

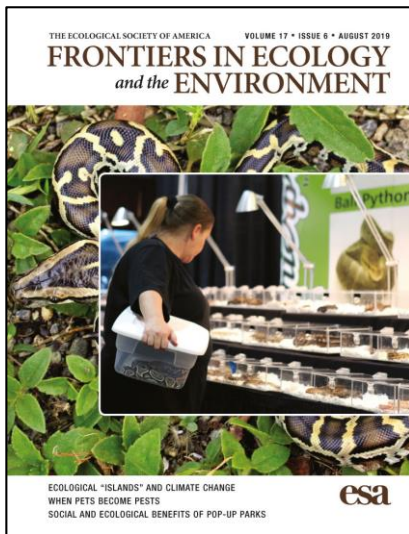
2020
Ecological
Society
of America
MEDIA GUIDE

ECOLOGICAL SOCIETY OF AMERICA
esa

WILEY

Ecological Society of America

Welcome to the publications of the **Ecological Society of America (ESA)**. Our mission is to publish the most significant results of ecological research, particularly those that increase the understanding and applications of general ecological concepts.



Frontiers in Ecology and the Environment

Frontiers in Ecology and the Environment, issued 10 times per year, is a benefit of membership of the ESA and published in print and online. International in scope and interdisciplinary in approach, *Frontiers* focuses on current ecological issues and environmental challenges. The journal is aimed at professional ecologists and scientists working in related disciplines, and covers all aspects of ecology and the environment, focusing on global issues, new approaches to old problems, and practical applications of ecological science.

Impact Factor 2018: 10.935

ISI Ranking 2018: 3/164 (Ecology) 3/250 (Environmental Sciences)

Published 10 times in 2020

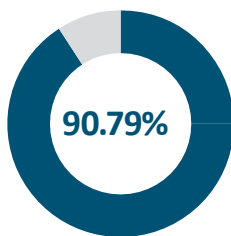
ONLINE METRICS (Oct 2018– Sept 2019)

Total Page Views: 837,430

Total Unique Visitors: 305,987

Print Circulation: 6,100

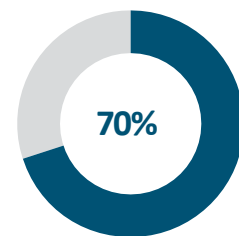
Results from the *Frontiers* Reader Survey indicate that the readers love *Frontiers* and they value the print edition..



The overwhelming majority of respondents, **90.79%**, find *Frontiers'* content interesting or very interesting.



With a **2x** passalong *Frontiers* is read by over **12,000** people!



70% prefer to read *Frontiers* in print rather than online.

Print Advertising Rates & Specifications

Frontiers in Ecology and the Environment

2020 Publication Schedule

Vol	Publication Date	SPACE RESERVATION DEADLINES	AD MATERIAL DEADLINES
18:1	February	12/31/20	1/14/20
18:2	March	1/29/20	2/12/20
18:3	April	2/28/20	3/13/20
18:4	May	3/31/20	4/14/20
18:5	June	4/29/20	5/13/20
18:6	August	6/1/20	7/14/20
18:7	September	7/30/20	8/13/20
18:8	October	8/31/20	9/14/20
18:9	November	9/30/20	10/14/20
18:10	December	10/28/20	11/11/20

2020 Display Advertising Rates

Black & White Advertising

Ad Size	1 Issue	5 Issues	10 Issues
Full-Page	\$1,310	\$1,110	\$900
1/2 Page	\$850	\$750	\$695
1/4 Page	\$586	\$540	\$550

Full Color Advertising

Ad Size	1 Issue	5 Issues	10 Issues
Full-Page	\$1486	\$1,285	\$1,180
1/2 Page	\$945	\$905	\$850
1/4 Page	\$651	\$605	\$550

Cover Positions

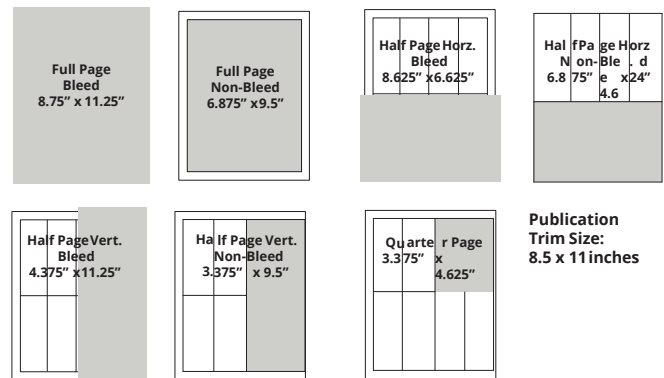
Ad Size	Inside Front	Inside Back	Outside Back
Full-Page	\$1486	\$1,285	\$1,180

2020 Employment Advertising Rates

Full-Page	\$805
1/2 Page	\$575

Mechanical Requirements

Color or B&W digital images as high-resolution PDF files emailed (minimum resolution 300 dpi at print width).



Terms & Conditions

Advertising Acceptance

Frontiers reserves the right to accept or reject materials at any time.

Cancellation and Revision Policy

Requests for advertising space can only be cancelled or changed within 2 business days of the request.

Advertising Placement

Frontiers reserves the right to place each advertisement in accordance with the journal's style and the available space, unless the advertiser is purchasing cover space.

Advertising rates are net.

Rates effective December 2019 – December 2020

Electronic PDF Ads (ePDFs)

An exclusive full page (1237 x 1631 pixel) advertisement in PDF format added as a cover page to articles downloaded from this journal.

- Include your URL with ad creative file
- Acceptable file format: non-animated JPG; 150 dots per inch, max. size: < 1MB
- No 3rd party tags or geo-targeting

For detailed digital specifications: <https://goo.gl/mQJHjV>



In 2020, we are pleased to publish our peer-reviewed journals *Ecology*, *Ecological Applications*, *Ecological Monographs*, and *Ecosphere* **exclusively online**, communicating research in the most efficient and effective way possible. Our quarterly news channel, *The Bulletin of the Ecological Society of America*, is also exclusively published online. *Frontiers in Ecology and the Environment* continues to be published in print and online.



Ecology

Established in 1920, *Ecology* is an online publication reporting on the basic elements of ecological research. Emphasis is placed on concise, clear articles documenting important ecological phenomena. The journal publishes a broad array of research that includes rapidly expanding subject matter, techniques, approaches, and concepts: paleoecology through present-day phenomena; evolutionary, population, physiological, community, and ecosystem ecology.

Impact Factor: 4.285

ISI Ranking 2018: 27/164 (Ecology)
Published monthly in 2020

ONLINE METRICS (Oct 2018– Sept 2019)

Total Page Views: 2,783,599

Total Unique Visitors: 770,625



Ecological Applications

Ecological Applications publishes research and discussion papers that integrate ecological science and concepts with their application and implications. Of special interest are papers that develop the basic scientific principles on which environmental decision-making should rest, and those that discuss the application of ecological concepts to environmental problem solving, policy, and management.

Impact Factor: 4.378

ISI Ranking 2018: 23/1164 (Ecology)
49/250 (Environmental Sciences)

Published January, March, April, June, July, September, October and December in 2020

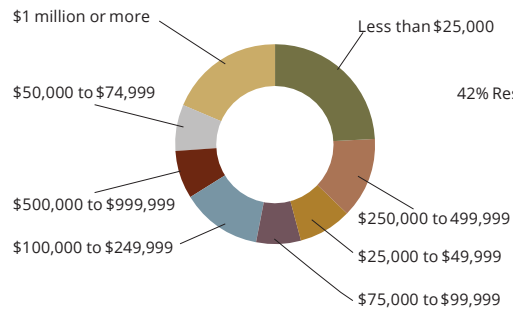
ONLINE METRICS (Oct 2018– Sept 2019)

Total Page Views: 1,067,243

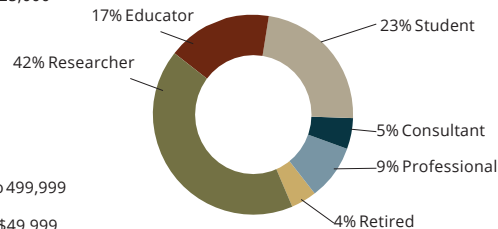
Total Unique Visitors: 373,220

Audience / Reach

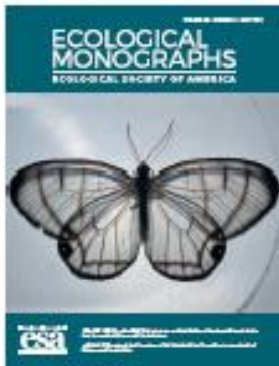
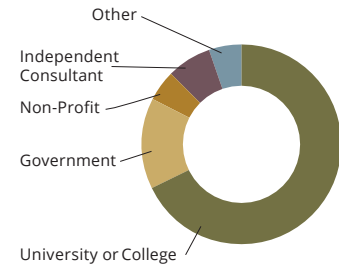
BUDGET RANGE BY DEPARTMENT



ROLES OUR MEMBERS PLAY



INDUSTRY SECTOR



Ecological Monographs

Papers published in *Ecological Monographs* provide integrative and complete documentation of major empirical and theoretical advances in the field, and establish benchmarks from which future research will build. In this world of rapid scientific advancement and never ending environmental change, *Ecological Monographs* provides thoughtful integration of scientific ideas, data, and concepts that feeds the mind and guides the development of the maturing science of ecology.

Impact Factor 2018: 7.698

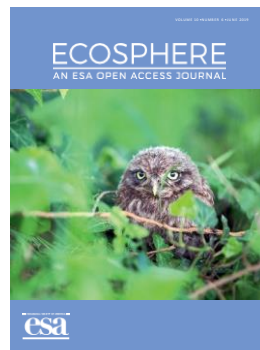
ISI Ranking 2018: 8/164 (Ecology)

Published February, May, August and November in 2020

ONLINE METRICS (Oct 2018– Sept 2019)

Total Page Views: 459,862

Total Unique Visitors: 177,119



Ecosphere

Ecosphere welcomes submissions from all sub-disciplines of ecological science, as well as interdisciplinary studies relating to ecology. The journal's goal is to provide a rapid-open-access alternative to ESA's other journals, while maintaining the rigorous standards of peer review for which ESA publications are renowned.

Impact Factor: 2.746

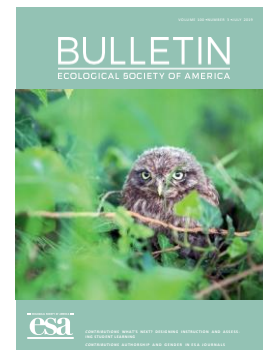
ISI Ranking 2017: 60/164 (Ecology)

Published and updated continuously in 2020

ONLINE METRICS (Oct 2018– Sept 2019)

Total Page Views: 647,271

Total Unique Visitors: 277,016



Bulletin of the Ecological Society of America

The official record of the business of the ESA, *The Bulletin of the Ecological Society of America* is published online 4 times a year. The Bulletin also covers ecological events, news and reports of interest to the ecological community. This publication is a place of commentary and opinion on ecological issues which do not require scientific refereeing beyond the section editors and the Editor-in-Chief.

Published January, April, July and October in 2020

ONLINE METRICS (Oct 2018– Sept 2019)

Avg. Monthly Page Views: 153,453

Avg. Monthly Unique Visitors: 87,403

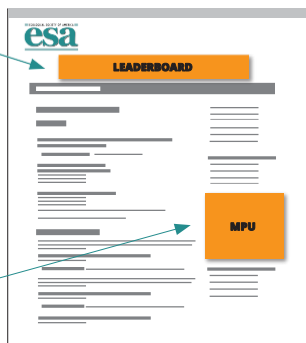
Online Opportunities

Wiley continues to invest in and develop digital initiatives to support its role as a leading knowledge provider. We are leveraging technology to serve the needs of the scientific communities.

Banner Advertising:

ESA Journals are published on the *Wiley Online Library*, one of the world's most heavily trafficked online resources for scientific, medical and scholarly content. Visit: <https://esajournals.onlinelibrary.wiley.com>.

Leaderboard:
\$50.00 (CPM)
728 x 90 pixels
Rich media accepted

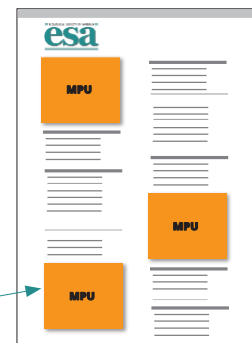


MPU Banner:
\$50.00 (CPM)
300 x 250 pixels
Rich media accepted

Issue Alerts

Engage **ESA** subscribers who request Issue Alerts, an email previewing the Table of Contents from upcoming issues. Each Issue Alert offers multiple, high-exposure placement opportunities for 300 x 250 pixel MPU ad.

MPU Banners:
300 x 250 pixels



Ad banners are available in 2 configurations, **Leaderboard** and **MPU**. Please contact your representative for specific targeting opportunities.

Banner Ad Specifications:

- Include your URL with ad creative file
- Acceptable file formats: GIF, JPG, PNG and HTML5
- Maximum banner size: 200 KB
- Rich media accepted, specs: <https://goo.gl/BVmbC7z>

Measurable results:

We take the guesswork out of your online advertising program by providing you with periodic tracking reports of impressions and the click-through rates of your banner ads.

Issue Alert Specifications:

- Include your URL with ad creative file
- Acceptable file formats: GIF, JPG and PNG
- Maximum banner size: 200 KB

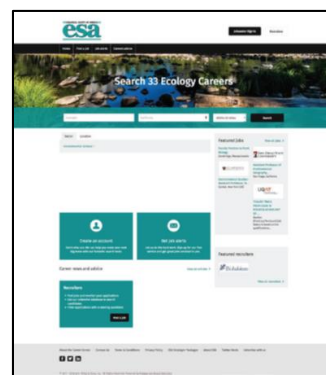


The ESA Career Center

www.esacareercenter.org

Maximize your recruitment efforts and attract the best talent in the Ecological Community

- **Reach** an exclusive audience of over 10,000 highly specialized individuals
- **Align** your employer brand with one of the most trusted and respected associations in Ecology
- **Utilize** flexible and cost-effective "candidate centric" posting options
- **Engage** with a highly specialized, well educated, global community of ecology researchers and professionals.



Select from one of the following packages:

Package #1

For 'easier' to find candidates.

- Online ad with logo

Package #3

Our most powerful package for 'tough' to find candidates

- Online ad with logo
- A full page ad in *Frontiers in Ecology and the Environment*

Package #2

Highlight your ad in search results to ensure you ad gets noticed

- Online ad with logo
- And a half page ad in *Frontiers in Ecology and the Environment*

Package #4

Our most powerful package for 'tough' to find candidates

- Online ad with logo
- A full page print ad
- Ad alongside ESA journal pages

Contact us today to learn how to get started!

Heather Cain

Recruitment Advertising Sales Representative

(201)-748-6390

E: hcain@wiley.com



Contact Us

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