

# JIST

Journal of Imaging Science and Technology



imaging.org

Published by the Society for Imaging Science and Technology (IS&T)

## ADVERTISING RATE SHEET

Effective through December 2017

JIST, the *Journal of Imaging Science and Technology*, is published six times per year by the Society for Imaging Science and Technology ([www.imaging.org](http://www.imaging.org)). The journal is distributed online via the IngentaConnect platform (<http://ist.publisher.ingentaconnect.com/content/ist/jist>). IS&T members receive the online version as part of their membership; online subscriptions are also available to libraries and institutions. Hard copies are sent to subscribers for an additional fee.

### Hard Copy Rates

All hard copy advertising rates include a link from the online journal to a URL specified by the advertiser for the two month period of the journal issue. Prices are per ad per insertion.

	1x/year	3x/year	6x/year
<b>Cover 2 or 3</b> grayscale or 4-color available	\$650	\$585	\$500
<b>Cover 4</b> grayscale or 4-color available	\$695	\$625	\$540
<b>Full page interior*</b>	\$525	\$500	\$475
<b>Half page*</b>	\$325	\$300	\$275
<b>Quarter page*</b> * grayscale only	\$225	\$200	\$175

### Online Only Rates

Include a small banner link from the online journal to a URL specified by the advertiser for the period specified. Rates are for the full period specified.

<b>6 months</b>	<b>12 months</b>
\$1,250	\$1,800

### Submission of copy/Ad copy requirements

Half- or Quarter-page ads must be submitted in .tif or .eps format; Full-page ads may be submitted as .tif, .eps, or .pdf files. Fonts must be embedded or changed to outlines. Reproduction is at advertiser's risk if publishers specifications are not met. Ads may be created by IS&T; for charges please contact the office.

### Mechanical specifications

	Non-bleed size in inches	
	Width	Height
Full page	7	10
1/2 page vertical	3.5	10
1/2 page horizontal	7	4.875
1/4 page	3.5	4.875
Bleed size:	8.5	11.125
Trim size:	8.5	10.875

## The Publisher

Established in 1947, the Society for Imaging Science and Technology (IS&T) is an international non-profit organization whose goal is to keep members aware of the latest scientific and technological developments in the field of imaging through conferences, journals, and other publications. Recognized as the foremost independent, educational membership association of such professionals in the United States, IS&T has been publishing imaging-related journals since 1950. Membership comprised of professionals and corporations who are actively interested in imaging and related fields, particularly on digital printing, electronic imaging, photofinishing, image preservation, image assessment, pre-press technologies and hybrid imaging systems.

## The Journal

The *Journal of Imaging Science and Technology* (JIST) is the successor to the Journal of Imaging Science, the Journal of Imaging Technology, and the Journal of Applied Photographic Engineering. For more than 56 years, JIST and its predecessors have provided a forum for scientists and engineers to explore the latest scientific inquiry in the field of imaging.

JIST presents a broad range of topics of value to imaging scientists and engineers. Typical issues include research papers and comprehensive reviews, as well as technical information concerning hardware and engineering applications associated with acquisition, evaluation, and use of image data.

In addition to papers, the journal accepts Technical Notes and Letters to the Editor. From time to time the Journal features Special Sections with a group of related papers introduced by a Guest Editor. Technical and tutorial papers of particular interest to imaging scientists and engineers are published, along with informational materials and appropriate advertising.

Imaging topics addressed in this journal cover:

- Image evaluation—objective & psychophysical techniques
- Micrographics
- Diagnostic medical & industrial imaging systems
- Business graphics & graphic arts
- Electrophotography
- Aerial photography & remote sensing
- Image processing techniques
- Photographic processing hardware & techniques
- Coating technologies
- Color imaging
- Non-impact printing technologies
- Prepress and printing methods and materials
- Photopolymers
- Holography
- Photo conductors
- Photographic emulsions

## Publisher's Policies

- All advertising is subject to publisher's approval; the publisher reserves the right to reject or cancel any advertising for any reason at any time.
- The publisher reserves the right to hold the advertiser/agency jointly and severally liable for such monies due and payable to the publisher.
- An advertiser must submit a completed and signed contract before an insertion will be accepted.

- The publisher's liability is limited only to the direct cost of the advertisement and not for indirect or subsequent damages due to loss of business or profit.
- All advertisements are accepted and published by the publisher upon the representation that the advertiser agency is authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser agency will indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims of suits of libel, violation of rights of privacy, plagiarism, and copyright infringement.
- Unless advertiser requests return of materials, they will be stored for six months and then destroyed.

## Frequency Agreements

Frequency Agreements submitted with first insertion entitle advertisers to a frequency discount for a period of one year beginning with the cover date of the first insertion.

Failure to insert the required number of ads in a one-year period results in short-rating on the rate card under which advertising was run, retroactive credits are not issued for increased frequency changes.

The publisher reserves the right to change rates upon notice. The advertiser will be charged the appropriate frequency rate as per the new rate card. Frequency Agreements may be cancelled at the time a rate card change becomes effective without advertisers incurring a short-rate adjustment, provided the frequency rate has been earned up to the date of cancellation.

## Credit Terms

First time advertisers please prepay the amount in full for the first ad before the insertion closing date. Upon completion and approval of a credit application, advertisers will be billed for subsequent ads.

## Billing

Ads will be billed with a tear sheet or PDF of the online copy upon publication. Payment is due within 30 days. After 30 days, all discounts are forfeited, and ads are rebilled at the 1.5% rate. In addition interest at the rate of 1.5% per month will accrue on all unpaid invoices after 30 days.

## Production Charges

Typesetting, design, layout, and special printing work will be billed separately. Call for rate schedule. Allow two weeks before closing for ads requiring special work.

## Issues and Closing Dates

Please call the Office for closing date information.

## Reservations, Questions, and Submission of Contracts and Artwork

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