page layout. Acceptable formats: Illustrator, Freehand, and Photoshop. High Resolution TIFF or EPS files must have at least 300 DPI.

Media: PC formatted CD-ROM or Zip disk (100 mB). FTP site is available for file transfer.

Compression: Zip (PC) or any other self-extracting compression software.

Laser Proofs: Accurate 100% sized hard copy color proofs must be submitted with all digital files, including PDFs.

Production Services: As a service to those advertisers who do not have access to advertising design or production capabilities, ECS has arranged for these services to be made available, at competitive rates. Please contact ECS for more information.

Production Charges: All ads not meeting the above specifications are subject to production charges incurred for color separations; typesetting; alterations in copy or layout; reproduction from photographs, either halftone, silhouette or drop-out; surprints; reverses; line shots; stripping; etc., and any artwork, preparation of mechanicals, photostats, plates, drawings, corrections on reproduction material or for any other special requirement and necessary repairs to plates, film, etc., received in worn or damaged condition.

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