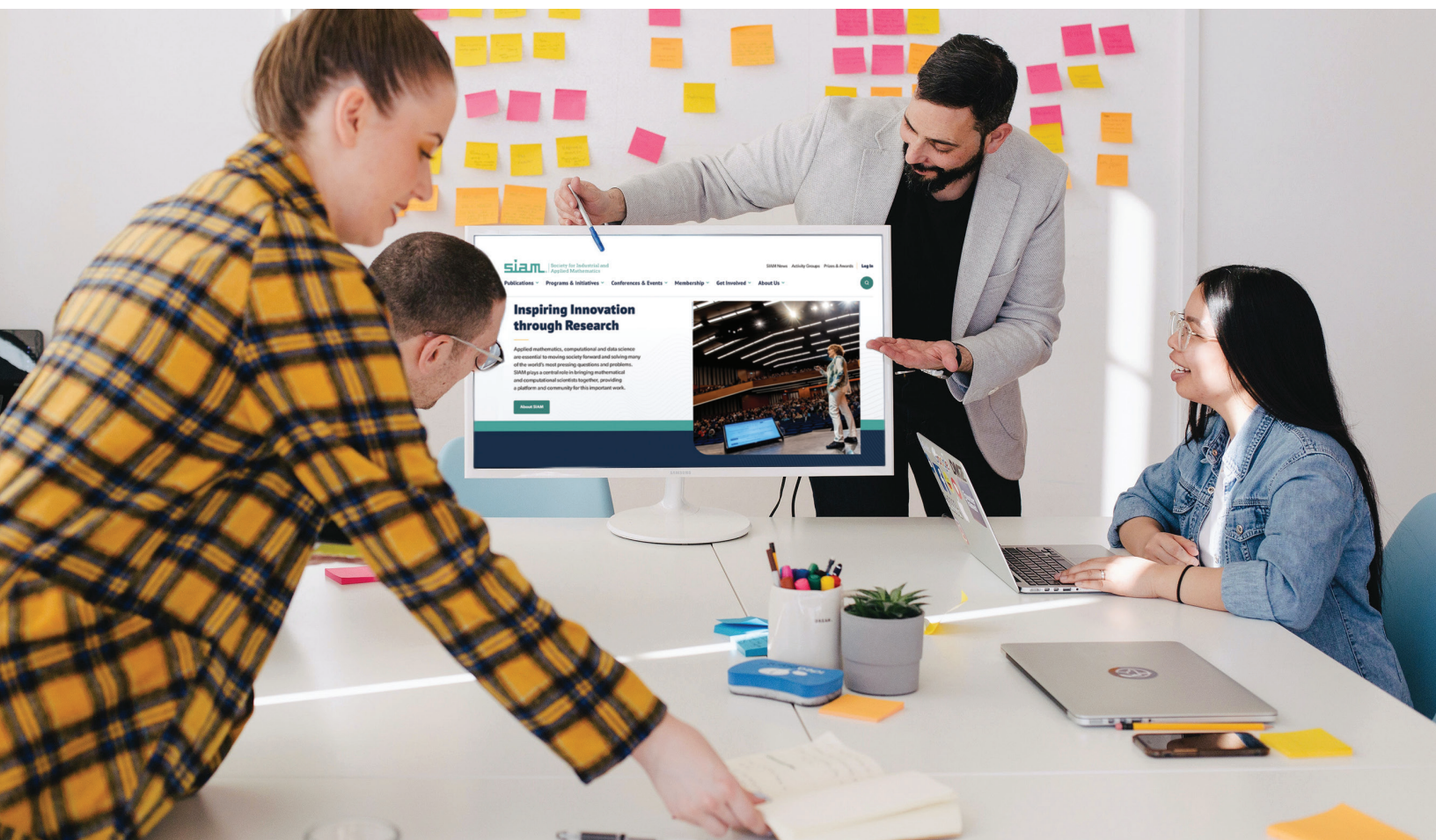


2025 Media Kit

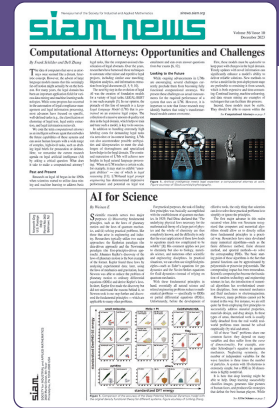


Rates apply to SIAM publications dated
January 1, 2025 through December 31, 2025



siam | Society for Industrial and Applied Mathematics

www.siam.org/advertising



SIAM News is an online and print tabloid-size newsjournal. The subscribers—applied mathematicians and computational scientists, data scientists, computer scientists, engineers, physicists, and statisticians—are employed in industry, government, labs, and academia. In addition, each of SIAM’s almost 500 academic members and corporate members receive multiple subscriptions to SIAM News.

Subscribers count on SIAM News to keep them up to date on issues affecting the applied and computational mathematics community. Articles include reports of progress and breakthroughs in research; technical overviews written by experts in a wide range of disciplines; news about people, university programs, legislation, and funding affecting the mathematical sciences community; and much more. Readers consistently describe SIAM News advertisements as an important source of information on software, books, and jobs.

Print Circulation 8,000*

See page six (6) for online advertising. Includes all SIAM members plus additional subscribers. Actual readership is significantly higher due to library and pass-along readership.

Subscriber Demographics**

Employment

Academia	76%
Industry	13%
Government	7%
Other	4%

Geographical Breakdown

United States	66%
Europe	17%
Asia and Africa	8%
Canada and Mexico	4%
Central and South America	3%
Australia and New Zealand	1%
Middle East	.9%
Russia	.1%

Purchasing Patterns

In the past 12 months, more than 35% of all SIAM members have purchased books or other publications from SIAM.

Education

Highest Academic Degree Achieved	
Ph.D.	87%
Master's	10%
Bachelor's	1%
Unknown	2%

Some Areas of Specialization

- Data science
- Computational mathematics
- Linear algebra and matrix theory
- Machine learning and artificial intelligence
- Partial differential equations
- Optimization
- Numerical analysis
- Computer science
- Statistics

Advertising Acceptance

The publisher reserves the right to reject any advertisement not considered suitable for publication in SIAM News.

Composition and Design

Display and Classified Display

SIAM will prepare advertisements for those who cannot provide artwork. There is a \$100 minimum charge, and complete quotes will be given after a review of all work involved.

Frequency Discounts

- 5%: three (3) issues per 12-month period
- 10%: six (6) issues per 12-month period
- 15%: ten (10) issues per 12-month period
- 20%: ten (10) issues of SIAM News plus four (4) SIAM journal or conference program ads per 12-month period

Frequency discounts are allowed on display and classified display ads only and may not be combined with any special advertising offers made by SIAM.

Special Positions

Back page — 20% surcharge
All other special positions — 10% surcharge

Agency Commissions

A 15% discount off gross billing is extended to recognized advertising agencies for display and classified display advertising. The insertion order and payment must be made by the advertising agency, not the advertiser. Commissions are not allowed on production charges or on regular classified ads and announcements.

Rate Policy

Cancellations

No refunds on ads canceled after space reservation due dates. Cancellations must be received in writing.

Shortrates

Advertisers will receive an adjusted invoice if they don't run the minimum number of insertions needed to obtain the frequency discount upon which the original billing was based.

Rebates

Advertisers who run more insertions than originally contracted and who reach the next frequency discount level will be rebated the difference between what they paid and what they actually earned.

**Subject to change as updates are made to the database daily.*

***Based on individuals reporting demographic information on their SIAM profile.*

2025 Publication Schedule

Issue	Post/Mail Date (+/- one week)
January/February	1/21/25
March	3/3/25
April	4/1/25
May	5/1/25
June	6/2/25
July/August	7/7/25
September	9/2/25
October	10/1/25
November	11/3/25
December	12/1/25

Recruitment Advertising

Classified (line ads)

Classified advertisements are recruitment ads and reserved for professional positions. Classified line advertisements are placed in *SIAM News*. The print ad would be posted online coinciding with when the issue mails and will remain posted for one month for each issue placement booked. Classified ads may be edited to conform to *SIAM News* format. Fee is based on word count. Submit your ad via e-mail to marketing@siam.org; please include the text for the ad, the issue(s) in which the ad should be placed, and the complete billing address, phone number, and contact person.

Rate: \$3.65 per word (\$490 minimum)

Classified Display

Classified display advertisements are for professional opportunities that appear on the classified advertising pages of *SIAM News*. Classified advertisements placed in *SIAM News* can also be accessed through SIAM's website beginning with the date the issue is mailed. There is no extra charge for posting to the web; ads remain on the web for one month.

Sizes are based on a four-column format. *One classified column inch equals 2.1875" x 1".*

- A two-column ad is 4.625" x 1"
- A three-column ad is 7.125" x 1"
- A four-column ad is 9.5" x 1"

Rate: \$140 per column inch (rounded up to the nearest full inch)

Announcements

An announcement is any advertisement for an event, a new product, or a new policy. All announcements placed in *SIAM News* can also be accessed through SIAM's website beginning with the date the issue is mailed. There is no extra charge for posting to the web; ads remain on the web for one month.

Rate: \$2.50 per word (\$385 minimum)

2025 Deadlines

Issue	Display Space Reservation	Classified Display/ Classified/ Announcement Space Reservation and Artwork Deadline	Issue Mails
January/February	12/12/24	1/2/25	1/21/25
March	1/30/25	2/10/25	3/3/25
April	2/27/25	3/10/25	4/1/25
May	4/3/25	4/14/25	5/1/25
June	5/1/25	5/12/25	6/2/25
July/August	6/5/25	6/16/25	7/7/25
September	7/31/25	8/11/25	9/2/25
October	8/28/25	9/8/25	10/1/25
November	10/2/25	10/13/25	11/3/25
December	10/30/25	11/10/25	12/1/25

Product/Service Display Advertising

Size	Inches (Width x Height)	Rate
Full Page	9.5 x 15.375	\$3,260
½ Page (island)	7.1 x 10.5	\$2,305
½ Page	9.5 x 7.625 4.625 x 15.375	\$2,025
¼ Page (island)	7.1 x 5.25	\$1,265
¼ Page	9.5 x 3.9375 4.625 x 7.625	\$1,155
⅛ Page	4.625 x 3.9375 2.1875 x 7.625	\$745
⅙ Page	4.625 x 1.9375 2.1875 x 3.9375	\$440

SIAM News

SIAM News is a tabloid-size newsjournal with a circulation of 8,000. The subscribers—applied and computational mathematicians, data scientists, computer scientists, engineers, physicists, and statisticians—are employed in industry, government, labs, and academia. In addition, each of SIAM's almost 500 academic members and corporate members receive multiple subscriptions to SIAM News. Subscribers count on SIAM News to keep them up to date on issues.

For advertisement rates and sizes, see **SIAM News rates and deadlines on page 3.**

Circulation: 8,000

Journals

SIAM publishes print issues of some of the world's leading applied mathematics journals. Space ads in these journals will help you target very specific audiences, whether you are a publisher, hardware or software supplier, or scientific instrument manufacturer.

Rates: \$875

Advertisement size:

- 5.5" x 8.5"
- File size: 5.5" x 8.5" (no bleed)

Trim size: 6.75" x 10"

Circulation:

- SIAM Review: 13,500
- All other journals: 1,000 - 1,500

Artwork Submission Requirements

- PDF is preferred for all print advertisements.
 - All ads must be submitted at 100% of actual size.
 - All black text must be 100% black, not a CMYK mix.
 - PDF files must be exported as "press quality".
 - Journal art must be grayscale only.
 - Art must be a PDF, grayscale, or CMYK.
- Add \$500 per ad for four-color process. Ads may be sent via e-mail to marketing@siam.org.

Agency Commission

A 15% discount off gross billing is extended to recognized advertising agencies. Commissions are not allowed on production charges.

If you need further information regarding the creation or artwork specifications of your ad, contact marketing@siam.org. If artwork needs any alterations, a minimum \$75 fee will be charged in addition to the cost of space.

Composition and Design

SIAM will prepare advertisements for those who cannot provide artwork. There is a \$100 minimum charge, and complete quotes will be given after a review of all work involved.

Advertising Policy

SIAM may reject any advertisement not considered suitable for publication.

The subscribers of these digital products are individuals, corporate, and academic SIAM members. SIAM members may opt-in to receive e-mail notifications when a new issue of *SIAM News* is posted or when a new print or e-journal issue is available.

SIAM News

The prestigious newsjournal is available in digital form at sinews.siam.org.

Product	Rate
Top Sidebar Banner ad	\$720
Homepage and current issue middle banner ad	\$500
Homepage and current issue lower banner ad	\$400

Frequency: All ads are posted for 30 days. The new issues of *SIAM News* are posted ten (10) times a year. All issues except for the January/February and July/August issues are transmitted on the 1st of each month. The two (2) combined issues are posted approximately the 20th–25th of the month.

Artwork:

Top sidebar banner: 1,200 x 1,000 pixels.
 Homepage and current issue middle banner: 1,098 x 155 pixels.
 Homepage and current issue lower banner: 355 x 425 pixels.

Format: PNG, JPEG, or animated GIF. All files must be less than 1MB.

Audience: 15,000–20,000.

SIAM News Sponsored Content

Introduce your product, publication, or conference to the SIAM community. Sponsored content is in the form of a *SIAM News* article and offers advertisers the opportunity to connect with readers on a topic of interest to the mathematics community.

Your content will appear in the *SIAM News* print and digital versions. The sponsored content will be posted at sinews.siam.org.

Frequency: See *SIAM News* Deadlines page.

Positions: Full page: Up to 2,000 words and two (2) images: \$3,185.
 Half page: Up to 1,000 words and one (1) image: \$1,590.

Artwork: The print and digital artwork size will vary based on the editorial material provided.

Audience: 74,000+ per issue (includes print, online, and email notification).

Deadlines: www.siam.org/advertising

Unwrapped

Unwrapped is a monthly e-newsletter, transmitted to all SIAM members, individuals, corporate and academic institutions. *Unwrapped* features relevant information and announcements for the SIAM community.

Positions: Primary \$1,910 and closing \$1,180.

Artwork: Primary and closing banner ads must measure 650 x 80 pixels.

Format: PNG or JPEG.

Frequency: See *SIAM News* deadlines on page 3.

Circulation: 25,000.

Sponsor SIAM News Email Notifications

Subscribers can stay up to date with new *SIAM News* content. The alerts are transmitted when the latest issue of *SIAM News* posts online.

Frequency: See *SIAM News* Deadlines page 3.

Circulation: 25,000.

Positions: Primary \$1,910 and closing \$1,180.

Artwork: Primary and closing banner ads must measure 650 x 80 pixels.
 Midway and closing banner: 650 x 80 pixels.

Format: PNG or JPEG.

Sponsor SIAM Journal Electronic Table of Contents (eTOC) Alerts

SIAM publishes 19 journals in areas of applied math and computational science. Approximately 80,000 emails are delivered to individuals throughout the year. SIAM journal details can be found at siam.org/journals/.

Rates: The primary (top) banner rate is \$305, the closing (bottom) banner rate is \$240, exclusive sponsorship rate is \$325. The minimum order amount is \$515.

Artwork: 600 x 299 pixels. Format: PNG or JPEG.

Contact marketing@siam.org for additional eTOC journal subscriber information. The eTOC alerts can be broken down by journal, groups of journals, month of transmission, and other customized eTOC packages can be created. Partial and exclusive support will be considered for eTOC alerts. The circulation and frequency varies by journal.

Sponsor Conference E-newsletters

Newsletters are transmitted to all the registered attendees of the conference and feature events, announcements, and key information. For each conference there are multiple options to sponsor: \$650 bundle, \$430 kickoff, and \$215 daily.

Circulation: Varies by conference (current attendee pre-registration can be provided).

Artwork Specifications: 120 x 120 pixels. The text limit is 45 words or less and your logo is feature in the closing section of the e-newsletter.

Format: PNG or JPEG.

See www.siam.org/conferences for up-to-date schedule of upcoming conferences.

Post Job Opportunities Online

The SIAM Job Board offers job seekers and employers a unique and easy way to connect. Employers can set up an account online to quickly post jobs, search through resumés, and manage your recruiting online. For ad postings and rates, visit: jobs.siam.org.

Post Banner Ads on Job Board

Promote your product, program, or career opportunity on the SIAM Job Board to job seekers. The banner ads will be posted at jobs.siam.org.

Positions: The positions are the top leader board \$780 and top side bar \$370.

Artwork: Top leaderboard: 728 x 90 pixels. Top sidebar: 250 x 250 pixels.

Format: PNG or JPEG.

Frequency: 30 day posting.

General Advertising Policies

Frequency Discounts: See page two (2) of the Media Kit.

Agency Commission: Upon request, a 15% discount off gross billing is extended to recognized advertising agencies for all advertising except for classified ads or announcements. Commissions are not permitted on production charges.

Material Requirements: PDF is preferred for all artwork. For *SIAM News* classified ads and announcements, a Word document is preferred.

Cancellation Policy: No refunds on ads canceled after space reservation due dates. Cancellations must be received in writing.

Advertising Policy: SIAM reserves the right to reject sponsorships and/or artwork submissions.

Company _____ Client (if applicable) _____
 Address _____ City _____ State _____ Zip _____ Country _____
 Phone _____ E-mail _____

Digital Advertising

SIAM Unwrapped: monthly e-newsletter to members

Issue: _____
Position:
 Primary \$1,910
 Closing \$1,180
Circulation: 25,000
Artwork deadline: The second Monday of each month.
Artwork specifications: 650 x 80 pixels.
Format: JPEG.

Banner Ads on SIAM News Online

Issue: _____
Position:
 Top Sidebar \$720
 Homepage and current issue middle banner ad \$500
 Homepage and current issue lower banner ad \$400
Date(s) posted: _____
Artwork deadline: Within three (3) days of desired posting date.
Artwork specifications:
Top sidebar banner: 355 x 425 pixels.
Two Lower banner ads: 1,098 x 155 pixels.
Format: PNG, JPEG, GIF or animated GIF. Animated GIF files must be less than 1MB.
Frequency: 30 day posting.

Banner Ads on Job Board

Position:
 Top Leaderboard: \$780
 Top Sidebar: \$370
Date(s) posted: _____
Artwork deadline: Within three (3) days of desired posting date.
Artwork specifications: Top leaderboard: 728 x 90 pixels, top sidebar: 250 x 250 pixels.
Format: PNG or JPEG.
Frequency: 30 day posting.

SIAM News Email Notification

Position:
 Top \$1,910
 Closing \$1,180
Issue: _____
Artwork specifications: 650 x 80 pixels.
Format: JPEG or PNG.
Frequency: SIAM News publishes ten (10) times a year: January/February, March, April, May, June, July/August, September, October, November, and December. The issues mail the first of the month, except for the January/February and July/August issues which mail approximately the 20th to 25th of the month.

Sponsor SIAM Journal eTOC Alerts

Issue(s): _____
Position:
 Primary \$305/M
 Bottom \$240/M
 Exclusive \$325/M
Artwork deadline: Five (5) days prior to transmission.
Artwork specifications: 600 x 299 pixels.
Format: PNG or JPEG.
Frequency: Varies by journal.

SIAM News Sponsored Content

Position:
 Full Page \$3,185 Half Page \$1,590
Issue(s): _____
Deadlines: All artwork deadlines and specifications can be viewed at siam.org/sponsors-advertisers-and-exhibitors/advertising-digital-advertising/schedule-rates.

Conference E-newsletters

Position: Bottom
Conference(s): _____
 Bundle \$650 (includes kickoff and daily e-newsletters)
 Kickoff \$430
 Daily \$215
 Select the date(s) for the daily e-newsletter _____
Artwork Specifications: 120 x 120 pixels. The text limit is 45 words or less.
Format: PNG or JPEG.

Print Advertising

SIAM News

Issue(s): _____
Ad type: Display Classified Display
 Classified Announcement
Display ad size: (See page 3) _____
 Horizontal Vertical
Display ad size: (See page 3) _____
 Columns x _____ inches
Classified Ad: _____ words @ \$3.65 per word/\$490 minimum
Announcement ad: _____ words @ \$2.50 per word/\$385 minimum
 For Classified and Classified Display ads, the ads will be posted online coinciding with when the issue mails and will remain posted for one month for each issue placement booked. The ads will be posted at jobs.siam.org.
Artwork deadlines: See the SIAM News Rates and Deadline page.

Artwork Specifications: Grayscale PDF.
Frequency: Ten (10) times a year: January/February, March, April, May, June, July/August, September, October, November, and December. The issues mail the first of the month, except for the January/February and July/August issues which mail approximately the 19th -25th of the month.

Journal Advertising

Journal(s): _____
Ad type: Full page ad \$875
Artwork specifications: Ad dimensions: 5.5" x 8.5".
Trim size: 6.75" x 10".
Format: Grayscale PDF.
Art deadline: Eight (8) weeks prior to the first of the month of publication.
 Frequency and circulation varies by journal.

Advertising Acceptance

SIAM reserves the right to select and edit all material submitted for publication.

Ad Agency and/or Frequency Discount: _____
 Subtotal: _____
 Total Amount Due: _____

Payment

You may pay by check, credit card, or wire transfer.
 Check made payable to SIAM.
 Credit Card Wire Transfer
 Signature: _____
 Phone number: _____
 Email Address: _____

Please return this form to marketing@siam.org. If you wish to pay with credit card or wire transfer, include your phone number and email address and SIAM Customer Service will contact you to process payment.