

Instrumental to Education

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



ACS Publications

MOST TRUSTED. MOST CITED. MOST READ.

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

Global Reach

NORTH AMERICA 59%

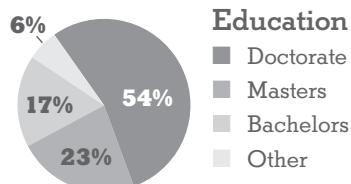
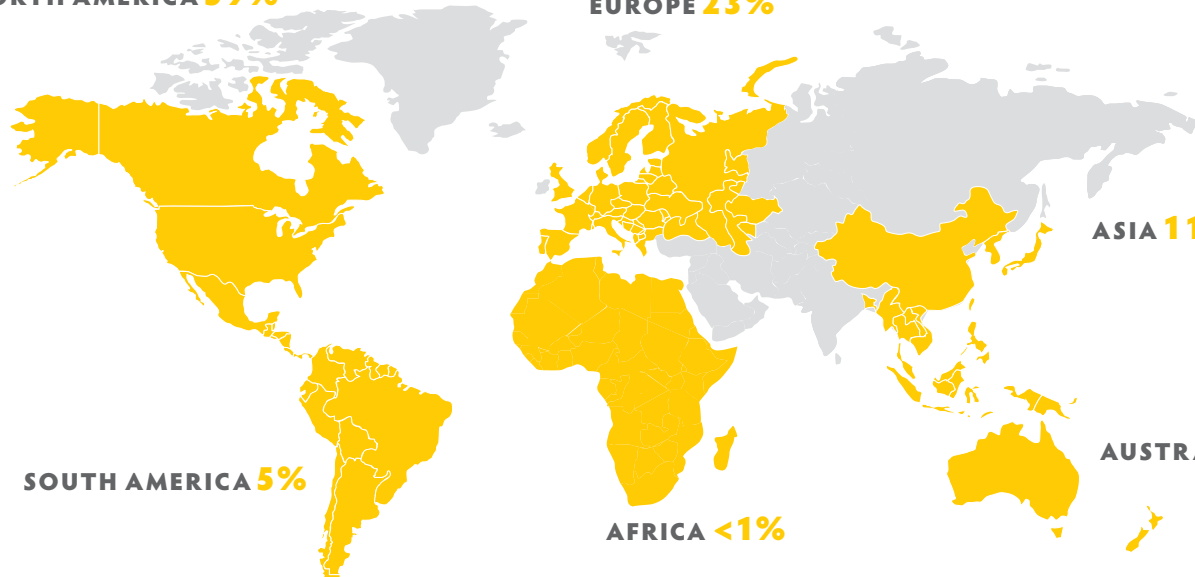
EUROPE 23%

ASIA 11%

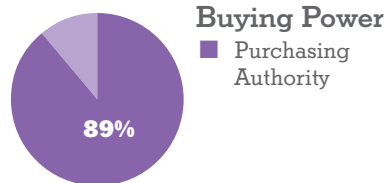
SOUTH AMERICA 5%

AFRICA <1%

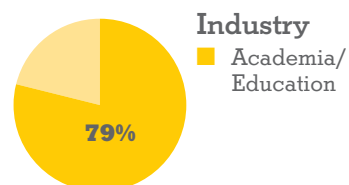
AUSTRALIA 2%



More than half have PhD's.
Almost all have bachelors.

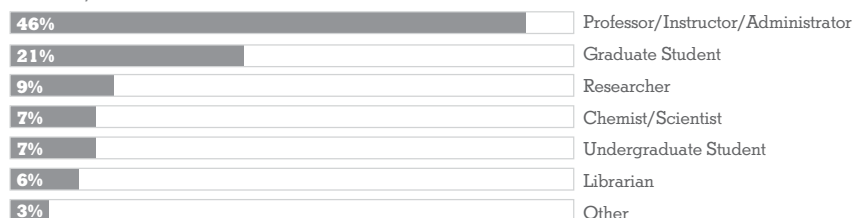


Nearly 90% are involved in the buying process

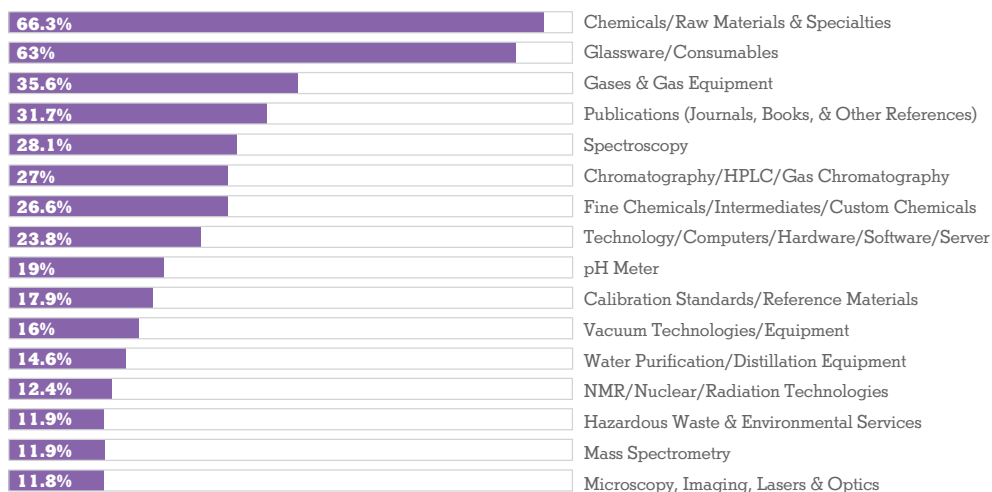


4 in 5 work in Education/Academia

Job Title/Role



Products Purchased



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

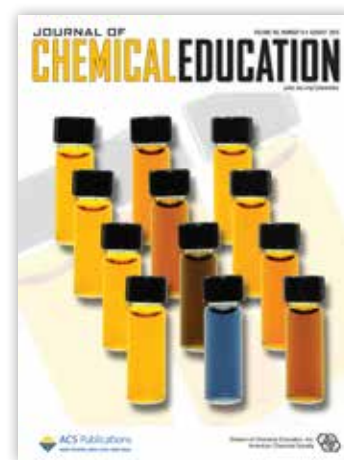
Covers

	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	\$3,255	\$3,491	\$3,313	\$3,082
1/3 Page	\$3,024	\$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).



Stronger Leads


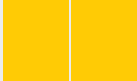







Sponsored webinars allow you to attract a highly targeted audience and engage with them like no other platform can. Our turnkey package will support you at every step, from content development and promotion through production logistics. Contact your sales rep for more information.

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.

Editorial Calendar

Over 90 Years as the Premier Chemical Education Journal

In Every Issue:

- Innovative approaches to teaching chemistry from introductory to advanced grades
- Laboratory experiments from introductory to advanced levels
- Innovative ideas for applying technology in the classroom and laboratory
- Reviews of books, software, and multimedia materials
- 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	11/27/13	12/9/13	Introductory & High School Chemistry	Commentaries on the newly created National Association of Chemistry Teachers of the ACS	
February	12/30/13	1/9/14	Inorganic Chemistry; Nanotechnology; Material Science		ACS Spring National Meeting
March	1/29/14	2/6/14	Organic Chemistry; NMR Spectroscopy		National Science Teachers Association (NSTA)
April	2/27/14	3/7/14	Environmental Chemistry; Water Chemistry; Green Chemistry; Sustainability	Chemists Celebrate Earth Day 2014 (Focus on Water)	2014 USA Science Festival
May	4/3/14	4/11/14	Analytical Chemistry; Web-Based Learning		
June	4/30/14	5/8/14	Biochemistry; Computational Chemistry		IUPAC International Conference on Chemistry Education (ICCE)
July	5/28/14	6/5/14	Instrumental Analysis; Computer Applications in Chemistry		Biennial Conference on Chemical Education (BCCE)
August	7/2/14	7/11/14	Chemical Education Research; Molecular Modeling		ACS Fall National Meeting
September	7/30/14	8/7/14	Back-to-School: Introductory Chemistry; Educational Software	Special Issue: Advanced Placement (AP) Chemistry	
October	9/4/14	9/12/14	Consumer Chemistry; Chemistry Outreach	National Chemistry Week 2014 (The Sweet Side of Chemistry - Candy)	
November	10/2/14	10/10/14	Physical Chemistry; Spectroscopy		
December	10/28/14	11/5/14	Electrochemistry; Computer-Based Learning		

This editorial calendar is intended as a guide to general subject areas that will be covered by in 2014 and is subject to change.

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

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