

INSTRUMENTAL TO EDUCATION



Integrated advertising solutions
with the world's premier chemical
education resource.



AUDIENCE DEMOGRAPHICS

Get in Front of the Right People
CIRCULATION: 7,250

113,300

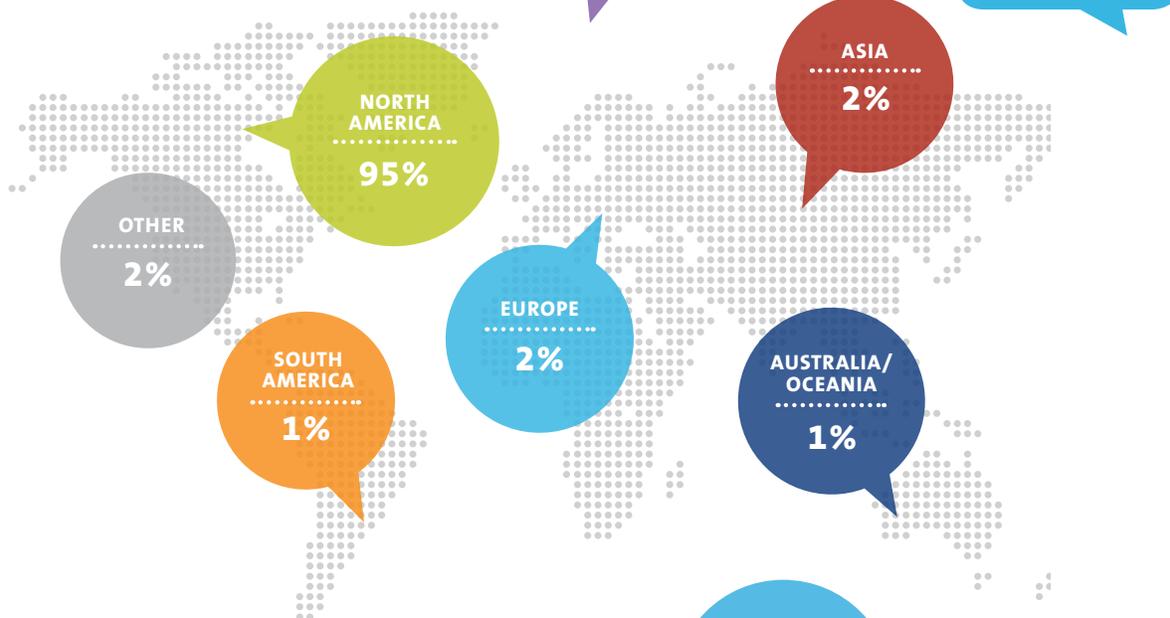
MONTHLY UNIQUE VISITORS

117,000

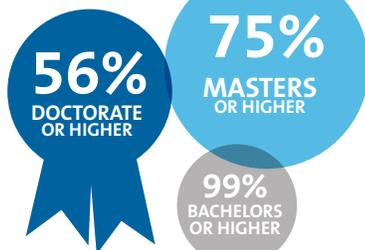
MONTHLY VISITORS

251,800

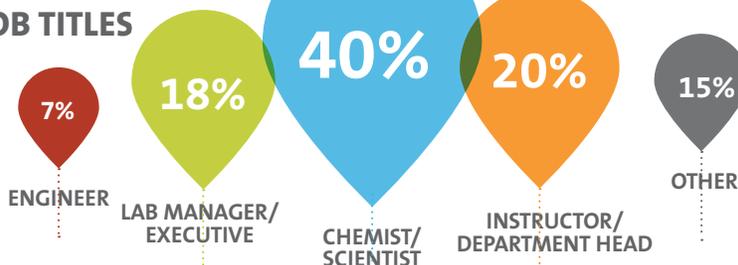
MONTHLY PAGE VIEWS



EDUCATION



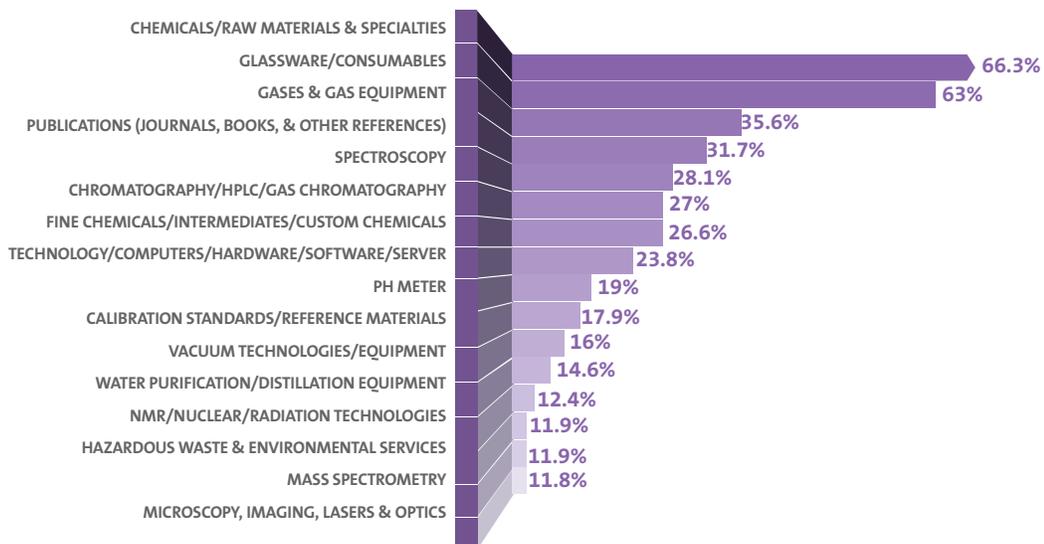
JOB TITLES



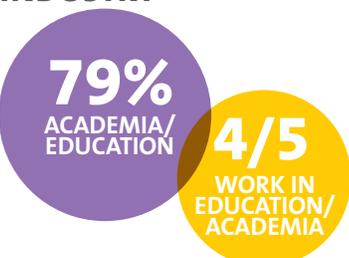
PURCHASING



PRODUCTS PURCHASED



INDUSTRY



EDITORIAL CALENDAR

94 Years as the Premier Chemical Education Journal in the World

In Every Issue:

- Innovative and effective approaches to teaching and learning chemistry from introductory to advanced grades
- Novel and useful laboratory experiments from introductory to advanced levels
- 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, technology, software

Issue	Ad Close Date	Ads Due to ACS	Editorial Focus	Special Features	Bonus Distribution
January	11/29/16	12/7/16	Inorganic Chemistry; NMR Spectroscopy; Interdisciplinary Teaching; Educational Software		
February	1/4/17	1/12/17	Introductory Chemistry; Laboratory Equipment; Technology in the Classroom		
March	2/1/17	2/9/17	Organic Chemistry; Molecular Modeling; Computers in Chemistry		ACS Spring Nat'l Meeting; National Science Teachers Assoc (NSTA)
April	3/2/17	3/10/17	Environmental Chemistry; Water Chemistry; Soil Chemistry; Food Chemistry; Multimedia Materials	Chemists Celebrate Earth Day 2017: Agriculture (Chemistry Helps Feed the World)	ACS Chemists Celebrate Earth Day
May	3/30/17	4/7/17	Analytical Chemistry; Instrumental Analysis; Spectroscopy; Computer Applications in Chemistry		
June	5/3/17	5/11/17	Nanotechnology; Electrochemistry; Computer-Based Learning		
July	5/31/17	6/8/17	Organic Chemistry; Assessment; Technology in the Classroom		ChemEd 2017 Conference
August	6/28/17	7/7/17	Polymer Chemistry; Inorganic Chemistry; Material Science; Online Instruction	Special Issue (tentative) Polymer Concepts Across the Curriculum	ACS Fall Nat'l Meeting
September	8/2/17	8/10/17	Introductory Chemistry; Laboratory Equipment; Educational Software		
October	8/30/17	9/8/17	Consumer Chemistry; Chemistry Outreach; Web-Based Learning	Celebrating National Chemistry Week 2017' (Chemistry of Rocks & Minerals)	ACS National Chemistry Week Celebration
November	10/5/17	10/13/17	Physical Chemistry; Instrumentation; Spectroscopy; Teaching with Technology		
December	10/31/17	11/8/17	Biochemistry; Computational Chemistry; Internet Applications for Teaching		

GET STARTED

Let us create an integrated package that connects you with the world's most influential scientific educators. **Contact us today!**
ACS Advertising Sales Program | Stephanie Holland | 1155 16th Street NW, Washington DC, 20036 | 202-872-4536 | s_holland@acs.org

For more about integrated advertising packages, visit acsmediakit.org/JCE

DELIVERING THE WORLD OF CHEMISTRY

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. The ACS publishes the *Journal of Chemical Education*, C&EN and over 40 scientific journals and educational content in support of its mission—improving people's lives through the transforming power of chemistry.

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.

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.



IN PRINT

Published monthly, JCE delivers instructional, planning resources, like lab experiments as effective ways to engage students with hands-on learning.

ONLINE

The JCE web edition offers a wealth of information including current and archived issues for our readers. 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 nearly 2,000 JCE subscribers each month, each eTOC alert delivers relevant editorial content right into their inbox.

WEB AND PRINT RATES

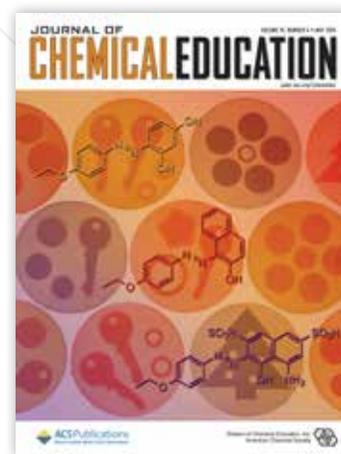
Covers

	1X	3X	6X	12X
Cover 2/3	\$5,838	\$5,507	\$5,255	\$4,956
Cover 4	\$6,169	\$5,896	\$5,581	\$5,266

4 Color

	1X	3X	6X	12X
Full Page	\$4,956	\$4,720	\$4,462	\$4,216
2/3 Page	\$4,148	\$3,964	\$3,733	\$3,502
1/2 Page	\$3,655	\$3,491	\$3,313	\$3,082
1/3 Page	\$3,260	\$3,082	\$2,930	\$2,573
1/4 Page	\$2,804	\$2,651	\$2,520	\$2,378

* All rates are gross



ACS ONLINE AD PLACEMENTS

Target by Geography, Institution type, Domain, or Keyword.*

Ad Name	Ad Size	CPM/Rate
Super Leaderboard	970 x 90	\$35
Square Box	160 x 160	\$20
Wide Skyscraper	160 x 600	\$18
Search Banner	640 x 80	\$25
Medium Rectangle	300 x 250	\$15
eTOC Rectangle	180 x 150	\$1,000
eTOC Leaderboard	728 x 90	\$1,000

Premium Fee \$5 for: Geo Targeting, Institution Type (Government, Academic, Corporate), Domain Targeting (i.e. .gov or duke.edu), Contextual (Journal), Keyword (Search only).



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PRINT AND WEB SPECIFICATIONS

	Super Leaderboard 	Square Box 	Wide Skyscraper 	Search Banner 	Subject Landing Page 	eTOC Leaderboard 	eTOC Rectangle 
Dimensions	970 x 90	160 x 160	160 x 600	640 x 80	300 x 250	728x90	180 x 150
Maximum File Size	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB	30 KB
File Types	GIF, Animated GIF, JPG, Flash SWF					GIF, animated GIF, JPG	
Animated GIF Maximum	Animated GIF Maximum of 5 frames, 4 revolutions						
Flash SWF Play Time	45 seconds maximum						

** Flash ads must be accompanied by the source (.fla) file and fallback .gif

(width x height)

Single Page Bleed 	Spread Bleed 	2/3 Page Bleed 	1/3 Page Bleed 	
8-1/2" x 11-1/8" 216 x 283mm Trim size: 8-3/16" x 10-7/8" 208 x 276mm (Extend bleeds 1/8" beyond trim)	17" x 11-1/8" 432 x 283mm Gutter bleed spread, each page : 7-5/8" x 10" 194 x 254mm	5-1/4" x 11-1/8" 133 x 283mm	2-7/8" x 11-1/8" 73 x 283mm	
1 Page 	2/3 Page 	1/2 Page 	1/3 Page 	1/4 Page 
7" x 10" 178 x 254mm	4-9/16" x 10" 116 x 254mm	3-3/8" x 10" 86 x 254mm 7" x 4-7/8" 178 x 124mm	2-3/16" x 10" 56 x 254mm 4-9/16" x 4-7/8" 116 x 124mm	3-3/8" x 4-7/8" 86 x 124mm

Electronic/Digital File Specs

- Electronic/digital file format preferred; PDF/X-1a
- Images must be CMYK or Grayscale, TIFF or EPS, at least 300 dpi
- No RGB or JPEG images
- Do not embed ICC profiles within images
- All required trapping must be included
- If trapping is applied, we require a default of at least .25 pt. or .007"
- Standard trim and bleed marks in all separations
- Total ink coverage should not exceed a density of 300%
- PMS colors are not supported
- Fonts: Open Type or Postscript Type 1 only

Other Accepted Formats

InDesign, QuarkXPress, Illustrator, Photoshop. Include all screen and printer fonts, images, artwork and logos.

Proof Recommended

We will not be held responsible for color, positioning or accuracy of digital file output if a proof is not provided.

Email PDF files to displayads@acs.org
An FTP site is available for large files.

FOR MORE ABOUT INTEGRATED ADVERTISING PACKAGES, VISIT ACSMEDIKIT.ORG/JCE