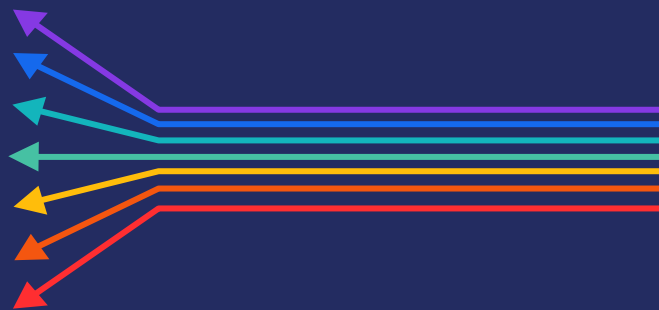


# ADVERTISE WITH US



Discover how SAS can promote your brand in 2026

78%

of SAS journal readers have  
buying authority

47%

of SAS members have  
budgets greater than 100k

59%

of SAS members are outside  
academia

## OPPORTUNITIES

- *Applied Spectroscopy Practice*
- *Newsletters & Webinars*
- *Awards*
- *Corporate Partnerships*
- 

## ABOUT SAS

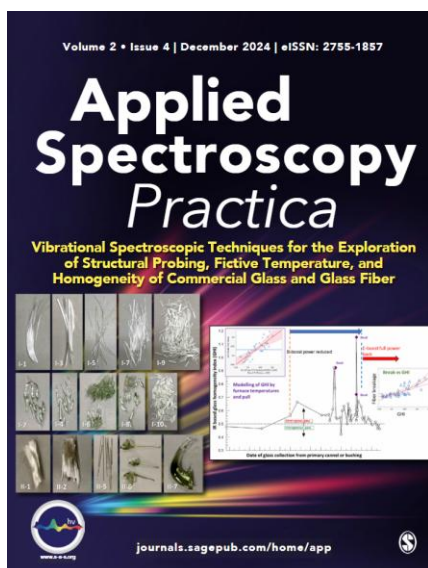
The Society for Applied Spectroscopy builds connections among experts and users of all types of optical spectroscopy.

Our members and readers are key opinion leaders, decision makers, and influencers at all levels of government, industry, and academia and across a wide range of industries.

Learn more about SAS at <https://www.s-a-s.org>



# APPLIED SPECTROSCOPY PRACTICA



*Applied Spectroscopy Practica* is a peer-reviewed, Open Access journal launched in 2023. It focuses on publishing practical applications of existing spectroscopy.

Primary distribution is via electronic flipbook supported by email, social media, and referring site campaigns. In addition, all articles are available individually on the Sage website.

#### 2024 Highlights:

- Distribution: >10,000
- Visitor click rate: 10.9%
- Visit duration: 3:50

Visit *Applied Spectroscopy Practica* at <https://practica.s-a-s.org>

|                                    | 1x      | 2x     | 4x     |
|------------------------------------|---------|--------|--------|
| Standard Full Page, No Positioning | \$1500  | \$1400 | \$1200 |
| Standard Full Page, Positioning    | \$2000  | \$1900 | \$1700 |
| Left Front Cover                   | \$1875  | \$1775 | \$1675 |
| Skyscraper – Single Article        | \$500   | \$450  | \$400  |
| Skyscraper – Whole Volume          | \$2000  | \$1900 | \$1700 |
| Toolbar Logo                       | \$250   | \$225  | \$200  |
| Embedded Video                     | Inquire |        |        |

| Volume, Issue | Publication Date | Close Date |
|---------------|------------------|------------|
| 4, 1          | Apr 15           | Apr 1      |
| 4, 2          | Jul 15           | Jul 1      |
| 4, 3          | Oct 15           | Oct 1      |
| 4,4           | Jan 15           | Dec 30     |

| Size             | Dimensions   | Details           |
|------------------|--------------|-------------------|
| Full Page        | 8.5" x 11"   | 150 DPI, RGB, PDF |
| Skyscraper       | 120 x 600 px | PNG/JPG, 72 DPR   |
| Toolbar Logo     | 88 x 31 px   | PNG/JPG, 72 DPI   |
| Left Front Cover | Varies       | 150 DPI, RGB, PDF |

SOCIETY FOR APPLIED hv  
SPECTROSCOPY

## NEWSLETTER + WEBINAR OPPORTUNITIES

## Newsletters

We offer opportunities to reach our members and audience through placements on newsletter that are sent to our members and prospects. These newsletters include:

- SAS Member Newsletter
- *Applied Spectroscopy* Table of Content (monthly)
- *Applied Spectroscopy Practica* (quarterly)
- Literature Awareness Newsletter (quarterly)

Literature Awareness is a new quarterly offering that highlights content, on a particular topic of interest to SAS members. We can place advertiser technical application notes in this newsletter with one advertiser placement per issue.

|                                                                                          | Price Per Insertion |
|------------------------------------------------------------------------------------------|---------------------|
| SAS Member Newsletter Banner – Top                                                       | \$550               |
| SAS Member Newsletter Banner - Middle                                                    | \$450               |
| <i>Applied Spectroscopy</i> Table of Contents Newsletter – Below First Article           | \$750               |
| <i>Applied Spectroscopy</i> Table of Contents Newsletter – Below 3 <sup>rd</sup> Article | \$650               |
| <i>Applied Spectroscopy Practica</i> Publication Announcement                            | \$800               |
| Literature Awareness Newsletter – Top                                                    | \$550               |
| Literature Awareness Content                                                             | <b>TBD</b>          |



The image shows the header of a newsletter. At the top, the text "SOCIETY FOR APPLIED" is in a smaller, blue, sans-serif font. Below it, the word "SPECTROSCOPY" is in a large, bold, blue, sans-serif font. To the right of the text is a stylized graphic of a spectrum with several colored peaks (blue, green, yellow, orange, red) and a small "hv" symbol. Below the main title, the text "February 2025" is in a black, sans-serif font, followed by "Newsletter" in a yellow, sans-serif font. The entire header is set against a white background.

## Webinars

The Society is relaunching its popular Tour Speaker Program in 2026. Quarterly, the society will produce a webinar, with a noted speaker, on a topic relevant to the SAS community. Opportunities are available to advertisers to add technical content events to this roster.

|                                         | Price Per Event |
|-----------------------------------------|-----------------|
| Speaker Sponsorship                     | \$550           |
| Technical Content Speaker Opportunities | TBD             |

# AWARD SPONSORSHIP

SAS offers valuable opportunities for its members to connect with each other for educational and professional development. This includes opportunities to sponsor student memberships, travel grants, and awards. Recognition of these sponsorships includes your name or logo included with the award during the awards ceremony and inclusion in all promotional materials mentioning the awardees.

|                                              | Number of Awards | Price    |
|----------------------------------------------|------------------|----------|
| Student Membership Package (10)              | 10               | \$ 500   |
| Undergraduate Awards in Applied Spectroscopy | Up to 5          | \$ 2,500 |
| SAS Graduate Student Awards                  | Up to 2          | \$ 1,500 |
| IASA (Atomic) Section Student Awards         | Up to 4          | \$ 2,000 |
| SciX Student Poster Session Awards           | Up to 4          | \$ 2,500 |
| Early Career Travel Grants                   | Up to 2          | \$ 1,500 |

# CORPORATE PARTNERSHIPS

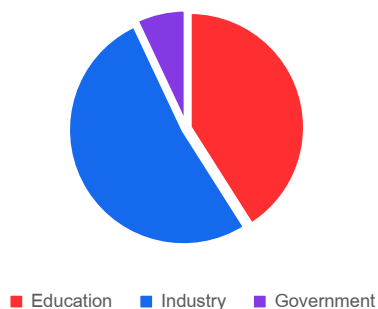
As a Corporate Partner, the scientists in your organization become part of the optical spectroscopy community. They receive all SAS benefits including access to *Applied Spectroscopy* and *Applied Spectroscopy Practica*, a peer-reviewed journal focused on applications of spectroscopy. At scientific conferences, your scientists will have the opportunity mingle with fellow SAS members and students.

Want access to email our members or post on Social Media? This is limited to our Corporate Partners to maintain high impact, delivering 36.7% open rate and 3.8% click rate and 4.6% engagement rate.

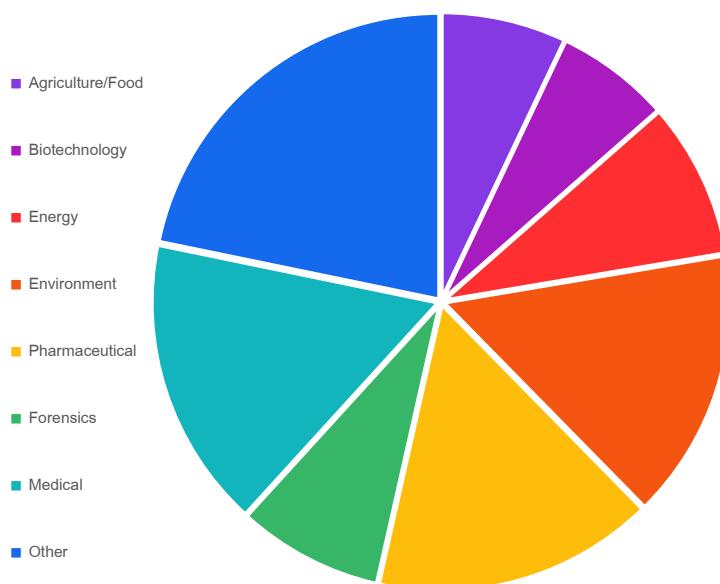
|                                  | Bronze    | Silver | Gold                       | Platinum                    |
|----------------------------------|-----------|--------|----------------------------|-----------------------------|
| Emails to SAS membership         | 1         | 1      | 3                          | 6                           |
| Social Media Posts               | 1         | 2      | 4                          | 6                           |
| Logo and link on SAS website     | Text only | Small  | Medium                     | Large                       |
| Logo and link in <i>Practica</i> | Text only | Small  | Medium                     | Large                       |
| Sponsor board recognition        | Text only | Small  | Medium                     | Large                       |
| Complimentary memberships        | 1         | 2      | 4                          | 8                           |
| Advertising Discount             | -         | -      | 10% off on 1 advertisement | 10% off on 4 advertisements |
| Price                            | \$750     | \$1500 | \$2500                     | \$4000                      |

# SAS MEMBER DEMOGRAPHICS

Member Industry



Area of Expertise



Member Type



Technical Areas

