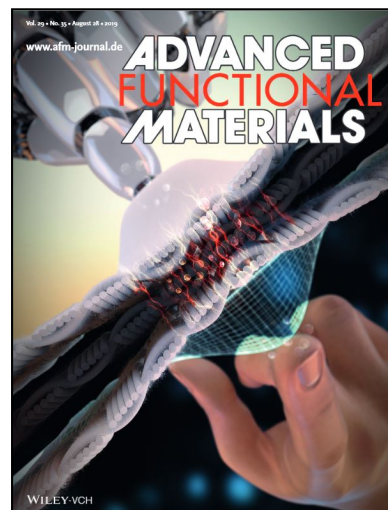


Advanced Functional Materials

Firmly established as a top-tier materials science journal, *Advanced Functional Materials* reports breakthrough research in all aspects of materials science, including nanotechnology, chemistry, physics, and biology every week.

Advanced Functional Materials is known for its rapid and fair peer review, quality content, and high impact (2019 Journal Citation Reports: 15.621), making it the first choice of the international materials science community.



Readership:

Materials scientists, Chemists, Physicists, Ceramicists, Engineers, Metallurgists

Impact Factor: 15.621

Advertising Rates:

Formats	Price
1/1 page 4c	3,475 €
1/2 page 4c	2,325 €
1/4 page 4c	1,715 €

Conditions: Net 30 days after receipt of invoice. Add VAT to all prices (19 %)

Publication schedule:

Issue	Ad Copy Date	Publication Date
1/2020	November 19, 2019	January 03, 2020
2/2020	November 25, 2019	January 10, 2020
3/2020	December 02, 2019	January 17, 2020
4/2020	December 06, 2019	January 23, 2020
5/2020	December 13, 2019	January 29, 2020
6/2020	December 20, 2019	February 05, 2020
7/2020	January 03, 2020	February 12, 2020
8/2020	January 13, 2020	February 19, 2020
9/2020	January 17, 2020	February 26, 2020
10/2020	January 23, 2020	March 03, 2020
11/2020	January 30, 2020	March 10, 2020
12/2020	February 06, 2020	March 17, 2020
13/2020	February 13, 2020	March 24, 2020

Issue	Ad Copy Date	Publication Date
14/2020	February 26, 2020	April 03, 2020
15/2020	March 04, 2020	April 14, 2020
16/2020	March 10, 2020	April 20, 2020
17/2020	March 17, 2020	April 27, 2020
18/2020	March 20, 2020	May 04, 2020
19/2020	March 27, 2020	May 11, 2020
20/2020	April 02, 2020	May 15, 2020
21/2020	April 07, 2020	May 20, 2020
22/2020	April 15, 2020	May 26, 2020
23/2020	April 24, 2020	June 04, 2020
24/2020	April 30, 2020	June 10, 2020
25/2020	May 08, 2020	June 18, 2020
26/2020	May 18, 2020	June 25, 2020

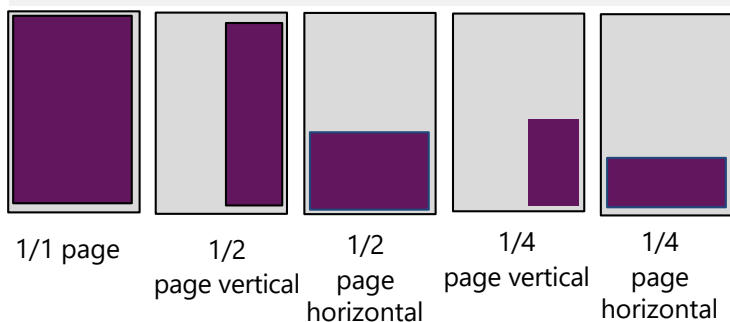
Media Data 2020

Issue	Ad Copy Date	Publication Date
27/2020	May 22, 2020	July 02, 2020
28/2020	May 29, 2020	July 09, 2020
29/2020	June 05, 2020	July 16, 2020
30/2020	June 15, 2020	July 23, 2020
31/2020	June 25, 2020	August 03, 2020
32/2020	July 01, 2020	August 07, 2020
33/2020	July 06, 2020	August 12, 2020
34/2020	July 13, 2020	August 19, 2020
35/2020	July 17, 2020	August 26, 2020
36/2020	July 27, 2020	September 03, 2020
37/2020	August 03, 2020	September 10, 2020
38/2020	August 10, 2020	September 17, 2020
39/2020	August 18, 2020	September 24, 2020

Issue	Ad Copy Date	Publication Date
40/2020	August 25, 2019	October 01, 2020
41/2020	September 01, 2020	October 08, 2020
42/2020	September 08, 2020	October 15, 2020
43/2020	September 15, 2020	October 22, 2020
44/2020	September 18, 2020	October 28, 2020
45/2020	September 25, 2020	November 04, 2020
46/2020	October 02, 2020	November 11, 2020
47/2020	October 09, 2020	November 18, 2020
48/2020	October 19, 2020	November 25, 2020
49/2020	October 23, 2020	December 01, 2020
50/2020	October 30, 2020	December 08, 2020
51/2020	November 06, 2020	December 15, 2020
52/2020	November 12, 2020	December 22, 2020

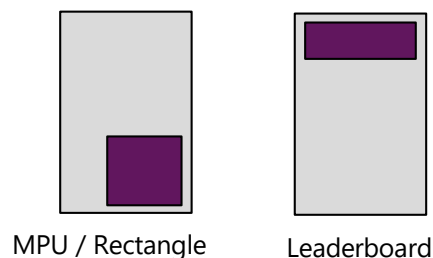
Print formats

1/1 page (trim size)	210 x 276 mm + 3 mm bleed
1/1 page (type area)	175 x 230 mm
1/2 page vertical / horizontal	85 x 230 mm / 175 x 115 mm
1/4 page vertical / horizontal	85 x 115 mm / 175 x 63 mm



Banner formats

MPU / Rectangle	300 x 250 px
Leaderboard	728 x 90 px



Technical Specs for Print-Ads:

Please send your material as high-resolution PDF-File with min. 300 dpi and in CMYK colors.

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For detailed information please contact:

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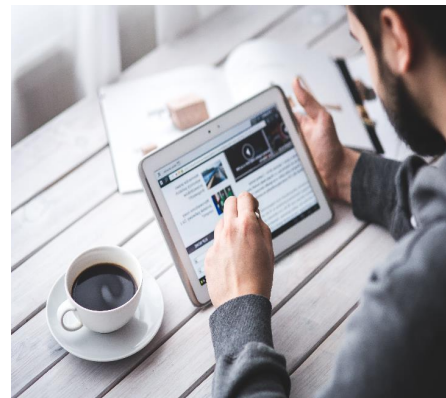
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E-Mail aanders@wiley.com



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- Reach the whole network
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- Reach the journals' readers via the electronic table of content (eTOC) e-mail service for one or multiple journals

Further options as geo-targeting or frequency capping allow you to align your advertising campaign to the optimum.

Overall usage

Europe 32%

APAC 30%

US 38%

Unique visitors to WOL by region

11+ million

Global unique visitors per month

70+ million

Page views per month

6+ million

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Full Text Downloads from 2018

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2020 Advertising Rate Card

Basic terms & conditions*

Journal Level Leaderboard (728x90px)	69.- € CPM	
MPU (300x250px)		89.- € CPM
Journal Level / Geo	Leaderboard (728x90px)	79.- € CPM
	MPU (300x250px)	99.- € CPM
eTOC	Skyscraper (120x600px)	410,- €**

* Valid from October 1, 2019 ** Cost per 1,000 subscribers

Possible file format: Flash, JPEG, GIF, Third Party Tags

Max. file size: 200 kb

Landing page: please specify the exact URL to which the banner ad should link.

Exception Flash banners: please provide an additional banner ad (GIF or JPG) since not all systems support Flash.

Exception Content Alert: only static banner ads, no animated GIF and no Flash. Please provide the requested files by e-mail to your media account who will take care of all further steps.

Positioning of your advertising

The screenshot displays the Wiley Online Library website interface. At the top, there is a navigation bar with 'Wiley Online Library', 'WILEY', and 'Access by Wiley'. A search bar and 'Login / Register' link are also present. Below the navigation bar, a large purple banner labeled 'Leaderboard' is positioned. Underneath, there is a section for 'Angewandte Chemie' featuring the journal logo, the GDCh logo, and a 'LATEST ISSUE' link. The main content area includes a 'Über diese Zeitschrift' section with a description of the journal, a 'Titel-Beiträge' section with a featured article on Di-tert-butylidiphosphatetrahedran, and a 'Neueste Meldung' section. On the right side, there are links for 'Submit a Manuscript', 'Browse free sample issue', 'Get content alerts', and 'Subscribe to this journal'. At the bottom right, a purple box labeled 'Rectangle' is shown, indicating the placement of a smaller advertisement.

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2020 Advertising Rate Card

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Specifications and rates

Subject
Dimensions: 1237x1631pixels (150 DPI)

Format: Static JPEG
Only one URL allowed between click through URL
No 3rd party tags or impression trackers

ePDF Ad Examples

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DOI: 10.1002/cphy.13926

WILEY Cellular Physiology

RAPID COMMUNICATION

Plasma membrane calcium ATPase 4 (PMCA4) co-ordinates calcium and nitric oxide signaling in regulating murine sperm functional activity

Kristine E. Olliv | Kun Lu | Dani S. Galileo | Patricia A. Martin-DeLeon

Abstract
Plasma membrane calcium ATPase 4 (PMCA4) is a transmembrane protein that pumps calcium out of the cell. PMCA4 is expressed in sperm and is essential for sperm motility and function. We investigated the role of PMCA4 in regulating sperm functional activity. We found that PMCA4-deficient sperm exhibit reduced motility and functional activity. This is due to a defect in calcium signaling and nitric oxide production. PMCA4 co-ordinates calcium and nitric oxide signaling in regulating murine sperm functional activity.

Keywords
calcium signaling, sperm motility, nitric oxide, PMCA4

1 | INTRODUCTION
Calcium is the second most abundant cation in the intracellular space. It is essential for many cellular processes and is involved in a wide range of cellular functions. Calcium signaling is a key component of many cellular processes and is involved in a wide range of cellular functions. Calcium signaling is a key component of many cellular processes and is involved in a wide range of cellular functions.

CONCLUSION
PMCA4 co-ordinates calcium and nitric oxide signaling in regulating murine sperm functional activity.

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