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

11% NORTHERN AMERICA

19% EUROPE

26% Australia/Oceania

3% South America

3% Asia

2% Other

**EDUCATION**

- 56% Doctorate or Higher
- 75% Masters or Higher
- 99% Bachelor’s or Higher

**PURCHASING**

- 83% of readers are involved in purchasing process
- 38% of readers are involved in purchasing decisions

**INDUSTRY**

- 79% Academia/education
- 4/5 work in education/academia

**JOB TITLES**

- 40% Chemist/Scientist
- 20% Instructor/Department Head
- 18% Lab Manager/Executive
- 7% Engineer
- 7% Other

**PRODUCTS PURCHASED**

- 66.3% Chemicals/Raw Materials & Specialties
- 35.6% Glassware/Consumables
- 31.7% Gases & Gas Equipment
- 28.1% Publications (Journals, Books, & Other References)
- 27% Spectroscopy
- 26.6% Chromatography/HPLC/Gas Chromatography
- 23.8% Fine Chemicals/Intermediates/Custome Chemicals
- 22% Technology/Computers/Hardware/Software/Server
- 19% PH Meter
- 17.9% Calibration Standards/Reference Materials
- 16% Vacuum Technologies/Equipment
- 14.6% Water Purification/Distillation Equipment
- 12.4% NMR/Nuclear/Radiation Technologies
- 11.9% Mass Spectrometry
- 11.9% Microscopy, Imaging, Lasers & Optics
- 11.8% Hazardous Waste & Environmental Services

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## 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

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

### GET STARTED

Let us create an integrated package that connects you with the world's most influential scientific educators. [Contact us today!](mailto:s_holland@acs.org)

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For more about integrated advertising packages, visit [acsmediakit.org/JCE](http://acsmediakit.org/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. 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.

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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

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4 Color

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* All rates are gross

ACS ONLINE AD PLACEMENTS

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

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<tr>
<th>Ad Name</th>
<th>Ad Size</th>
<th>CPM/Rate</th>
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<tbody>
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<td>Super Leaderboard</td>
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<tr>
<td>Square Box</td>
<td>160 x 160</td>
<td>$20</td>
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<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>$18</td>
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<tr>
<td>Search Banner</td>
<td>640 x 80</td>
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<tr>
<td>Medium Rectangle</td>
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<tr>
<td>eTOC Rectangle</td>
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<td>eTOC Leaderboard</td>
<td>728 x 90</td>
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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

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<thead>
<tr>
<th>Electronic/Digital File Specs</th>
<th>Other Accepted Formats</th>
<th>Proof Recommended</th>
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<tbody>
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<td>• Electronic/digital file format preferred; PDF/X-1a</td>
<td>InDesign, QuarkXPress, Illustrator, Photoshop. Include all screen and printer fonts, images, artwork and logos.</td>
<td>We will not be held responsible for color, positioning or accuracy of digital file output if a proof is not provided.</td>
</tr>
<tr>
<td>• Images must be CMYK or Grayscale, TIFF or EPS, at least 300 dpi</td>
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<td>Email PDF files to <a href="mailto:displayads@acs.org">displayads@acs.org</a></td>
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<td>• No RGB or JPEG images</td>
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<td>An FTP site is available for large files.</td>
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<td>• Do not embed ICC profiles within images</td>
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<tr>
<td>• All required trapping must be included</td>
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<td>• If trapping is applied, we require a default of at least .25 pt. or .007&quot;</td>
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<tr>
<td>• Standard trim and bleed marks in all separations</td>
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<td>• Total ink coverage should not exceed a density of 300%</td>
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<td>• PMS colors are not supported</td>
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<tr>
<td>• Fonts: Open Type or Postscript Type 1 only</td>
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</tbody>
</table>

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