

How to Place a Recruitment Ad in C&EN Magazine

There are three types of recruitment ads available in C&EN Magazine: 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 AN AD THAT HAS 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

Start the Process

To place your ad in C&EN Magazine, please send your job description in word format to classifieds@acs.org. Once your job description is received, you will receive a prompt response with a quote for your consideration.

How can you receive a discount? C&EN jobs

Place your ad in print, as well as on our online job board! State this in your email for the discount to be applied. If you have any questions prior to sending your job description, please call Kimberly Mallory at 202-52-8918.



▶ INSTRUCTIONS AFTER YOU'VE RECEIVED YOUR QUOTE

Approve your quote and ad via email. You will then be sent an insertion order/ credit card authorization form, which will contain full details for your ad, including the section of the magazine it will appear. Review and complete the credit card information portion, as well as the "Person Placing the Order" section.

Sign and FAX the form to 202-478-1626 for the most secure method of receipt.

PLEASE NOTE: IF YOUR ORGANIZATION DOES NOT ALLOW CREDIT CARD INFORMATION TO BE FAXED, PLEASE STILL PROVIDE US WITH ALL CREDIT CARD INFORMATION REQUESTED, WITH ONLY THE LAST FOUR DIGITS OF YOUR CREDIT CARD. ADDITIONALLY, USE THE COMMENTS SECTION TO NOTIFY US TO CALL YOU FOR THE FULL NUMBER.

If you are paying by purchase order:

You can be invoiced instead of paying via credit card. Please send your company or academic institution issued purchase order via email to classifieds@acs.org or to your recruitment account executive. 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 for your issue of choice 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.