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. In 2019, 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.

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: 8.302
ISI Ranking 2017: 6/158 (Ecology)
5/241 (Environmental Sciences)
Published 10 times in 2019
ONLINE METRICS (Jan - Oct. 2018)
Total Page Views: 733,367
Total Unique Visitors: 264,272

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: 4.617
ISI Ranking 2017: 20/158 (Ecology)
Published monthly in 2019
ONLINE METRICS (Jan - Oct. 2018)
Total Page Views: 2,563,639
Total Unique Visitors: 750,747

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: 4.393
ISI Ranking 2017: 25/158 (Ecology)
36/241 (Environmental Sciences)
Published January, March, April, June, July, September, October and December in 2019
ONLINE METRICS (Jan – Oct. 2018)
Total Page Views: 1,017,832
Total Unique Visitors: 358,117
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:** 7.828

**ISI Ranking 2017:** 7/158 (Ecology)

**Published February, May, August and November in 2019**

**ONLINE METRICS (Jan – Oct. 2018)**

- **Total Page Views:** 433,552
- **Total Unique Visitors:** 166,404

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:** 2.671

**ISI Ranking 2017:** 55/158 (Ecology)

**Published and updated continuously in 2019**

**ONLINE METRICS (Jan – Oct. 2018)**

- **Total Page Views:** 565,942
- **Total Unique Visitors:** 244,986

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 2019**

**ONLINE METRICS (Jan – Oct. 2018)**

- **Avg. Monthly Page Views:** 16,450
- **Avg. Monthly Unique Visitors:** 10,050
Print Advertising Rates & Specifications

Frontiers in Ecology and the Environment

2019 Publication Schedule

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Space Reservation Deadlines</th>
<th>Ad Material Deadlines</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>1/1/19</td>
<td>1/8/19</td>
</tr>
<tr>
<td>March</td>
<td>2/1/19</td>
<td>2/6/19</td>
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<tr>
<td>April</td>
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<td>3/6/19</td>
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<td>May</td>
<td>3/31/19</td>
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<td>June</td>
<td>4/29/19</td>
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<td>August</td>
<td>6/30/19</td>
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<tr>
<td>September</td>
<td>7/30/19</td>
<td>8/7/19</td>
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<tr>
<td>October</td>
<td>8/31/19</td>
<td>9/6/19</td>
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<tr>
<td>November</td>
<td>10/1/19</td>
<td>10/8/19</td>
</tr>
<tr>
<td>December</td>
<td>11/1/19</td>
<td>11/7/19</td>
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</table>

2019 Display Advertising Rates

Black & White Advertising

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1 Issue</th>
<th>5 Issues</th>
<th>10 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>$1,310</td>
<td>$1,110</td>
<td>$900</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$850</td>
<td>$750</td>
<td>$695</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$586</td>
<td>$540</td>
<td>$550</td>
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</table>

Full Color Advertising

<table>
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<tr>
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<th>5 Issues</th>
<th>10 Issues</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$1486</td>
<td>$1,285</td>
<td>$1,180</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$945</td>
<td>$905</td>
<td>$850</td>
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<tr>
<td>1/4 Page</td>
<td>$651</td>
<td>$605</td>
<td>$550</td>
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Cover Positions

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Inside Front</th>
<th>Inside Back</th>
<th>Outside Back</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>$1,520</td>
<td>$1,420</td>
<td>$1,720</td>
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</table>

2019 Employment Advertising Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full-Page</td>
<td>$805</td>
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<tr>
<td>1/2 Page</td>
<td>$560</td>
</tr>
</tbody>
</table>

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 2018 – December 2019

Technical questions? Contact PrintAdTraffic@wiley.com or call 201-748-8754
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](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

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/BVmbC7](https://goo.gl/BVmbC7)

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.

**eTOC Opt-in Viewers per Title:**

- Ecology: 6,332
- Ecological Applications: 5,057
- Ecological Monographs: 4,889
- Bulletin: 2,955

**MPU Banners:**
- 300 x 250 pixels

**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

**Technical questions?** Contact: OnlineAdTraffic@wiley.com or call 781-388-8329
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 posting with logo
- And a ½ page ad in *Frontiers in Ecology and the Environment*

**Package #2**
Highlight your ad in search results to ensure your ad gets noticed
- Online posting with logo
- Ad highlighted in search results
- And a full page ad in *Frontiers in Ecology and the Environment*

**Package #3**
Our most powerful package for ‘tough’ to find candidates
- A highlighted ad featured on the career center home page
- A full page ad in *Frontiers in Ecology and the Environment*
- Your ad is posted to the ESA Twitter account

Contact us today to learn how to get started!

Heather Cain
Recruitment Advertising Sales Representative
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E: hcain@wiley.com
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