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Noted for their high quality, rapid time to publication, high impact, and prevalent citation in future research, the ACS journals are available at more than 5,000 academic, business, and corporate institutions worldwide and reach over 27 million researchers per year.

Through IAB standard digital, rich media, eNewsletters and native ad units, your message appears alongside top editorial content and research that our global audience trusts.

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### ONLINE

ACS PUBS WEB TRAFFIC STATS PER MONTH

- PAGE VIEWS • 23,277,929
- TOTAL VISITS • 9,830,593
- UNIQUE VISITORS • 3,839,920
- AVERAGE TIME ON SITE • 3:32

Source: Google Analytics Jan–Dec 2018

### PURCHASING

55% are involved in purchasing process

### GEOGRAPHIC BREAKDOWN

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tr>
<td>Asia &amp; Oceania</td>
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<tr>
<td>North America</td>
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<tr>
<td>Europe</td>
<td>21%</td>
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<td>Africa &amp; Middle East</td>
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<td>South America</td>
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### INDUSTRIES

The top five industry categories

1. Chemical Manufacturers
2. Government Labs
3. Academic Research Labs
4. Bio/Life Sciences
5. Pharmaceutical

### BACKGROUNDS

What our online readers do daily

- 33% R&D basic research
- 28% R&D applied research, development, design
- 13% Training or teaching
- 3% Analytical services, other than forensics
- 2% Consulting
- 1% R&D management or administration

ACS JOURNAL READERS

Shape the future of science

- 55% have a doctorate degree or higher
- 78% have a masters degree or higher
- 95% have a bachelors degree or higher
ACS publishes more than 50 peer-reviewed journals with cutting-edge articles across a broad spectrum of scientific disciplines. The breadth and scope of ACS Journals is unparalleled, stretching across chemistry, physics, and biology. They cover, but are not limited to, the disciplines listed below. Find your best fit.

<table>
<thead>
<tr>
<th>Journal</th>
<th>Disciplines</th>
<th>Unique Visitors</th>
<th>Page Views</th>
<th>ETOC Subscribers</th>
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Data in table is from January 2019.
With our sophisticated networks, there is no better way to reach key opinion leaders, decision makers, and researchers in your industry. Our users are making 63 million searches on our platform a year, with 27 million unique visitors and 105 million article requests. By selecting a specialized journal channel you can reach the exact audience that will be interested in your marketing campaign. Review our list of journals by industry category below, then talk to us about getting in front of an active audience regularly accessing up-to-date industry research.

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- **PRODUCT LAUNCH**
- **LEAD GENERATION**
- **ANNOUNCEMENT**

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Engage with an active science community researching the latest findings on the formation, exploration, and production of energy.

**JOURNALS**


**ENVIRONMENTAL ENGINEERING**

Connect with highest quality scientific researchers, environmental scientists and engineers working to devise the most effective and efficient solutions for our planet.

**JOURNALS**


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Deliver your message to pharmaceutical and medicinal chemists forging the future of drug discovery and development.

**JOURNALS**


**CHROMATOGRAPHY AND SPECTROSCOPY**

Target readership that attracts lab managers, analysts and separation scientists with specific involvement in chromatography and spectroscopy systems, supplies, and accessories.

**JOURNALS**

- Plus many more: Ask us about further keyword targeting
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YOU CAN TARGET BY:

- Institution type
- Specific journals
- Geographic areas
- Specific keywords
- Specific subject area
- Domain targeting (for account based marketing)

Whether you’re targeting academics, or industry chemists and CROs leveraging research labs, our extensive network of ACS journals helps you speak to your ideal audience. Now let us help you choose the most effective delivery methods to reach them, and appear side-by-side with cutting-edge articles academic and industry researchers rely on every day.

TOP USER SEARCH TERMS

TOTAL SYNTHESIS
GRAPHENE
MOF
BISPECIFIC
ANTIBODY
ENERGY
SOLAR CELL

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**TRUE NATIVE**

True native ad units provide the complete authentic native experience. Ad units are designed to match the look and feel of our editorial content, and appear within the editorial feed driving readers to a custom landing page hosted on our site.

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We’re constantly partnering with companies and institutions to create the campaign they need. One such program targeted to our nano technology journals and relevant C&EN articles, was also geotargeted to North America, excluded all .edu domains, and targeted 20 specific keywords to further narrow their field. This sophisticated ad buy was then followed with an ad placement in our ACS Nano and Nano Letters eTOC alerts. We leveraged multiple creative ad units, provided a frequency buy of 3x-plus, and kept it all within budget.

GO BEYOND A DIGITAL CAMPAIGN WITH LEAD GENERATION STRATEGIES. ASK US ABOUT CUSTOM WHITEPAPERS AND WEBINARS FROM FOR OUR C&EN MEDIA GROUP TEAM.

CHOOSE AREA OF FOCUS

CHOOSE GEOGRAPHY

CHOOSE KEYWORDS

CHOOSE DELIVERY

EMBEDDED WEB LINKS OF AUDIO/VIDEO AND EMAIL

RESPONSIVE DESIGN THAT ALLOWS READERS TO ACCESS ON ANY MOBILE OR TABLET DEVICE
ADVERTISING SOLUTIONS WITH THE WORLD’S PREMIER CHEMICAL EDUCATION RESOURCE: JCE

A partnership with the American Chemical Society is a partnership with the world’s largest scientific society and professional home for scientific researchers and educators around the globe.

WRITTEN BY TEACHERS, FOR TEACHERS

The Journal of Chemical Education (JCE) is the world’s premier resource for educators for accessing peer-reviewed articles, news, commentary, laboratory experiments and classroom activities related to chemistry and educational research. Reach leading educators through a suite of print and digital solutions.

IN PRINT

Published monthly, with a print circulation of 1,685, JCE delivers instructional planning resources, like lab experiments as effective ways to engage students with hands-on learning.

THE MOST EFFECTIVE APPROACH IS INTEGRATED

In the past, traditional mass media was the way to go when it came to advertising a product, service, or brand. Today’s reality is that multiple media platforms must be used in concert — a mix of print and online advertising — before a prospect converts to a qualified lead. ACS is dedicated to growing your business and offering a variety of touch points to help connect with scientific educators.

ONLINE

The JCE web edition offers a wealth of information including current and archived issues for our readers. With close to 3 million visits a year, the JCE web edition receives 114,000 unique visits a month. Display advertising on the JCE web edition’s platform is one of the best ways to keep your brand top-of-mind, generate leads, and drive traffic to your website.

EMAIL ALERTS

Sent directly to the inboxes of 4,290+ JCE subscribers each month, each eTOC alert delivers relevant editorial content right into their inbox.
JCE DEMOGRAPHICS

GET IN FRONT OF THE RIGHT PEOPLE

114,000 UNIQUE SITE VISITS A MONTH

EDUCATION

56% HAVE A DOCTORATE DEGREE OR HIGHER

75% HAVE A MASTERS DEGREE OR HIGHER

99% HAVE A BACHELORS DEGREE OR HIGHER

PURCHASING

38% RECOMMEND, SPECIFY OR MAKE FINAL PURCHASING DECISIONS

83% ARE INVOLVED IN PURCHASING PROCESS

GEOGRAPHIC BREAKDOWN

NORTH AMERICA: 95%
ASIA, AUSTRALIA & OCEANIA: 3%
EUROPE: 2%
OTHER: 2%
SOUTH AMERICA: 1%

TOP JOB TITLES

40% CHEMIST/SCIENTIST
20% INSTRUCTOR/DEPARTMENT HEAD
18% LAB MANAGER/EXECUTIVE
15% OTHER
7% ENGINEER

PRODUCTS PURCHASED

66% CHEMICALS/RAW MATERIALS & SPECIALTIES
63% GLASSWARE/CONSUMABLES
36% GASES & GAS EQUIPMENT
31% PUBLICATIONS (JOURNALS, BOOKS, & OTHER REFERENCES)
32% SPECTROSCOPY
28% CHROMATOGRAPHY/HPLC/GAS CHROMATOGRAPHY
27% FINE CHEMICALS/INTERMEDIATES/ CUSTOM CHEMICALS
27% TECHNOLOGY/COMPUTERS/ HARDWARE/SOFTWARE/SERVER
19% PH METER
18% CALIBRATION STANDARDS/ REFERENCE MATERIALS
16% VACUUM TECHNOLOGIES/EQUIPMENT
15% WATER PURIFICATION/DISTILLATION EQUIPMENT
12% NMR/NUCLEAR/RADIATION TECHNOLOGIES
12% HAZARDOUS WASTE & ENVIRONMENTAL SERVICES
12% MASS SPECTROMETRY
12% MICROSCOPY, IMAGING, LASERS & OPTICS

INDUSTRY

79% ACADEMIA/EDUCATION
4/5 WORK IN EDUCATION/ACADEMIA
**JCE EDITORIAL CALENDAR**

### IN EVERY ISSUE

- Innovative and effective approaches to teaching and learning chemistry from introductory to advanced grades
- Novel and useful laboratory experiments for all levels of instruction
- State-of-the-art ideas for applying technology in the classroom and laboratory
- Information to guide decisions for purchasing: instruments, chemicals, laboratory equipment, classroom materials, textbooks, software, technology

### IN PRINT

Let us create an integrated package that connects you with the world’s most influential scientific educators. Contact us at acsmediakit.org/contact.

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<td>March</td>
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<td>Introductory Chemistry; Laboratory Equipment; Technology in the Classroom</td>
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<td>2/28/19</td>
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<td>Analytical Chemistry; Environmental Chemistry; Water Chemistry; Computer Applications in Chemistry</td>
<td>Chemists Celebrate Earth Week 2019 (Take Note: The Chemistry of Paper)</td>
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<td>9/6/19</td>
<td>Consumer Chemistry; Chemistry Outreach; Inorganic Chemistry; Material Science; Web-Based Learning</td>
<td>Celebrating National Chemistry Week 2019 (Marvelous Metals)</td>
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<td>Special Issue on Reimagining Chemistry Education: Systems Thinking, and Green and Sustainable Chemistry</td>
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</table>
FURTHER EXPAND AN INTEGRATED MEDIA MIX WITH C&EN & BEYOND

Today’s reality is that multiple media platforms must be used in concert with a mix of print and online advertising—before a prospect converts to a qualified lead. ACS is dedicated to growing your business and offering a variety of touch points to help connect with R&D buyers.

ACS Publications also publishes Chemical & Engineering News (C&EN)—a weekly print and online news magazine covering the global chemical enterprise and related sciences. With these platforms and audiences combined, ACS Publications and C&EN provides a frequency, authority, and audience that no other publisher can.

ACS OFFERS A VARIETY OF TOUCH POINTS TO HELP CONNECT WITH KEY DECISION MAKERS

C&EN IN PRINT

The C&EN family is a truly global platform that cuts across vertical and horizontal markets to give you direct access to the world’s leading scientists. With the largest print circulation among chemistry publications in the United States—and one of the largest in the world—there’s no better place to reach this audience or to target one of its key segments. C&EN is distributed to nearly 100,000 decision makers and ACS members in print, with a pass through readership of 300,000.

C&EN ONLINE

Reach the C&EN digital customers through web advertising and rich media ads on C&EN. From banner ads and high impact revealer ads to webinars and custom whitepapers—C&EN gives you brand building power through the interactivity and mobility of digital. Plus, your ad campaigns can run on both cen.acs.org and pubs.acs.org.

C&EN ONSITE

C&EN Onsite publishes the only official publications distributed and emailed to every attendee at the industry’s most talked-about events. Reach this captive audience with C&EN at these 2019 shows.

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