

2021 Advertising Rate Card



Wiley Online Library (WOL)

Wiley Online Library is the go-to website for key business professionals, clinicians, scientists, scholars and researchers. With more than 1,600 journals, 21,000 books and hundreds of reference works, databases and laboratory protocols, Wiley Online Library is one of the most popular scientific online portals worldwide, reaching the minds that matter. You have multiple options of advertising your company, your product or service on Wiley Online Library.

- Reach the whole network
- Target a focused subject area and thus cover multiple related journals
- Address the readers of a specific journal
- 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.

Contact

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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

Registered users

2 million

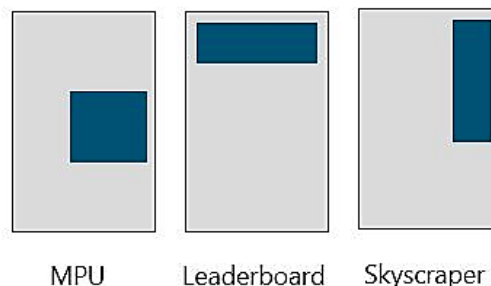
Society members

Prices

Banner	Prices
Leaderboard	€ 69 CPM
Leaderboard / Geo	€ 79 CPM
MPU	€ 89 CPM
MPU / Geo	€ 99 CPM
Skyscraper (eTOC alert only)	€ 410 CPM

Banner	Format
Leaderboard	728 x 90 px
MPU	300 x 250 px
Skyscraper	120 x 600 px

Terms and conditions: Net 30 days after receipt of invoice.
Prices in EUR plus VAT of 19%



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.

<https://onlinelibrary.wiley.com/>

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ePDF Article Advertising

Reach your target audience with an exclusive cover page advertisement on the selected journals on Wiley Online Library. Your marketing message is added to each article downloaded from the journal of your choice. This advertising option includes links with measurable click-throughs so you can easily measure the success of your advertisement.

- Prominent cover page placement guarantees high visibility
- Placement in a highly qualified and respected Wiley journal
- Exclusive placement - no rotation with other sponsors
- Highly engaging advertising tool - average CTR 5.2
- Success is easily measured by ePDF title views, ad clicks and click-through-rates

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

Please send your material to Melanie Radtke mradtke@wiley.com.