










DIGITAL ADVERTISING SPECIFICATIONS

C&EN ONLINE AD RATES & SPECS

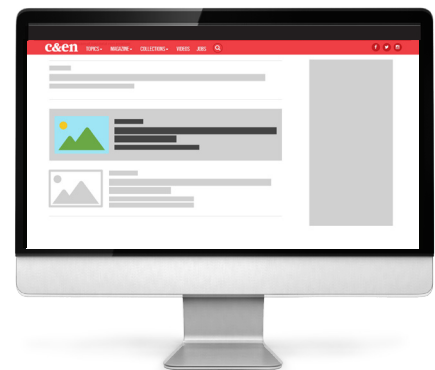
	 HALF PAGE	 LEADERBOARD	 MEDIUM RECTANGLE	 INTERSTITIAL*
DIMENSIONS WIDTH X HEIGHT	300 x 600	728 x 90 320x50	300 x 250	640 x 480
MAXIMUM FILE SIZE	100 KB	40 KB	40 KB	100 KB
FILE TYPES	GIF, Animated GIF, JPG, HTML5			
VIDEO / ANIMATION GUIDELINES	No Video Maximum 15 sec length	No Video Maximum 15 sec length	Video Maximum: 30 sec Preferred: 15 sec	Video Maximum: 30 sec Preferred: 15 sec
EXPANSION	Yes 300 X 600 Expands left to 380 x 600	Yes 728 x 90 Expands to down to 728 x 270	Yes 300 x 250 Expands left to 600 x 250	No
RATES	\$60/CPM	\$50/CPM	\$45/CPM	\$5,000/month

***CAPPED** at 1 User View per 24 Hours

ACS JOURNALS ONLINE AD RATES & SPECS

	 MEDIUM RECTANGLE	 SUPER LEADERBOARD	 LEADERBOARD / SEARCH BANNER
DIMENSIONS WIDTH X HEIGHT	300 x 250	970 x 90	728 X 90
MAXIMUM FILE SIZE	40 KB	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG, HTML5		
ANIMATED GIF MAXIMUMS	Animated GIF maximum of 5 frames, 4 revolutions		
RATES	\$25/CPM	\$35/CPM	\$25/CPM

[CLICK HERE TO DOWNLOAD OUR
NATIVE SPEC SHEET](#)

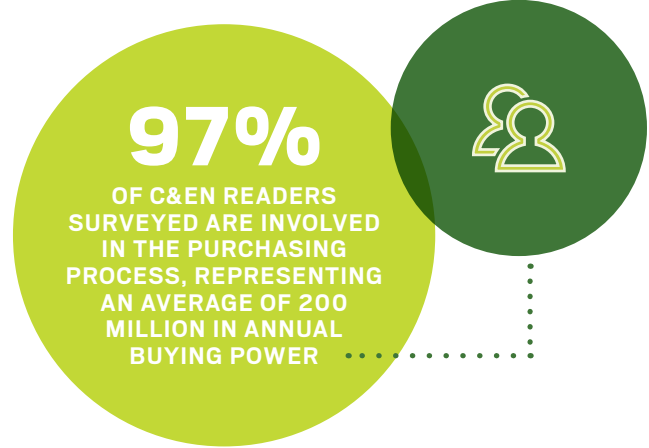


RUN YOUR LEADERBOARD AND MEDIUM RECTANGLES across multiple channels for increased value and reach. 728x90 and 300x250 runs on both C&EN and ACS Journals sites. Plus, ask us about rich media!

Flash Ads are being replaced with HTML5. Contact us with any questions or concerns.








TARGETING ADD-ONS (FOR C&EN ONLINE AND ACS JOURNALS ONLY)

TARGETING ADD-ONS	RATES BASED ON IMPRESSIONS
GEO-TARGETING	\$5/CPM
FREQUENCY CAPPING	\$1/CPM
RICH MEDIA	\$5/CPM
AUDIENCE TARGETING CONTEXTUAL, JOURNALS, DEMOGRAPHIC, KEYWORD, TAXONOMY	\$5/CPM



eNEWSLETTERS

eNEWSLETTER AD RATES & SPECS

	 HALF SKYSCRAPER	 MEDIUM RECTANGLE	 SPONSORED CONTENT	 MEDIUM RECTANGLE	 SPONSORED CONTENT	 TOP BANNER	 PRODUCT SHOWCASE
eNEWSLETTER	ACS Matters	eTOC Alerts ACS Journals	eTOC Alerts ACS Journals	Digital Edition eBlast	C&EN Weekly or Digital Edition eBlast	C&EN Weekly	C&EN Weekly
DIMENSIONS WIDTH X HEIGHT	180 x 270	300 x 250	180 x 150 200 Characters	300 x 250	180 x 150 200 Characters	468 x 60	180 x 150 200 Characters
MAXIMUM FILE SIZE	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG						
ANIMATION MAXIMUMS	Maximum 15 sec length				N/A		
CHARACTER LIMIT FOR TEXT AD*	300: optional in lieu of image	N/A	50: Headline 150: Text	N/A	50: Headline 150: Text	N/A	50: Headline 150: Text
RATES	\$4,000/mailing	\$1,000/mailing	\$1,500/mailing	\$2,500/mailing	\$3,500/mailing	\$4,500/mailing	\$3,000/mailing

*CHARACTER LIMIT includes spaces and URL

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