Building stronger bonds together.

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 close to 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 163,000 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.

Why choose C&EN?

Industry Profiles
- Pharmaceuticals 8
- Life Sciences 10
- Instrumentation 12

Print Tactics
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Digital Tactics
- Why Choose C&EN and ACS? 20
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- C&EN Webinar 24
- C&EN Contextual Advertising 25
- ACS Online Journals 26
- ACS Subject Search and ACS Matters Newsletter 27
- Digital Specifications 28
A truly all-encompassing reach.

C&EN is the most widely circulated newsmagazine of all the chemistry publications, and combined with our industry-leading online presence, we can help you deliver a truly impactful message.

**Circulation**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>C&amp;EN</td>
<td>127,647</td>
<td></td>
</tr>
<tr>
<td>BIOTECHNIQUES</td>
<td>80,010</td>
<td></td>
</tr>
<tr>
<td>GENETIC ENGINEERING NEWS</td>
<td>65,280</td>
<td></td>
</tr>
<tr>
<td>LCGC</td>
<td>54,397</td>
<td></td>
</tr>
<tr>
<td>SPECTROSCOPY</td>
<td>21,273</td>
<td></td>
</tr>
</tbody>
</table>

**Annual Page Views**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>C&amp;EN</td>
<td>15 million</td>
</tr>
<tr>
<td>BIOTECHNIQUES</td>
<td>1.8 million</td>
</tr>
<tr>
<td>GENETIC ENGINEERING NEWS</td>
<td>1.6 million</td>
</tr>
<tr>
<td>LCGC</td>
<td>1.2 million</td>
</tr>
<tr>
<td>SPECTROSCOPY</td>
<td>400,000</td>
</tr>
</tbody>
</table>

**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**

Our readers come from all around the world. Work with us, and we can help you reach them whenever you choose and wherever they might be.

<table>
<thead>
<tr>
<th>Region</th>
<th>Circulation</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORTH AMERICA</td>
<td>86.1%</td>
<td>37%</td>
</tr>
<tr>
<td>EUROPE</td>
<td>5.5%</td>
<td>22%</td>
</tr>
<tr>
<td>ASIA</td>
<td>5.2%</td>
<td>35%</td>
</tr>
<tr>
<td>SOUTH AMERICA</td>
<td>3.2%</td>
<td>5%</td>
</tr>
<tr>
<td>OTHER</td>
<td>3.2%</td>
<td>5%</td>
</tr>
<tr>
<td>AUSTRALIA/OCEANIA</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>


**Source, Annual Page Views—C&EN publisher’s data for C&EN Online; Spectroscopy: BPA June 2011; BioTechniques, GEN, LCGC: Google Analytics**

**Source, Membership Demographic—August 2011 ACS Membership Demographics**

More than 4,700 worldwide organizational subscribers

More than 90% are satisfied or highly satisfied with their reading experience

More than 300 million* annual page views

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* Combined C&EN and ACS Online Journals
Empowering research and discovery.

Bond with analytical chemists, organic chemists, medicinal chemists, process chemists, "fill-in-your-target" chemists. Our readers are chemists from all walks of science and every discipline, 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.

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.

### Job Title/Role

- **40.6%** SCIENTIST/CHEMIST
- **19.5%** PROFESSOR
- **9.3%** EXECUTIVE MANAGEMENT
- **8.8%** LAB MANAGEMENT
- **6.1%** PROJECT MANAGER
- **15.7%** OTHER (STUDENT, CHEMICAL TECHNICIAN, EMERITUS MEMBER)

### Education

- **50.4%** DOCTORATE
- **33%** BACHELOR
- **14.5%** MASTER
- **2.1%** OTHER

### Fields/Disciplines

- **26.7%** PHARMACEUTICAL, LIFE SCIENCES
- **14%** ORGANIC
- **11.4%** BIOCHEM/BIOTECH
- **10.4%** ANALYTICAL
- **5.6%** PHYSICAL
- **5.1%** INORGANIC
- **5%** ENVIRONMENTAL
- **4.7%** POLYMER
- **3.3%** AGRICULTURE
- **13.8%** OTHER (ENGINEERING, ENERGY, OCCUPATIONAL, EDUCATION)

84% of C&EN readers have purchasing and specifying authority

More than 45% work in research

Source: August 2010 ACS Membership Demographics
Not only do we have the reach, but we also have the integrated marketing solutions to help you truly connect with your target audience. Whether they’re reading the magazine or checking for news online, we’ve got all the messaging avenues covered—giving you comprehensive coverage at every stage of the purchasing-decision process.

Don’t just advertise. Make long-lasting bonds.

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.

Print Advertising
Show Dailies
Subject Search
Webinars
Contextual Ads
Web Banners
eNewsletter Sponsorships

INSTRUMENTATION
INDUSTRIAL CHEMICALS
LIFE SCIENCES
PHARMACEUTICALS

INDUSTRY PROFILES
eNewsletter
Sponsorships
Contextual Ads
Webinars
Web Banners
Mobile

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.

45% of C&EN and readers work in research & development

84% of C&EN readers have purchasing and specifying authority

Top 5 pharmaceutical companies employing ACS members:

AstraZeneca
Gilead Sciences
Johnson & Johnson
Novartis
Pfizer

75,146 (46%) of our readers work in the pharmaceutical and life sciences industries

C&EN Editorial Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 16</td>
<td>Pharmaceutical Analysis</td>
</tr>
<tr>
<td>February 20</td>
<td>Drug Discovery</td>
</tr>
<tr>
<td>March 12</td>
<td>Pharmaceutical Outsourcing</td>
</tr>
<tr>
<td>May 28</td>
<td>Fine Chemicals &amp; Intermediates</td>
</tr>
<tr>
<td>June 11</td>
<td>Pharma R&amp;D in Asia</td>
</tr>
<tr>
<td>June 18</td>
<td>Cancer Drug Research</td>
</tr>
<tr>
<td>September 3</td>
<td>Pharmaceutical Chemistry</td>
</tr>
<tr>
<td>September 24</td>
<td>R&amp;D Outsourcing</td>
</tr>
<tr>
<td>October 1</td>
<td>Pharmaceuticals, CPhI Preview</td>
</tr>
<tr>
<td>October 29</td>
<td>CPhI Review</td>
</tr>
<tr>
<td>November 5</td>
<td>Pharmaceutical Partnering</td>
</tr>
<tr>
<td>December 10</td>
<td>Pharmaceutical Year in Review</td>
</tr>
</tbody>
</table>

C&EN Onsite

Place an ad in the only official Informex and CPhI Show Daily publications and you’ll get into the hands of more than 25,000 pharmaceutical professionals from 25 countries around the world.

Pharma-Specific Journals

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

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

C&EN Editorial Calendar

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

Source — August 2010 ACS Membership Demographics

Combined C&EN and ACS Online Journals
**LIFE SCIENCES**

**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.

84% of C&EN readers have purchasing and specifying authority

46,753 C&EN readers purchase laboratory products

34,200 C&EN readers purchase chromatography products

Top 5 life sciences companies employing ACS members:

AMGEN
Genentech
Roche
Thermo Fisher

75,146 (46%) of our readers work in the pharmaceutical and life sciences industries

---

**C&EN Editorial Calendar**

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 6</td>
<td>Forensics</td>
</tr>
<tr>
<td>February 13</td>
<td>Life Sciences Business</td>
</tr>
<tr>
<td>February 20</td>
<td>Drug Discovery</td>
</tr>
<tr>
<td>April 16</td>
<td>Biotechnology</td>
</tr>
<tr>
<td>June 4</td>
<td>Nanotechnology</td>
</tr>
<tr>
<td>June 18</td>
<td>Cancer Drug Research</td>
</tr>
<tr>
<td>July 23</td>
<td>Diagnostics</td>
</tr>
<tr>
<td>August 6</td>
<td>Biobased Chemicals</td>
</tr>
<tr>
<td>September 3</td>
<td>Pharmaceutical Chemistry</td>
</tr>
<tr>
<td>September 17</td>
<td>Biofuels &amp; Energy</td>
</tr>
<tr>
<td>October 22</td>
<td>Life Sciences</td>
</tr>
<tr>
<td>November 5</td>
<td>Pharmaceutical Partnering</td>
</tr>
<tr>
<td>December 3</td>
<td>Proteomics &amp; Genomics</td>
</tr>
</tbody>
</table>

**C&EN Onsite**

Place an ad in the only official Pittcon Show Daily publication or Pittcon Pocket Guide and you’ll get into the hands of more than 24,000 scientists at one of the year’s biggest life sciences tradeshows.

**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
- CPAJ Japan
- CPAJ China
- ACS Fall National Meeting
- Pharma ChemOutsourcing
- Society for Neuroscience

**Life Sciences-Specific Journals**

With more than 300 million* annual page views, a web banner or skyscraper ad on one of our life sciences-specific online journals is sure to make a long-lasting impression.

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

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*Source: August 2010 ACS Membership Demographics*
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-specific opportunities.

43% of C&EN readers work with chromatography products

55% of C&EN readers plan on purchasing analytical or laboratory instrumentation products within 12 months

84% of C&EN readers have purchasing and specifying authority

C&EN Editorial Calendar

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 16</td>
<td>Pharmaceutical Analysis</td>
</tr>
<tr>
<td>February 4</td>
<td>Forensics</td>
</tr>
<tr>
<td>February 27</td>
<td>Pittcon Preview</td>
</tr>
<tr>
<td>April 2</td>
<td>Pittcon Review</td>
</tr>
<tr>
<td>April 23</td>
<td>Mass Spectrometry, ASMS Preview</td>
</tr>
<tr>
<td>April 30</td>
<td>Top Instrumentation Companies</td>
</tr>
<tr>
<td>May 7</td>
<td>Lab Informatics &amp; Automation</td>
</tr>
<tr>
<td>May 21</td>
<td>Materials Science</td>
</tr>
<tr>
<td>June 25</td>
<td>ACS Fall National Meeting Preliminary Program</td>
</tr>
<tr>
<td>July 16</td>
<td>Foods, Flavors &amp; Fragrances</td>
</tr>
<tr>
<td>July 23</td>
<td>Diagnostics</td>
</tr>
<tr>
<td>July 30</td>
<td>ACS Fall National Meeting Final Program</td>
</tr>
<tr>
<td>August 13</td>
<td>Health &amp; Safety Analysis</td>
</tr>
<tr>
<td>August 27</td>
<td>Instrumentation Business</td>
</tr>
<tr>
<td>October 8</td>
<td>Environmental &amp; Food Analysis</td>
</tr>
<tr>
<td>November 12</td>
<td>Lab Management</td>
</tr>
<tr>
<td>November 26</td>
<td>Instrumentation Market Review</td>
</tr>
</tbody>
</table>

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-Specific Journals

With more than 300 million annual page views, a web banner or skyscraper ad on one of our instrumentation-specific online journals is sure to make a long-lasting impression.

- ACS Applied Materials & Interfaces
- ACS Nano
- Analytical Chemistry
- Environmental Science & Technology
- Industrial & Engineering Chemistry
- Journal of the American Chemical Society
- Journal of Chemical Theory & Computation
- Journal of Chemical & Engineering Data
- Journal of Medicinal Chemistry
- Journal of Organic Chemistry
- Journal of Physical Chemistry A, B, C
- Journal of Physical Chemistry Letters
- Organic Letters

Source — August 2010 ACS Membership Demographics

Source — 2010 Independent research conducted by K.C. Associates

* Combined C&EN and ACS Online Journals
We have close to 130,000 print subscribers. We know that they’re looking for innovative new products and services to empower their research. Our comprehensive print solutions not only make it easier for you to reach them, but we’ve also made it easier for you to make a long-lasting impression.

*Source — 2010 Independent research conducted by K.C. Associates

Not your average chemistry magazine.

90% of readers find advertising in print publications useful for learning about new products.*
Make an impact.

With the largest circulation among chemical publications, your message will reach close to 130,000 print subscribers. And with a pass-along readership of 300,000, you’ll find that our print options are cost-effective and influential.

Display Advertising
A print advertisement with C&EN is a surefire way to get your message into the hands of your target audience. Choose from full-pages to 1/6-page placements.

For an even more effective approach, place your ad alongside any one of our industry-specific editorial features and grab the attention of readers you want to reach.

Cover Tips
Affix your message to the cover and capture the attention of your audience even before they open the magazine.

Advertorial
With more room for more information, advertorials are a cost-effective way to get to the nuts and bolts of your message.

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 contact your sales representative.

Big events. Big reach.

Tradeshows. A time for researchers to find the latest and greatest technologies to add to their laboratories. And what better way to get their attention than through the only official Show Daily publication for the biggest tradeshows, exhibitions and meetings of the year—C&EN Onsite. Deliver your message to the following tradeshow audiences:

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

Pittcon
The exhibition introduces more than 24,000 scientists, managers and engineers to new products from areas including life sciences, biotechnology, analytical chemistry, food science and pharmaceutical technology. We also produce the Pittcon Pocket Guide—another great way to get into the hands of attendees. The Pittcon Pocket Guide is sent to all registered guests before the show.

American Chemical Society National Meetings and Expositions (Spring and Fall)
The ACS National Meeting provides thousands of researchers with up-to-date scientific, professional and product information news regarding chemistry and the related sciences.

CPhI
More than 25,000 attendees from 25 countries around the world descend upon the world’s largest international exhibition for pharmaceutical ingredients, intermediates and contract services each year.

Online
New eEdition advertising available for Informex, Pittcon and CPhI.

For more information on production specifications, contact showdailyads@acs.org

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.
## Electronic/Digital File Specs

- **Preferred Format**: PDF/X-1a
- **Image Requirements**:
  - 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.

An FTP site is available for large files.

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**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 source for news and information. With subscribers from more than 4,700 worldwide institutions, the sites attract more than 300 million* annual page views. It’s the type of global exposure you can’t get anywhere else.**
Bond with millions anytime, anywhere.

We attract more researchers and scientists than any other online chemistry publication in the world. Work with us, and through C&EN Online and our ACS family of publications you’ll reach chemists from all areas of the scientific community. We also provide you with complete metrics reporting, including impressions and click-throughs, so you can measure your impact.

Our online platforms include:

**C&EN Online**
With page views reaching into the millions annually, we have the creative solutions to help you reach our readers.

**ACS Publications (A–Z)**
Get access to all 40 of our scientific journals for an effective targeted marketing platform.

**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.

**Products Purchased**
Percentage of online readers that have purchasing power in the following product categories:

- **CHEMICAL INGREDIENTS**
  - 50%

- **LABORATORY PRODUCTS**
  - 50%

- **CHROMATOGRAPHY PRODUCTS**
  - 23%

- **HPLC**
  - 16%

- **MASS SPECTROMETERS**
  - 13%

- **WATER PURIFICATION SYSTEMS**
  - 10%

- **PHARMACEUTICAL INGREDIENTS**
  - 7%

- **THERMAL ANALYZERS**
  - 6%

**Online Circulation**

**300 million* total annual page views**

**More than 4,700 worldwide organizational subscribers**

**More than 75% of online readers have purchasing power**

**More than 2.5 million Table of Contents page views**

**More than 1 million eTOC alerts distributed each month**

---

* Combined C&EN and ACS Online Journals
So many options. More ways to bond.

With a strong reputation for providing readers with high-quality, high-impact industry news, C&EN Online is the go-to source for executives, researchers and scientists from all around the world. Partner with us and we’ll help you develop complete solutions that will drive traffic to your website and influence readers.

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 450,000 monthly page views.

C&EN Electronic Edition
Reach more than 30,000 readers each week when you advertise on the electronic edition’s e-notification.

More than 45,000 average monthly home page views
What’s That Stuff? More than 30,000 monthly page views
More than 15.3 million annual page views for C&EN Online

Latest News Articles: Reach Millions
Latest News provides scientists from all around the world with up-to-date news across the entire chemical spectrum. And with more than 4 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.

Table of Contents Alerts (eTOC)
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 4 million annual page views

Measure Success:
Get valuable metrics on impressions and click-throughs

Source — August 2010 ACS Membership Demographics
Seeing is bonding.

Speak directly to your target audience with a sponsored webinar from C&EN. We can help your organization gain visibility and generate qualified sales leads from an audience made up from our 163,000 ACS members. From content development to production logistics, our cost-effective turnkey package has everything you’ll need to build a relationship with your future customers.

How you benefit.

- Get unlimited access to a complete database of registrants and generate sales leads
- Build brand awareness and position your company as a market leader
- Increase your visibility though our targeted and integrated webinar marketing campaign
- Sync your CRM through Eloqua for fast, efficient information capture
- Utilize social media tagging for increased traffic
- Work directly with On24, a leader in the field of webcasting

We’ve made it easy.

Audience Outreach
Let us develop the comprehensive marketing program for your sponsored webinar. We’ll produce and email the marketing materials, reaching tens of thousands of scientists and managers.

Content
Receive content guidance and support from our experienced editorial staff, ensuring that your event is compelling to the audience. We also match your content with relevant high-profile and high-traffic ACS Online Journals.

Registration
We’ll manage the registration. Just let us know which questions you’d like to ask of your audience, and we’ll take care of the rest.

Live Broadcast
Leave the broadcast logistics to us. We’ll organize everything and provide you with a moderator to handle Q&A and speaker introductions.

Archiving
For 12 months, your webinar will be available on www.cen-online.org, providing continued exposure. You’ll also receive a CD of the broadcast for your records.

Visit www.cen-online.org/webinar for a complete list of webinars.

Connecting our editorial content with your Web content.

C&EN has partnered with a leading technology firm that places your company’s products and services side-by-side with our editorial content. This document-matching technology links advertisers’ content with relevant C&EN editorial content 24/7, delivering them to your target audience when they want to see that information the most.

How it works.

C&EN, in conjunction with our technology partner, Vertical Search Works, creates a custom corporate landing page for you with all the content you need to reach customers, including:

- Product information
- Company information
- Spec sheets
- Sales contacts
- Custom messaging
- White papers
- Press releases

How you benefit.

- Direct access to users based on relevance and interest
- Customize product and company messages to your audience when and where they want to see them most—alongside related editorial content
- Receive measurable reporting on campaign metrics, including impressions and click-throughs, at any time
- Easy use—no work involved for our advertisers. The content from your website is pulled by our technology vendor with your review and approval
- Flexible—additions and changes can be made at any time with one simple e-mail
A truly targeted audience.

For more than 125 years, ACS Publications has had a reputation of publishing high-quality, high-impact research and scientific news. Each journal has its own audience representing researchers at leading organizations around the globe. Online advertising with ACS Publications offers you a measurable and cost-effective way of branding your product lines, providing great exposure to buyers of your products.

How you benefit.

Highly Targeted Demographic Groups

With more than 40 journals, you can target your advertising message to the precise audience you need to reach.

Diverse Audience

The largest corporations in the world subscribe to ACS Publications, including Pfizer, Merck, Bristol-Myers Squibb, GlaxoSmithKline, Genentech and Amgen, to name a few.

Online Advertising Options

Table of Contents Alerts (eTOC)

Available for all 40+ ACS journals, eTOC alerts allow you to reach up to 500,000 subscribers in all fields of the chemical and related sciences.

Advertising Packages

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

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

Grab your audience’s attention.

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