

MEDIA KIT **2013** 

## Let's Build Stronger Bonds Together.

As the primary informational source for researchers around the world, *C&EN* brings breakthrough technology and industry news to the pharmaceutical, life sciences, industrial chemicals and instrumentation industries.



# Building stronger bonds for 90 years.

Reaching the right people is just the beginning. At *C&EN*, we believe in creating and cultivating long-lasting bonds. And we've done just that **for 90 years.** As the primary informational source for chemists around the world, *C&EN* brings breakthrough technology and industry news to the pharmaceutical, life sciences, industrial chemicals and instrumentation industries.

With *C&EN*, your message reaches the largest group of scientists in the world—the 164,000 members of the American Chemical Society. Among our loyal and ever-growing readership, more than 80% read only *C&EN* and no other industry publication.

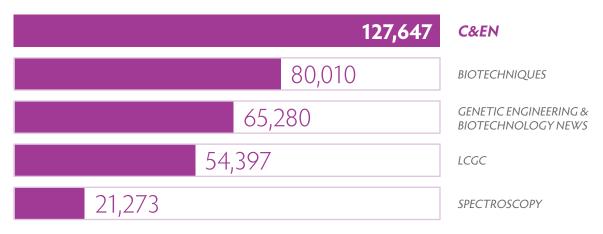
If you're looking to create a stronger bond with key decision-makers you won't reach anywhere else, look no further than *C&EN*.

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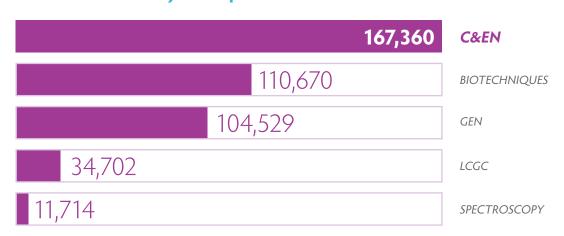
## An all-encompassing reach.

*C&EN* reaches around the globe and across industries to give you an audience with the world's leading scientists. Choose from our diverse print and online publications to target the segment most important to you. Work with us, and we can help you reach them whenever you choose and wherever they might be.

#### **Print Circulation**



#### **Online: Monthly Unique Visitors**



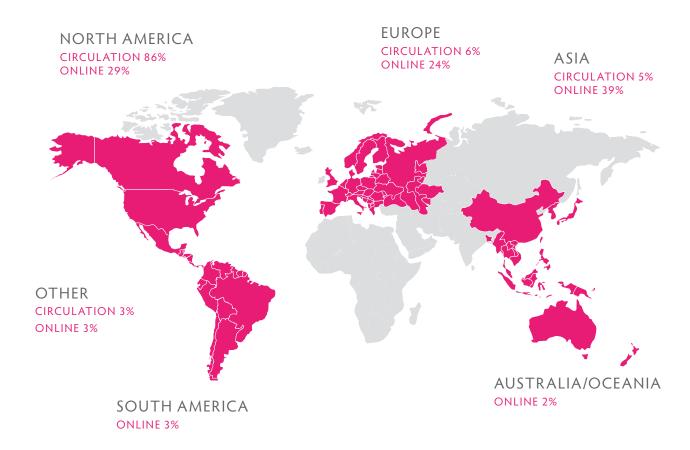
#### Largest print circulation

among chemistry and life sciences publications in the U.S.

#### More than 80%

of *C&EN* subscribers read 3 or 4 issues each month

#### **Global Reach**



#### More than 4,700

worldwide organizations subscribed

#### 25 million\*

unique online visitors per year

#### More than 90%

are satisfied or highly satisfied readers

#### 78% of our online

audience visits an ACS publication weekly

## Empowering research and discovery.

Bond with life scientists, pharmaceutical researchers, industrial chemists and much more. Our readers come from all walks of science and they choose *C&EN*, *C&EN Online* and our ACS family of publications and products as their go-to source for up-to-date news and research.

#### Job Title/Role

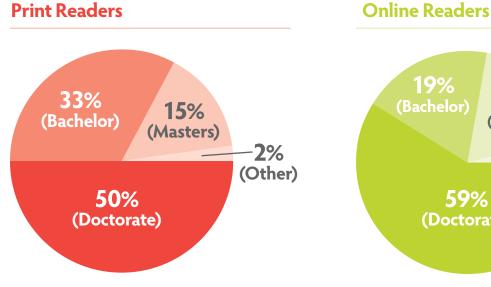


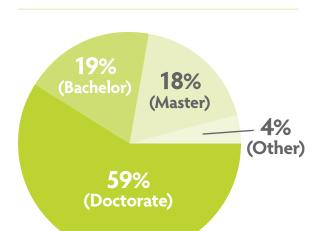
Our readers are working in industrial, academic and government laboratories driving research and development, and they are looking for products and services that can help them succeed. Work with us, and we'll deliver your message to our eager audience, 84% of whom are responsible for specifying and making final purchasing decisions.

#### **Areas of Research**



#### **Education**





## Readers involved in purchasing

84% of print 91% of online

#### Readers in R&D

45% of print 65% of online

Don't just advertise.

Form stronger bonds.

Mobile

eNewsletter

Make your brand instantly recognizable. Speak to us about integrated campaigns that span multiple media to encompass your market's purchasing-decision process.

Webinars Subject Search C&EN JACS Contextual Ads Web Banners

Chemistry is the central science. It is the bond that connects the physical sciences with the life sciences and applied sciences. And as the leading chemistry publication in the world, we've made it our goal to reach as far as chemistry reaches. That means covering topics that matter most to our readers in the industries and organizations they work in today and tomorrow.

PHARMACEUTICALS

LIFE SCIENCES

INSTRUMENTATION

INDUSTRIAL CHEMICALS

Print Advertising Show Dailies

## PHARMACEUTICALS

### The right prescription for your global campaign.

The race to develop the next big drug pushes pharmaceutical and biotechnology companies and their scientists to stay up-to-date on new technology and research trends. That's why *C&EN* is a must-read among professionals working in these industries. Of the 30 top organizations ACS members work for, more than 50% are pharmaceutical and biotech related.

#### Work in R&D

**45%** of print readers

65% of online readers

#### Involved in purchasing

**84%** of print readers

**91%** of online readers



Top 5 pharmaceutical companies employing ACS members:



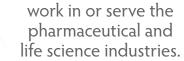
**U** NOVARTIS





Johnson Johnson





75,146

(46%) of our

readers



The right reach. The right audience. The right opportunities.

#### **C&EN** Editorial Calendar

From display advertising to cover tips, deliver our message alongside our pharmaceutical-related editorial content for high-impact exposure.

January 21	Pharmaceutical Analysis
February 4	Drug Approval Review
March 4	Pharmaceutical Outsourcing/ Pittcon Preview
April 29	Top Instrumentation Companies
May 20	Mass Spectrometry/ASMS Preview
June 17	Oncology Drug Research
July 8 July 15	Pharma R&D in Asia/ASMS Review Clinical Diagnostics
September 2 September 9	Pharmaceutical Chemistry C&EN's 90th Anniversary Issue
October 21	Lab Management
November 4 November 25	Pharmaceutical Partnering Life Sciences
December 9	Pharma Year in Review

#### **C&EN Onsite**

Be front and center at the industry's biggest shows. Our Show Dailies will put you in front of thousands of pharmaceutical professionals from around the world.





See page 19 for more.

#### **Tradeshow Bonus Distribution**

Bond with pharmaceutical tradeshow attendees by placing an ad in any one of our bonus distribution issues.

Informex

ACS Spring National Meeting CPhI Japan CPhI China CPhI Worldwide ACS Fall National Meeting Pharma ChemOutsourcing

#### Pharma-Related Journals

With a vibrant community of 23 million readers and an array of pharma-related titles to help you target the right researchers, our online journals will deliver long-lasting and measureable results.

ACS Chemical Neuroscience ACS Combinatorial Science ACS Medicinal Chemistry Letters Bioconjugate Chemistry Biomacromolecules Chemical Research in Toxicology Journal of the American Chemical Society Journal of Chemical Information and Modeling Journal of Natural Products The Journal of Organic Chemistry Organic Letters

See page 27 for more.

For more about integrated advertising packages, visit CENMediaKit.org.

## LIFE SCIENCES

Opportunities tailored to reach your life sciences targets.

#### Bond for life.

In order to understand all of life's complex processes, one must understand the relationship between chemistry and biology. That's why our readers, both biologists and chemists alike, turn to C&EN for the latest news and research in the life sciences. Deliver your message with us, and together we can help you make the impact you've been looking for.

#### **Purchase lab products**

46,753 of print readers 61,923 of online readers

#### **Purchase chromatography** products

34,200 of print readers **51,881** of online readers



pharmaceutical and life science industries.

Top 5 life sciences companies employing ACS members:



Genentech







75,146 (46%) of our readers

work in or serve the

#### **C&EN** Editorial Calendar

From display advertising to cover tips, deliver your message alongside our life sciences-related editorial content for high-impact exposure.

February 4	Drug Approval Review
February 25	Life Sciences Business
March 25	Drug Discovery
April 22	Biotechnology
April 29	Top Instrumentation Companies
June 17	Oncology Drug Research
July 15	Clinical Diagnostics
September 9	C&EN's 90th Anniversary Issue
October 21	Lab Management
November 25	Life Sciences
December 2	Biomarkers

#### **C&EN Onsite**

Take your message direct to 15,000 Pittcon attendees with the Pittcon Pocket Guide and Pittcon Today.



See page 19 for more.

#### **Tradeshow Bonus Distribution**

Bond with life sciences tradeshow attendees by placing an ad in any one of our bonus distribution issues.

CPhI Worldwide Pittcon ACS Spring National Meeting CPhI Japan CPhI China ACS Fall National Meeting Pharma ChemOutsourcing Society for Neuroscience

#### Life Sciences-**Related Journals**

With a vibrant community of 23 million readers and an array of life sciences-related titles to help you target the right researchers, our online journals will deliver long-lasting and measureable results.

Accounts of Chemical Research ACS Chemical Biology ACS Chemical Neuroscience ACS Synthetic Biology Biochemistry Bioconjugate Chemistry Biomacromolecules Chemical Research in Toxicology Environmental Science & Technology Journal of the American Chemical Society Journal of Agricultural and Food Chemistry Journal of Proteome Research

See page 27 for more.

For more about integrated advertising packages, visit CENMediaKit.org.

## INSTRUMENTATION

## Hungry for new technology.

In the fast-paced world of scientific discovery, sometimes you're only as good as the instruments you use. That's why our readers are constantly looking for ways to enhance their research capabilities. And that's where you come in. With *C&EN*, you can **deliver your message directly to your target audience** through any one of our many instrumentation-related opportunities.

## Purchase analytical or lab instrumentation

90,200 of print readers

## Purchase chromatography products

34,200 of print readers51,881 of online readers



## Top 5 companies employing ACS members:











The best way to reach your life science and pharmaceutical audience.

#### **C&EN** Editorial Calendar

From display advertising to cover tips, deliver your message alongside our instrumentation-related editorial content for high-impact exposure.

January 21	Pharmaceutical Analysis			
March 4	Pharmaceutical Outsourcing/Pittcon Preview			
March 18	Food Analysis			
March 25	Drug Discovery			
April 15	Pittcon Review			
April 29	Top Instrumentation Companies			
May 20	Mass Spectrometry/ASMS Preview			
June 3	Environmental Analysis/HPLC Preview			
June 17	Oncology Drug Research			
June 24	Lab Automation Informatics			
July 15	Clinical Diagnostics			
August 19	Health & Safety Analysis			
August 26	Instrumentation Business			
September 2	Pharmaceutical Chemistry			
September 16	Food, Flavors & Fragrances			
October 14	Forensics/Toxicology Analysis			
October 21	Lab Management			
November 18	Instrumentation Market Review			
November 25	Life Sciences			
December 2	Biomarkers			

#### **C&EN Onsite**

Take your message directly to 15,000 Pittcon attendees with the Pittcon Pocket Guide and Pittcon Today.



See page 19 for more.

## Tradeshow Bonus Distribution

Bond with instrumentation tradeshow attendees by placing an ad in any one of our bonus distribution issues.

Pittcon
ACS Spring National Meeting
Analytica
ASMS
Achema
ACS Fall National Meeting
AACCC
AACR
SLA

#### Instrumentation-Related Journals

With a vibrant community of 23 million readers and an array of life instrumentation-related titles to help you target the right researchers, our online journals will deliver long-lasting and measureable results.

See page 27 for more.

For more about integrated advertising packages, visit CENMediaKit.org.

## INDUSTRIAL CHEMICALS

Bond with bonders.

Scientists in the industrial chemicals community spend their day developing new products and improving existing ones that continue to change the way we live. As they make bonds and push the boundaries of discovery and development, you can empower their work with a message tailored to one of our largest groups of readers.

#### **Purchase chemical products**

**25,506** of print readers

113,578 of online readers

#### Work in R&D

45% of print readers

65% of online readers



Top 5 industrial chemicals companies that read C&EN:









readers work in the industrial chemicals industry.

42,500

(27%) of our





Get directly in front of your industrial chemicals audience.

#### **C&EN** Editorial Calendar

From display advertising to cover tips, deliver your message alongside our industrial chemicals-related editorial content for high-impact exposure.

January 14	World Chemical Outlook			
January 26	Soaps & Detergents			
January 30	Custom Chemicals			
March 11	Petrochemicals			
March 19	Food Analysis			
April 1	Specialty Chemicals			
May 6	Materials Science			
May 13	Personal Care			
May 14	Top 50 US Chemical Companies			
May 27	Fine Chemicals & Intermediates			
June 3	Environmental Analysis			
July 1	Facts & Figures of the Chemical Industry			
July 22	Performance Chemistry			
July 22	Top 50 Chemical Producers			
August 12	Biobased Chemicals			
September 9	C&EN's 90th Anniversary Issue			
September 30	Plastics			
October 26	Biofuels & Energy			
November 11	Specialty Chemicals			
December 23	Year in Review			

#### **C&EN Onsite**

Place an ad in the only official Informex Show Daily ánd you'll get into the hands of more than 4,000 attendees representing the top 500 industrial chemical companies around the world.



See page 19 for more.

#### **Tradeshow Bonus Distribution**

Bond with industrial chemicals tradeshow attendees by placing an ad in any one of our bonus distribution issues.

> Informex Chemspec Europe ACS Spring National Meeting Informex Houston ACS Fall National Meeting Pittsburgh Chemical Day

#### **Industrial Chemicals-Related Journals**

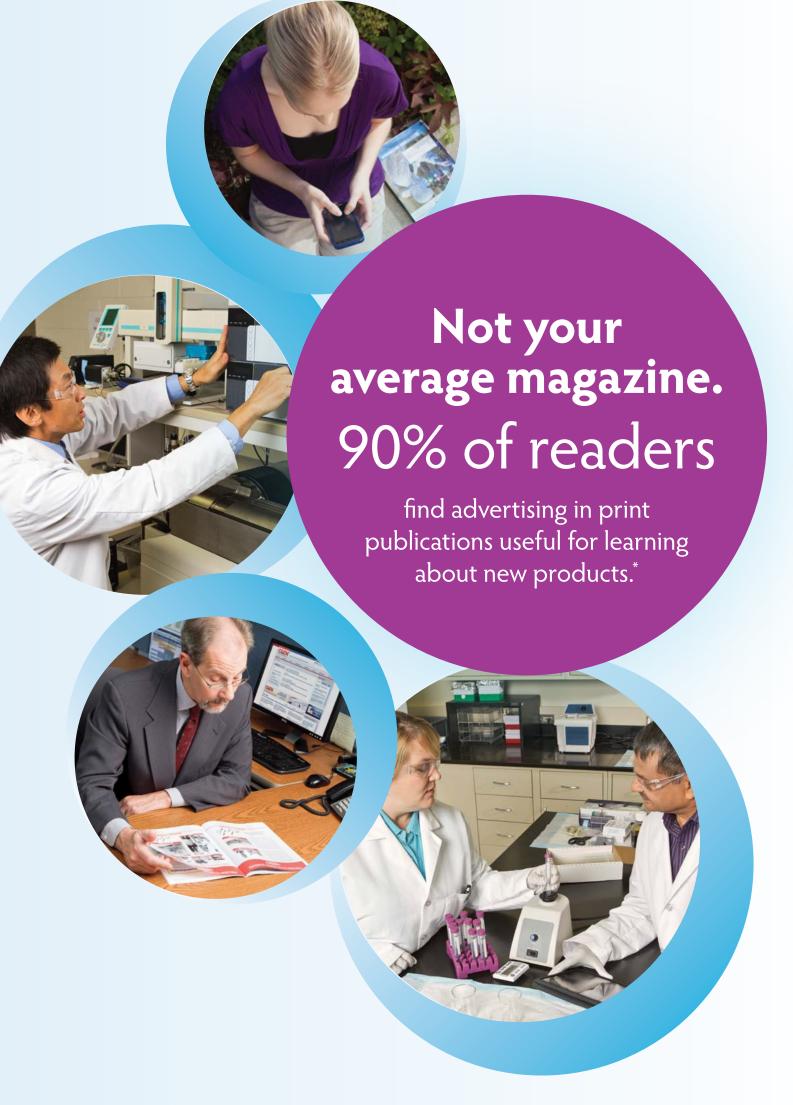
With a vibrant community of 23 million readers and an array of industrial chemical-related titles to help you target the right researchers, our online journals will deliver long-lasting and measureable results.

**ACS** Catalysis ACS Macro Letters Chemical Reviews Chemistry of Materials Crystal Growth & Design Energy & Fuels Inorganic Chemistry Journal of the American Chemical Society The Journal of Organic Chemistry Langmuir Macromolecules Molecular Pharmaceutics Nano Letters Organic Letters Organic Process Research & Development

See page 27 for more.

Organometallics

For more about integrated advertising packages, visit CENMediaKit.org.



Speak to more researchers in more ways than ever. With a print audience in the hundreds of thousands plus millions more online, C&EN can segment and target the market like no other. Whether they're thumbing our respected magazine, checking news from a bus stop, watching a webinar or walking a tradeshow floor—we're already engaging your next customer.

**C&EN DISPLAY, PRINT C&EN ONSITE, SHOW DAILIES** 

### Make an impact.

Take your message to our 127,647 print subscribers and 300,000 pass-along readers.

#### **Display Advertising**

Choose from full-page to 1/6-page ads and check out our industry-specific feature calendar for strategic placements.



Advertorial

Give yourself all the space you

need to tell readers the full story.

#### **Cover Tips**

Capture attention even before readers open the magazine.







## A direct approach.

If you're looking for a more targeted marketing solution, you'll find it in our industry-specific advertising options. Choose from a variety of demographics and home in on the audience that matters most to you.

For more information, please



#### Asia-Pacific Edition

Goes exclusively to subscribers in more than 24 regional countries.



#### **European Edition**

Goes exclusively to subscribers in 36 regional countries.

## Big events. Big reach.

Tradeshows. A time when researchers go on the lookout for new ideas, new collaborators and new vendors. Get their attention through C&EN Onsite and the only official Show Daily publications at this year's biggest events.





#### **Informex**

The premier meeting for custom and specialty chemicals, Informex draws more than 4,000 attendees representing the top 500 global companies.

**INDUSTRIAL CHEMICALS** 4,000 ATTENDEES

#### **Pittcon**

Where more than 15,000 scientists, managers and engineers catch up on all the latest in life sciences, biotechnology, analytical chemistry, food science and pharmaceuticals. We also produce Pittcon Pocket *Guide*—which goes to all registered guests before the show.

**INSTRUMENTATION** 18,000 ATTENDEES

#### **American Chemical Society National** Meetings and Expositions (Spring and Fall)

Where 12,000-15,000 researchers go for new scientific, professional and product information.

**ALL DISCIPLINES** 12,000-15,000 ATTENDEES

#### **CPhI**

With 25,000 attendees from 25 countries, you will want to be heard at the world's largest international exhibition for pharmaceutical ingredients, intermediates and contract services.

**PHARMACEUTICAL** 25,000 ATTENDEES

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#### **Online**

New eEdition advertising available for Informex, Pittcon and CPhl.

Enhance your reach by including your ad in the electronic edition (eEdition) of *C&EN Onsite*. Emailed to all pre-registered attendees two weeks prior to the start of the meeting, the eEdition contains session information, schedule of events, company and industry news, lodging information and other highly read attendee content.

For more information go to cen.onsite.org. For production specifications, contact showdailyads@acs.org.

# DIGITAL TACTIC

## **Print Specifications**

(width x height)

C&EN Trim Size:

8-1/4" x 10-1/2"

209 x 266 mm

Cover Tip	Spread	1 page bleed	d 1 page non-bleed
8" x 7" 203 x 178 mm Live Area: 7-5/8" x 6-5/8" 194 x 169 mm Bleed: 9-1/4" x 8-1/4" 235 x 210 mm	16-1/2" x 10-1/2" 419 x 267 mm Live Area: 15-1/2" x 9-1/2" 394 x 241 mm Bleed: 16-3/4" x 10-3/4" 425 x 273 mm	8-1/4" x 10-1/2 209 x 266 mr Bleed: 8-1/2" x 10-3/- 216 x 273 mm	n 184 x 241 mm 4"
2/3 page	1/2 page	1/2 island	1/3 page
4-5/8" x 9-1/2" 117 x 241 mm	3-7/16" x 9-1/2" 87 x 241 mm 7-1/16" x 4-5/8" 179 x 117 mm	4-5/8" x 7-1/4 117 x 184 mm	
1/3 square	1/4	page	1/6 page
4-5/8" x 4-5/8" 117 x 117 mm		x 4-5/8" 17 mm	2-1/4" x 4-5/8" 57 x 117 mm 4-5/8" x 2-1/4" 117 x 57 mm

#### Electronic/Digital File Material (Preferred)

- Images must be CMYK or Grayscale, TIFF or EPS, at least 300 dpi
- No RGB or JPEG images
- Do not embed ICC profiles within images
- All required trapping must be included
- If trapping is applied, we require a default of at least .25 pt. or .007"
- Standard trim and bleed marks in all separations
- Total ink coverage should not exceed a density of 300%
- PMS colors are not supported
- Fonts: Open Type or Postscript Type 1 only

#### Other Accepted Formats

- InDesign
- QuarkXPress
- Illustrator
- Photoshop

Include all screen and printer fonts, images, artwork and logos.

#### Proof Recommended

We will not be held responsible for color, positioning or accuracy of digital file output if a proof is not provided.

Email PDF files to displayads@acs.org. An FTP site is available for large files.

#### Production queries

displayads@acs.org

With a reputation for high-quality, high-impact research, readers from all walks of science choose C&EN Online and our ACS family of publications and products as their primary sources for news and information. With subscribers from more than 4,700 worldwide institutions, the sites attract more than 23 million unique visitors each year. It's the type of global exposure you can't get anywhere else.

## Bond with millions anytime, anywhere.

Complete your integrated campaign with a full range of digital advertising and lead-generation offerings, including banner ads, interstitials, email alerts, webinars and more.

#### **C&EN Online**

Attracting 160,000 unique visitors per month, our magazine's authoritative content is just as popular in digital as in print.





#### ACS Publications (A–Z)

Choose from more than 40 scientific journals to find the right audience for your business.

## ACS Subject Search and ACS Matters eNewsletter

Deliver your message alongside some of the most cited peer-reviewed journals and highly subscribed newsletters for high-impact messaging.



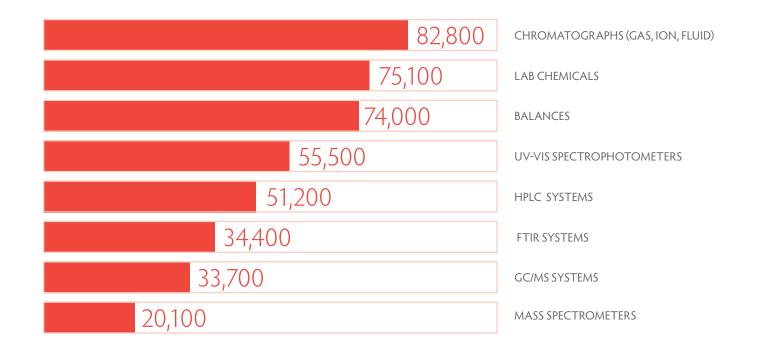
More than 2.6 million\* unique visitors per month

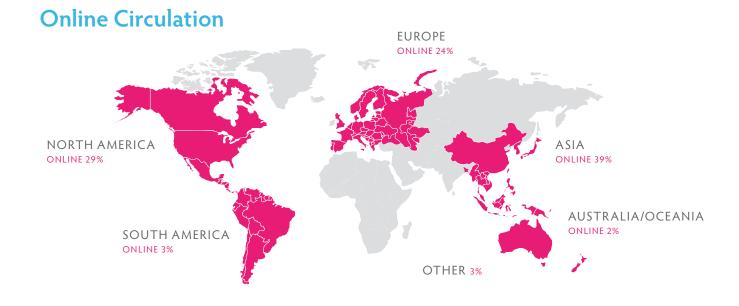
22

\$240,000 average budget of C&EN Online readers \$212,646 average budget of ACS Publications readers

#### **Products Purchased**

Our readers use thousands of products just like yours. Check out some of the most popular purchases and imagine what this sort of demand could mean for your business.





## More than 2 million monthly Table of Contents page views

More than 1 million eTOC alerts distributed each month

23

Source: C&EN and ACS Publications Online Reader Survey, September 2012

\*Combined C&EN and ACS Publications

Source: C&EN and ACS Publications Online Reader Survey, September 2012

## So many options. More ways to bond.

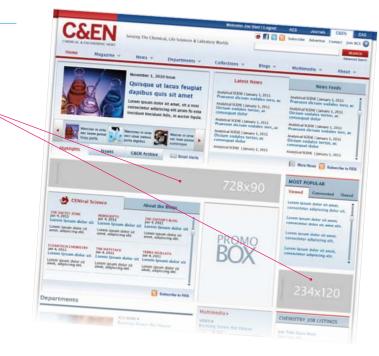
As a trusted source of news and views, *C&EN Online* attracts a large digital audience. **And as an imaginative media partner, we'll help you speak to them anyway you like**—from banner ads and interstitials through email alerts, webinars and mobile apps.

#### Web Advertising

Get high-visibility leaderboard and box advertising on our most popular pages. Or take advantage of our video ad capabilities for a more interactive approach.

#### **Interstitial Advertising**

Make your ad the first thing users see before accessing editorial content. Our most popular page, *C&EN Latest News*, has more than 216,000 monthly page views.





#### **C&EN Digital Edition**

Reach more than 40,000 readers each week when you advertise on the electronic edition's e-notification.

## More than 2 million

unique visitors per year

## What's That Stuff?

More than 30,000 monthly page views

## 91% of readers

have purchasing power

#### Latest News Articles: Reach Millions

Latest News provides instant updates to scientists from around the world and across the full spectrum of industries. With more than 2.5 million annual page views, a banner ad or interstitial ad on our most popular pages will give you the impact you're looking for.





#### **C&EN** Mobile

Reach our readers anytime, anywhere with an ad on *C&EN's* free mobile app. Available for Apple and Android devices.



Download from



25

Apple App Store

#### **Electronic Table of Contents (eTOC) Alerts**

Place your banner ad alongside our weekly eTOC alerts and reach tens of thousands of users.

#### **Sponsorships**

#### **CENtral Science Network of Blogs**

Sponsor a post on our ever-growing CENtral Science blog and reach thousands of readers every day. From *The Haystack* to *The Safety Zone*, we have a blog for your target audience.

#### What's That Stuff?

Present your message alongside our collection of articles that give readers a look at the chemistry behind everyday products. With more than 30,000 monthly page views, it's one of the most popular features.

#### **Most Popular:**

C&EN Latest News, more than 2.5 million annual page views

#### **Measure Success:**

Get valuable metrics on impressions and click-throughs

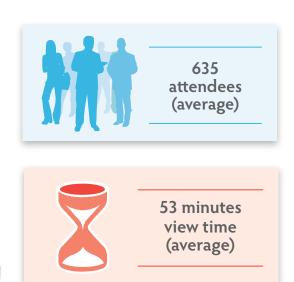
Source: C&EN and ACS Publications Online Reader Survey, September 2012 Source: C&EN and ACS Publications Online Reader Survey, September 2012 C&EN WEBINARS ACS ONLINE JOURNALS

## Stronger leads.

Sponsored webinars allow you to attract a highly targeted audience and engage with them like no other platform can. Our turnkey package will support you at every step, from content development and promotion through production logistics. Pick a topic and let's get started.







#### How you benefit

- Add the complete database of registrants to your list of leads
- Position your company as a thought leader and build brand awareness
- Profit from our webinar promotion, which runs through print, online and social media
- Archive your webinar for 12 months

Visit cen-online.org/webinar for more.

## Reach chemistry's global elite.

Choose from our vast selection of specialized journals to reach people in analytical chemistry, chemicals and reagents, materials science or pharmaceuticals and life science.

#### How you benefit

- Worldwide reach, with millions of readers across Europe and Asia
- More than 40 journals to segment and target specific markets
- Access to corporate subscribers such as Pfizer, Merck, Bristol-Myers Squibb, GSK, Genentech and Amgen

Unique visits/month	2,495,500
Total visits/month	6,350,000
Page views / month	20,275,000
Average time on site	4min, 45sec

#### Advertising packages

Place leaderboard, square or skyscraper ads on high-traffic areas of any of our journal sites.

#### New super leaderboard

Stand out with prominent placement on all abstract and article pages. Speak to us about targeting specific journals, geography, domains and keywords\*.



86% have purchasing power

**52% Ph.D.** 78% Masters 95% Bachelor \$212,646 average annual budget

27

Visit pubs.acs.org for a complete list of ACS journals.

Source: C&EN and ACS Publications Online Reader Survey, September 2012

\* Keyword targeting limited to search pages only

## Grab your audience's attention.

Along with *C&EN Online* and our ACS Publications, you can also reach your target audience with an ad through ACS Subject Search and *ACS Matters eNewsletter*.

#### **ACS Subject and Keyword Search**

When your market's searching for content, be the first thing they find. Target your ad with specific keywords or by subject on our search pages and tap into the 2.4 million impressions generated every month.





#### **ACS** Matters eNewsletter

Deliver your message alongside our *ACS Matters eNewsletter* and reach more than 150,000 members monthly and more than 47,000 subscribers weekly.

#### **Industry and Academia**

51% industry readers 49% academic readers

For more about integrated advertising packages, visit CENMediaKit.org.

## Digital Specifications

(width x height)

#### **C&EN Online Specifications**

	eTOC Banner	Skyscraper	Leaderboard	Rectangle/ Button	Interstitial* (Rotation or Exclusive)
Dimensions	468 x 60	160 x 600	728 x 90	234 x 120	640 x 480
Maximum File Size	25 KB	25 KB	100	KB	100 KB
File Types	GIF, Animated GIF, JPG	GIF, Animated GIF, JPG	GIF, Animated (	GIF, JPG, Flash**	WMV, MOV, FLA, SWF, GIF
Maximums		Maximum of 5 fra	rames, 4 revolutions		Maximum: 30 seconds Preferred: 15 seconds Capped at one exposure per user cookie session

<sup>\*</sup> Interstitial Ad Specifications – Formats: Any standard video format (Windows media, QuickTime, Flash, animated GIF) or standard image formation (duration would come down to 5 to 10 seconds). Link URL: For tracking, C&EN Web team has to have the ability to add click handler script to the video. Hard-coded links in the video will be overwritten, unless the advertiser is willing to add C&EN click handler to any links, or if they have their own tracking code.

#### ACS Journals Online Ad Specifications

	Square	Wide Skyscraper	Medium Rectangle	Super Leaderboard	Search Banner	eTOC Full Banner	eTOC Rectangle
Dimensions	160 x 160	160 x 600	300 x 250	970 x 90	640 x 80	728 x 90	180 x 150
Maximum File Size	40 KB	40 KB	40 KB	40KB	40KB	40 KB	25 KB
File Types	GIF, Animated GIF, JPG, Flash SWF				GIF, Animat	ed GIF, JPG	
Animated GIF Maximum	Animated GIF maximum of 5 frames, 4 revolutions						
Flash SWF Play Time	15 seconds maximum (all Flash ads require a backup image file (GIF/JPG))						

#### ACS Matters eNewsletter Banners

	Half Skyscraper - Top	Half Skyscraper - Lower		
Dimensions	180 x 270	180 x 270		
Maximum File Size	40 KB 40 KB			
File Types	GIF, Animated GIF, JPG, Flash SWF			
Animated GIF Maximum	Animated GIF maximum of 5 frames, 4 revolutions			

#### Rich media specs

Download at CENMediaKit.org

#### Production queries

displayads@acs.org

<sup>\*\*</sup> Flash ads must be accompanied by the source (.fla) file and a fallback GIF.

## Stronger Bonds.

Whatever industry your target audience falls into, whatever communication platform they use and wherever they are in the world, we'll continue to provide creative solutions to help you reach them. Our readers are primed for your message. Let the bonding begin.

CENMediaKit.org

## Advertising & Sales Headquarters

Kenneth M. Carroll Director, Advertising Sales

carroll@acs.org (610) 964-3614

NORTHEAST U.S. & EASTERN CANADIAN SALES

Dean A. Baldwin

baldwin@acs.org (610) 964-3610

MIDWEST & SOUTHEAST U.S. SALES

Tom Scanlan

scanlan@acs.org (847) 749-3030

WESTERN U.S. / TEXAS & WESTERN CANADIAN SALES

Bob LaPointe

lapointe@acs.org (925) 964-9721

FOR AD PRODUCTION INFORMATION displayads@acs.org

#### Asia/Pacific

AUSTRALIA

Keith Sandell

sssw@iinet.net.au

CHINA

Angel Zhu

angel.zhu@echinachem.com

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