

How to Place Recruitment Ads in C&EN Magazine and C&ENjobs Online Job Board

IN C&EN MAGAZINE, there are three types of recruitment ads available: Line Ads, Display Ads, and Academic Display Ads.

- ▶ LINE ADS ARE TEXT ADS WITH NO BORDER. THEY CAN CONTAIN A LOGO.
- ▶ DISPLAY ADS ARE FORMATTED OR DESIGNED ADS THAT APPEAR WITHIN A BORDER, CONTAINS A LOGO, AND (USUALLY) APPEAR IN FULL COLOR.
- ▶ ACADEMIC DISPLAY ADS ARE AVAILABLE TO MEMBERS OF THE ACADEMIC INDUSTRY ONLY. THEY ARE OFFERED IN TWO SIZES: 1/6 PAGE & 1/4 PAGE. THEY ARE FORMATTED LIKE A REGULAR DISPLAY AD, HOWEVER THEY ARE AN EXCEPTION TO THE COLOR RULE, AND APPEAR IN GRAYSCALE ONLY.

FOR C&ENJOBS ONLINE, options consist of 30-day or 60-day ads, as well as an option of using the resume database search. Bulk rates for multiple postings are also available. You can email classifieds@acs.org for more information.

Start the Process

To place ads, please email your job description (in Word format) to classifieds@acs.org. State that you are requesting a quote for placing your ad in print AND our online job board. Once your job description is received, you will receive a prompt response with a quote for your consideration.

After you've received your quote, please post and pay for your online position FIRST, and provide us with the online job ID that you receive on your receipt after checkout.

- ▶ TO PAY FOR YOUR ONLINE ADS, GO TO CHEMISTRYJOBS.ACS.ORG

Our online job portal is **SELF-SERVICE**. Log in (or create an account) and "post an online position", then pay for your ad. You will receive an ONLINE JOB ID on your pop-up receipt. This ID must be provided to your recruitment account executive in order to receive any associated discounts toward your print ad.

▶ TO PAY FOR YOUR C&EN MAGAZINE AD, SEND JOB ID TO YOUR ACCOUNT EXECUTIVE

Once received, an insertion order/credit card authorization form for the print portion of your ad will be sent for your review. Please review, then complete the credit card information form, as well as details for the person placing the order. (Your print ad will be charged separately from your online ad.)

Sign and fax to 202-478-1626, the most secure way to send payment details.

PLEASE STILL PROVIDE US WITH ALL CREDIT CARD INFORMATION REQUESTED, WITH ONLY THE LAST FOUR DIGITS OF YOUR CREDIT CARD EXPOSED.

NOTE: If you are paying by a purchase order for BOTH your online ad and print ad, please email your recruitment account executive with your purchase order first. (Your online account must be approved for billing before placing your ad online.)

Please make sure that your order contains the following:

- Company name/logo, purchase order number, invoice address, name of person placing order, as well as email and phone number
- Ad size, ad cost, ad run date(s)

▶ HOW TO SEND ART

If your ad quote included a logo, email the logo (300 dpi minimum in .eps or .tif format) to your recruitment account executive or classifieds@acs.org.

If you are submitting digital art for a display ad, please email the ad to classifieds@acs.org. Contact us for any questions regarding sizing and other specs.

YOUR AD IS NOW BOOKED! You should receive an ad booked email notification from our production department within 48 hours. If our production department is creating your ad, you will also receive a proof for your review. You will have two business days to submit any corrections or changes to your ad proof.