



Impact makes advertising straight forward, easy and affordable.

Why advertise in Impact?

Because Impact is the vehicle to place your product, service or technology in front of hundreds of science-based industries including biotechnology, life sciences, green technologies, energy, advanced medical technologies, aerospace and information technologies.

Of our 25,000 readers, 52 percent are top managers in business, non-profit organizations, government, universities and community colleges and the remaining 48 percent are professionals in skilled fields such as medicine, accounting, architecture, building and education.

How do I advertise in Impact?

First, throw out the rate card. Impact offers low base rates:

Full Page \$2,500

Half Page \$1,250

Quarter Page \$625

Once you've decided on your ad size, pick the frequency you'd like your company or organization to appear in Impact, anywhere from two to 12 editions. Then multiply the base rate by your frequency and take off 15 percent. That's your total.

That's it. Advertising made straight forward, easy and affordable.

Who do I contact to advertise in Impact?

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