

# 2012 Rates—Classified



## Display Rates (Agency Commissionable)

Frequency	1pg	2/3pg	1/2pg*	1/2pg	1/3pg	1/4pg	1/6pg
1X	\$14,200	\$11,400	\$11,400	\$9,560	\$6,150	\$4,860	\$3,560
4X	\$13,990	\$10,990	\$10,990	\$9,310	\$5,960	\$4,720	\$3,490
7X	\$13,430	\$10,640	\$10,640	\$8,830	\$5,800	\$4,560	\$3,340
13X	\$12,600	\$10,000	\$10,000	\$8,300	\$5,540	\$4,370	\$3,230
26X	\$11,860	\$9,530	\$9,530	\$7,850	\$5,330	\$4,200	\$3,130
39X	\$11,300	\$9,240	\$9,240	\$7,440	\$5,180	\$4,085	\$3,050
52X	\$10,790	\$8,730	\$8,730	\$7,100	\$4,990	\$3,970	\$3,040

\*Island

### Color Rates

4-color process: no charge

For an additional \$350 net, your display ad will appear on [www.acs.org/careers](http://www.acs.org/careers) for four weeks.

### Nondisplay Line Ad Rates:

Line ads are \$65 net per line; \$650 minimum. One line equals approximately 50 characters (with spaces). Centered headlines equal approximately 32 characters (with spaces).

For an additional \$150 net, your line ad will appear on [www.acs.org/careers](http://www.acs.org/careers) for four weeks.

### How to Submit a Classified Ad

**Display Ads:** E-mail display ads as a press ready PDF file (PDF/X-1a preferred) to your local advertising sales representative. E-mail should include the advertiser name, date(s) for insertion, and state (optional) Online or NO Online posting with print insertion order. Ads must be properly sized, specifications available upon request.

**Line Ads:** E-mail line ads in a Word document to [classifieds@acs.org](mailto:classifieds@acs.org). Do not include any abbreviations. We will typeset ads according to C&EN guidelines. Logos sent via e-mail need to be grayscale, EPS or Tiff file format, and at least 300 dpi.

**Closing Dates for Classified Ads:** Tuesday, 13 days (excluding legal holidays), preceding publication date. Cancellations must be received in writing 13 days in advance of publication date (excluding legal holidays). A calendar of ad close dates is available at <http://cen.acs.org/static/about/advertise.html>.

**Billing Information:** All ads must be submitted with the publication date, a billing address, and either a completed purchase order or credit card form. This form is available at [http://pubs.acs.org/cen/advertise/CCauth\\_CENC.pdf](http://pubs.acs.org/cen/advertise/CCauth_CENC.pdf). American Express, Discover, MasterCard, and Visa are accepted.

For additional assistance, contact your local advertising representative (directory at [cen-online.org/sales](http://cen-online.org/sales)), e-mail [classifieds@acs.org](mailto:classifieds@acs.org), or call Tim Bauer at (202) 872-4593 or Renee Zerby at (202) 872-8069.

**For additional information about advertising opportunities, please contact your local advertising representative (directory at [cen-online.org/sales](http://cen-online.org/sales)).**