INSTRUMENTAL to GROWTH.

Covering instrumentation, lab equipment, consumables and services, C&EN and Pittcon have teamed to provide powerful media solutions to help your business grow and prosper. Ask us about advertising packages that will put your products in the hands of the innovators that advance chemistry and all the industries it touches.

For additional information about Pittcon sales opportunities, contact:

Kenneth M. Carroll
Publisher—Pittcon Today
carroll@acs.org

Sales Representatives
Dean A. Baldwin
Northeast U.S. & Eastern Canadian Sales
baldwin@acs.org

Tom Scanlan
Midwest & Southeast U.S. Sales
scanlan@acs.org

Bob LaPointe
Western U.S., Texas & Western Canadian Sales
lapointe@acs.org

Pittcon Today Ad Sales & Product Showcase
Chuck Wilson
cwilson@cpnm.com

Editorial Submissions/Materials
Sharon Donovan
editor.pittcon.showdaily@gmail.com

Paul Barrett
United Kingdom, Ireland, Scandinavia & the Middle East
peaco@aol.com

Uwe Riemeyer
Germany, Austria, Switzerland, the Netherlands & Central Europe
riemeyer@intermediapartners.de

Nadia Liefsoens
Belgium, France, Italy, Spain & Portugal
nadia@fivemedia.be

Chuck Wilson
cwilson@cpnm.com

For complete production information (specs for Pittcon Today, Pittcon Pocket Guide and Pittcon eEdition), contact:
Joe Davis
ej_davis@acs.org

INSTRUMENTAL to GROWTH. Pittcon Advertising Opportunities 2013
New Opportunities with Pittcon Today

Guarantee sustained exposure for your brand, right through the Pittcon season. With just one booking, at one price, you can place your ad in pre-, on-site and post-show publications for maximum promotional mileage.

Check out our all-new Pittcon Today advertising package, available for the first time in 2013.

Pre-Show Pittcon Today eEdition

The e-edition is emailed to more than 10,000 pre-registered attendees two weeks before the conference. Rich with session information, event schedules, company and industry news, travel information and a city guide, the electronic pre-show issue is your perfect introduction to conference-goers.

Ad closing date and materials due: February 22 • Published: March 6

Pittcon Today (Daily Issues)

Boost visibility and booth traffic by running your ad in the show’s experimental news source. Published fresh Monday, Tuesday and Wednesday, Pittcon Today is widely distributed at the convention center and surrounding conference hotels.

■ Get direct access to more than 15,000 attendees
■ Receive priority placement for news and feature articles with your free editorial submissions
■ Take advantage of the New Product Showcase feature, free when you advertise
■ Have your booth location highlighted on the exhibitor map in each issue

Ad closing date and materials due: February 27 • Published: March 18, 19 & 20

Pittcon Wrap-Up eEdition

Last year, attendees told us they wanted an electronic wrap-up of instrumentation’s showcase event. In 2013, they’re getting it. A week after the show, your ad will appear again, alongside a concise summary of news, events and highlights from the whole week.

Ad closing date and materials due: February 27 • Published: March 26

Keep the Momentum Rolling with C&EN All Year

Institutional Webinars

Reach a truly engaged market through our popular institutional webinars. Viewed by an average of 600 attendees who are open to new techniques and technologies, this is the perfect audience for your marketing message.

The schedule regularly includes topics such as:

■ Restaurant Spectroscopy
■ Materials Characterization
■ Mass Spectrometry Solutions
■ Advances in TERO Applications

Speak to us about the 2013 schedule and expand your reach today.

C&EN Instrumentation-Focused Features

Industries evolve and careers change, but two things in chemistry remain the same. Scientists need instruments. And they read C&EN. Pick your audience and promote your offering in these upcoming 2013 features.

Media Solutions to Help Your Business Grow

With your choice of 13 instrumentation-specific journals, it has never been simpler to target the market that matters most to your business. Generating more than 300 million annual page views, online journals such as Analytical Chemistry, Industrial & Engineering Chemistry, Journal of Medicinal Chemistry & Organic Letters offer proven appeal.

Check out www.pubs.acs.org to find the right journal for you.

C&EN Pittcon Preview Issue

Be part of the pre-show buzz by promoting your instruments to the 564,809 eager readers of our exciting March Pittcon Preview Issue. More than half of the recipients plan to buy analytical or laboratory instruments in the next 12 months, so you know it’s the right audience.

Book now and get your message in first.

Ad closing date and materials due: February 18 • Published: March 4

Pittcon Pocket Guide

Packed with the technical program, exhibitor listings, activities, maps and tourist tips, the pocket guide is the ultimate companion for Pittcon attendees. Sure to be pre-registered weeks before the show, it’s a much-used resource right through to the last day.

■ Reach more than 15,000 attendees
■ Your choice of ad placements, from cover to tab dividers
■ Have your booth highlighted on the foldout map and exhibitor listing

Act now for prime placements.

Ad closing date and materials due: January 30 • Mailed: February 20

C&EN Pittcon Review Issue

Have the final say at Pittcon 2013. Our April review covers all the news and highlights in one convenient publication.

Be part of the pre-show buzz by promoting your instruments to the 164,000 eager readers of our C&EN Pittcon Preview Issue.

Have your booth highlighted on the foldout map and exhibitor listing

■ Reach more than 15,000 attendees
■ Your choice of ad placements, from cover to tab dividers
■ Have your booth highlighted on the foldout map and exhibitor listing

Act now for prime placements.

Ad closing date and materials due: January 30 • Mailed: February 20

Book your ad and leave a lasting impression.

Ad closing date and materials due: April 1 • Published: April 15

Book your targeted advertising opportunity today.
Contact Ken Carroll at (610) 964-3614 or email carroll@acs.org.
Or check out C&EN Onsite at www.cen-onsite.org.