

2013 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 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 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. 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. American Express, Discover, MasterCard, and Visa are accepted.

For additional assistance, contact your local advertising representative (directory at cen-online.org/sales), e-mail 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).