






# DIGITAL ADVERTISING SPECIFICATIONS



## C&EN ONLINE AD RATES & SPECS

	 <b>HALF PAGE</b>	 <b>LEADERBOARD</b>	 <b>MEDIUM RECTANGLE</b>
<b>DIMENSIONS WIDTH X HEIGHT</b>	300 x 600	728 x 90 320x50	300 x 250
<b>MAXIMUM FILE SIZE</b>	100 KB	40 KB	40 KB
<b>FILE TYPES</b>	GIF, Animated GIF, JPG		
<b>ANIMATED GIF MAXIMUMS</b>	Animated GIF maximum of 5 frames, 4 revolutions	Animated GIF maximum of 5 frames, 4 revolutions	Animated GIF maximum of 5 frames, 4 revolutions
<b>RATES</b>	\$60/CPM	\$50/CPM	\$45/CPM

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## ACS JOURNALS ONLINE AD RATES & SPECS

	 <b>MEDIUM RECTANGLE</b>	 <b>LEADERBOARD / SEARCH BANNER</b>
<b>DIMENSIONS WIDTH X HEIGHT</b>	300 x 250	728 X 90 320x50
<b>MAXIMUM FILE SIZE</b>	40 KB	40 KB
<b>FILE TYPES</b>	GIF, Animated GIF, JPG	
<b>ANIMATED GIF MAXIMUMS</b>	Animated GIF maximum of 5 frames, 4 revolutions	
<b>RATES</b>	\$25/CPM	\$25/CPM








## TARGETING ADD-ONS

	<b>RATES BASED ON IMPRESSIONS</b>
<b>GEO-TARGETING</b>	\$5/CPM
<b>FREQUENCY CAPPING</b>	\$1/CPM
<b>RICH MEDIA</b>	\$5/CPM
<b>AUDIENCE TARGETING</b> JOURNALS, KEYWORD, C&EN TOPICS	\$5/CPM

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## eNEWSLETTERS

### eNEWSLETTER AD RATES & SPECS

	 MEDIUM RECTANGLE	 SPONSORED CONTENT	 MEDIUM RECTANGLE	 SPONSORED CONTENT	 TOP BANNER	 PRODUCT SHOWCASE	 NATIVE CAMPAIGN (C&EN BRANDLAB)
<b>eNEWSLETTER</b>	eTOC Alerts ACS Journals	eTOC Alerts ACS Journals	Digital Edition eBlast	C&EN Weekly or Digital Edition eBlast	C&EN Weekly	C&EN Weekly	C&EN Weekly
<b>DIMENSIONS WIDTH X HEIGHT</b>	300 x 250	180 x 150 200 Characters	300 x 250	180 x 150 200 Characters	468 x 60	180 x 150 200 Characters	275 x 150 150 Characters
<b>MAXIMUM FILE SIZE</b>	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB
<b>FILE TYPES</b>	GIF, JPG						
<b>CHARACTER LIMIT FOR TEXT AD*</b>	N/A	50: Headline 150: Text	N/A	50: Headline 150: Text	N/A	50: Headline 150: Text	50: Headline 150: Text
<b>RATES</b>	\$1,000/mailing	\$1,500/mailing	\$2,500/mailing	\$3,500/mailing	\$4,500/mailing	\$3,000/mailing	\$3,500/mailing

\*CHARACTER LIMIT includes spaces and URL

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