

# American Association of Physics Teachers



AAPT is a professional membership association of scientists dedicated to enhancing the understanding and appreciation of physics through teaching. AAPT was established in 1930 with the fundamental goal of ensuring the “dissemination of knowledge of physics, particularly by way of teaching.”

*American Journal of Physics* is the archival journal of the American Association of Physics Teachers. The journal is devoted to the instructional and cultural aspects of physical science. Geared toward teaching at the college level, content covers novel approaches to laboratory and classroom instruction, insightful articles on topics in classical and modern physics, apparatus notes, historical and cultural topics, and book reviews.

**Coverage:** Physics topics taught at the undergraduate and graduate level; current research in physics and related areas; suggestions for instructional laboratory equipment; demonstrations and teaching methodologies; information on historical, philosophical, and cultural aspects of physics; annotated lists of resources; book reviews

*The Physics Teacher* is dedicated to the strengthening of the teaching of introductory physics at all levels. The journal includes tutorial papers, articles on pedagogy, current research, and news in physics, as well as history, philosophy, and biography. Notes cover classroom techniques and columns feature demonstration apparatus, and book and film reviews.

**Coverage:** Tutorial papers; articles on pedagogy; current research or news in physics; articles on history and philosophy of science; biographies; demonstrations; apparatus; book reviews,



## Audience Reach



Unique users per month



Page views per month

*American Journal of Physics*

30,210

72,993

*The Physics Teacher*

16,395

23,611

**Total Society Membership: 3,762**

## Banner Advertising – Journal Title Targeting

### 2026 Rates and Specifications

	Frequency	Super Leaderboard (970x90)	Rectangle (300x250)
<i>American Journal of Physics</i>	1 Month	\$1,139	\$1,082
	3 Month	\$856	\$814
	6 Month	\$740	\$704
	9 Month	\$625	\$593
	12 Month	\$488	\$467
<i>The Physics Teacher</i>	1 Month	\$898	\$856
	3 Month	\$809	\$772
	6 Month	\$683	\$651
	9 Month	\$656	\$625

## Journal Article Downloads

Prominent adverts are placed on cover pages of journal article PDFs. Advertising slots are available weekly (rates shown below).

### 2026 Rates

	1 Week
<i>American Journal of Physics</i>	\$500
<i>The Physics Teacher</i>	\$500

### Specifications

1640 x 440 pixels, non-animated GIF or JPEG file

### Contact

aipadvertising@wiley.com  
[pubs.aip.org/aapt](https://pubs.aip.org/aapt)



## Print Display Advertising

Place your message within *American Journal of Physics* and *The Physics Teacher*, high-quality publications that researchers and scientists turn to every month for leading-edge information.

### 2026 Rates

*American Journal of Physics*: Published 12x Per Year

*The Physics Teacher*: Published Monthly, Sept–May

	Size	Colors	Frequency Rate		
			1-5x	6-10x	12x+
<i>American Journal of Physics</i>	Full Page	B/W	\$1,260	\$1,137	\$1,085
	1/2 Page	B/W	\$806	\$719	\$686
	1/4 Page	B/W	\$438	\$372	\$333
<i>The Physics Teacher</i>	Full Page	4 Color	\$1,952	\$1,814	\$1,771
		B/W	\$1,301	\$1,181	\$1,142
	1/2 Page	4 Color	\$1,158	\$1,069	\$1,038
		B/W	\$822	\$734	\$700
	1/4 Page	4 Color	\$621	\$531	\$508
		B/W	\$459	\$386	\$347

Rates are gross and commissionable to recognized ad agencies.

### Specifications

	Offset	Width	Depth	
<i>American Journal of Physics</i>	Full Page	7"	10"	<b>Line Screen:</b> 133 <b>Columns to Page:</b> 2 <b>Width:</b> 3-3/8" <b>Height:</b> 9-3/4" <b>Binding:</b> Perfect
	1/2 Page, Vertical	3-1/4"	9"	
	1/2 Page, Horizontal	7"	4-1/2"	
	1/4 Page	3-1/4"	4-1/2"	
	Trim Size	8-1/4"	11"	
	Bleed Size	8-1/2"	11-1/4"	
<i>The Physics Teacher</i>	Full Page* (bleed)	8-3/8"	11"	
	Full Page (no bleed)	7-5/8"	10-1/8"	
	1/2 Page, Vertical	3-1/4"	9"	
	1/2 Page, Horizontal	7"	4-3/4"	
	1/4 Page	3-1/4"	4-3/4"	
	1/6 Page	3-1/4"	3"	
	Trim Size	8-1/4"	10-3/4"	

\*Do not include text within 1/4" around the ad.

### Contact

aipadvertising@wiley.com  
[pubs.aip.org/aapt](http://pubs.aip.org/aapt)



## Special Position Rates

Covers for the *American Journal of Physics* and *The Physics Teacher* are charged at flat rates. Only full page ads are accepted and rates are as follows:

	Colors	Cover 2	Cover 3	Cover 4	Page 1
<i>American Journal of Physics</i>	B/W	\$1,622	N/A	N/A	\$1,492
<i>The Physics Teacher</i>	4 Color	\$2,271	\$2,212	\$2,345	\$2,151
	B/W	\$1,638	\$1,571	\$1,702	\$1,508

Rates are gross and commissionable to recognized ad agencies.

## Advertising Deadlines

### Digital deadlines

Ad files are due 4 weeks prior to the issue publication date

### Print deadlines

	Issue	Ad Close Date	Materials Due Date
<i>American Journal of Physics</i>	Jan	January 1, 2026	December 23, 2025
	Feb	February 1, 2026	January 22, 2026
	Mar	March 1, 2026	February 19, 2026
	Apr	April 1, 2026	March 23, 2026
	May	May 1, 2026	April 22, 2026
	Jun	June 1, 2026	May 21, 2026
	Jul	July 1, 2026	June 22, 2026
	Aug	August 1, 2026	July 23, 2026
	Sept	September 1, 2026	August 21, 2026
	Oct	October 1, 2026	September 22, 2026
	Nov	November 1, 2026	October 22, 2026
	Dec	December 1, 2026	November 20, 2026
<i>The Physics Teacher</i>	Jan	December 4, 2025	December 12, 2025
	Feb	January 6, 2026	January 12, 2026
	Mar	February 3, 2026	February 7, 2026
	Apr	March 3, 2026	March 12, 2026
	May	April 6, 2026	April 13, 2026
	Sept	August 4, 2026	August 12, 2026
	Oct	September 2, 2026	September 11, 2026
	Nov	October 5, 2026	October 13, 2026
	Dec	November 3, 2026	November 13, 2026

## Contact

aipadvertising@wiley.com  
[pubs.aip.org/aapt](https://pubs.aip.org/aapt)



## Ad File Submission Instructions

### Digital Ad File Submission

Send files via email to [aipadtraffic@wiley.com](mailto:aipadtraffic@wiley.com)

Accepted Banner files: GIF, JPEG, HTML.

Maximum size: 150kb for 300X250 banners, 200kb for 970X90 and 1640X440 banners.

Print ad files larger than 10 MB must be sent via FTP.

Tracking reports of impressions and click through rates (CTR) available.

### Print Ad File Submission

Send files via email to [aipadtraffic@wiley.com](mailto:aipadtraffic@wiley.com)

Properly sized, high resolution (300 dpi) PDF files, CMYK mode with all fonts embedded are required.

Reservations and ad materials are due on the 15th of the month, two months prior to the issue month; for example, the January issue will close out on November 15th. AAPT reserves the right to require prepayment or to refuse advertisements from any advertiser.

Cancellations must be made in writing by the insertion order due date. All cancellations received after this date will be liable for the full price of the ad.

### Contact

[aipadvertising@wiley.com](mailto:aipadvertising@wiley.com)

[pubs.aip.org/aapt](http://pubs.aip.org/aapt)



## Email Advertising

### eNNOUNCER Newsletter

The eNNOUNCER newsletter is distributed monthly to **more than 3,750 subscribers** and features physics education news specific to AAPT members, including: programs, workshops and conferences, featured journal articles, physics store features, section news, members in the news, grant and fellowship opportunities, jobs and internships, as well as topical science-related news and information. The eNNOUNCER reaches teachers of introductory physics courses at all levels as well as advanced-level physics instructors and researchers in the fields of physics and physics education.

### 2026 Rates

Frequency	Prime Position	Skyscraper	Vertical Spot	Button Box
1 Month	\$815	\$765	\$445	\$300
3 Month	\$735	\$695	\$375	\$225
6 Month	\$625	\$595	\$300	\$160
9 Month	\$595	\$580	\$230	\$120
12 Months	\$580	\$525	\$160	\$80

*Placement in rotation with other advertising possible.*

### Specifications

Prime Position	Skyscraper	Vertical Spotlight	Button Box
120 pixels x 240 pixels	120 pixels x 600 pixels	120 pixels x 240 pixels	120 pixels x 120 pixels

### Accepted files:

GIF, JPG, HTML  
(Flash files acceptable)

Maximum size: 40 KB for Prime Position and Skyscraper, 30 KB for Vertical Spotlight and Button Box

### Classified Ads

Classified ads announcing available teaching positions are accepted for *The Physics Teacher's* "What's Happening" page. The cost is **\$1.35 per word** and is limited to 100 words, including contact information. Repeat ads in the same year incur a fee of **\$0.95 per word**. Display ads will not be accepted for the classified ads column.

### Contact

aipadvertising@wiley.com  
[pubs.aip.org/aapt](https://pubs.aip.org/aapt)

