

## RATES & SPECIFICATIONS

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# **C&EN DIGITAL RATES & SPECS**





# 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 (mobile size)	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

## 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 90 320 x 50 (mobile size)
<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

LEARN ABOUT OUR HIGH IMPACT  
RICH MEDIA UNITS AT  
[CENM.AG/RICHMEDIA](http://CENM.AG/RICHMEDIA)

**97%**

OF C&EN'S READERS  
SURVEYED ARE INVOLVED IN  
THE PURCHASING PROCESS  
REPRESENTING AN AVERAGE  
OF 200 MILLION IN ANNUAL  
BUYING POWER



## TARGETING ADD-ONS

## RATES BASED ON IMPRESSIONS

<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

**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.

# DIGITAL ADVERTISING RATES

Get the full specs for native ad units here:  
[cenm.ag/nativeads](http://cenm.ag/nativeads)

## NATIVE ADVERTISING UNITS

### NATIVE ADVERTISING PACKAGES



**NATIVE PLUS**



**NATIVE PRO**



**NATIVE PREMIUM WITH VIDEO**

	NATIVE PLUS	NATIVE PRO	NATIVE PREMIUM WITH VIDEO
<b>PACKAGE COMPONENTS</b>	2 Native Ads provided for optimization (A/B Testing)	4 Native Ads provided for optimization (A/B Testing)	6 Native Ads provided for optimization (A/B Testing) + 1 Video Placement
<b>FORMAT TYPES</b>	Text only sponsored content or Image + Sponsored Content	Text only sponsored content or Image + Sponsored Content	Text only sponsored content, Image + Sponsored Content or Video + Sponsored Content
<b>MINIMUM IMPRESSIONS BUY</b>	25,000	50,000	75,000
<b>C&amp;EN RATES (CPM)</b>	\$75/CPM	\$85/CPM	\$100/CPM
<b>JOURNAL RATES (CPM)</b>	\$45/CPM	\$55/CPM	\$70/CPM

## eNEWSLETTERS

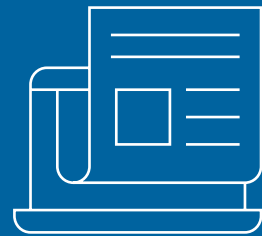
### eNEWSLETTER AD RATES & SPECS

	PRODUCT SHOWCASE	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>	180 x 150 200 Characters	180 x 150 200 Characters	300 x 250	180 x 150 200 Characters	468 x 60	180 x 150 200 Characters	275 x 150 200 Characters
<b>MAXIMUM FILE SIZE</b>	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB	40 KB
<b>FILE TYPES</b>	JPG						
<b>CHARACTER LIMIT FOR TEXT AD*</b>	50: Headline 150: Text	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

Please note rates are reflected as NET.

**GET 100% SHARE OF VOICE WITH ROADBLOCK ENEWSLETTERS. CONTACT YOUR SALES REP TODAY.**



## **C&EN PRINT RATES & SPECS**



**COVER TIP**  
 8" x 7"  
 203 x 178 mm

Live Area  
 7.625" x 6.625"  
 194 x 169 mm

Bleed  
 9.25" x 8.25"  
 235 x 210 mm

**SPREAD**  
 16.5" x 10.5"  
 419 x 267 mm

Live Area  
 15.5" x 9.5"  
 394 x 241 mm

Bleed  
 16.75" x 10.75"  
 425 x 273 mm

**1 PAGE BLEED**  
 8.25" x 10.5"  
 209 x 266 mm

Live Area  
 7.25" x 9.5"  
 184 x 241 mm

Bleed  
 8.5" x 10.75"  
 216 x 273 mm

**JUNIOR PAGE**  
 4.625" x 7.25"  
 117 x 184 mm

**1/2 PAGE**  
 7.0625" x 4.625"  
 179 x 117 mm

**1/3 PAGE HORZ**  
 7.0625" x 3.125"  
 179 x 80 mm

**1/3 PAGE VERT**  
 2.25" x 9.5"  
 57 x 241 mm

**1/3 SQUARE**  
 4.625 x 4.625"  
 117 x 117 mm

**1/4 PAGE**  
 3.4375 x 4.625"  
 87 x 117 mm

**PUBLICATION TRIM SIZE** 8.25 x 10.5" 209 x 266 mm  
 Sizes listed as width x height

### DIGITAL FILE MATERIAL *(Preferred)*

- Ads should be in PDF/X-1A format
- 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 screens 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.

Submit PDF files by emailing: [displayads@acs.org](mailto:displayads@acs.org).

FTP site is available for larger files.

# PRINT ADVERTISING RATES

## UNIT RATES\*

UNIT	1 PAGE	JUNIOR PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
1X	\$13,500	\$9,375	\$8,000	\$5,750	\$4,750
6X	\$12,900	\$8,925	\$7,500	\$5,250	\$4,250
12X	\$12,225	\$8,250	\$6,500	\$4,750	\$3,750
24X	\$11,500	\$7,500	\$6,000	\$4,250	\$3,250

\*Ad rates are per insertion in one publication and include 4-color process at no additional charge.

## COLOR RATES

PMS color surcharge per unit: \$1,820

## INSERT RATES

2 PAGES \$6,460 per page      6 PAGES \$4,120 per page  
 4 PAGES \$5,290 per page      8+ PAGES Call for a Quote

## REPLY CARD INSERTS

SINGLE \$5,050      DOUBLE \$8,880

## OUTSERTS & COVER TIPS

COVER TIP	\$13,975
COVERWRAP	\$19,150
SADDLE STITCHED POSTER	\$12,675
TIPPED POSTER	\$19,450

## COVER RATES

All covers are: \$14,025

Cover rates include space, position, bleed, and 1-color process or 4-color process.

## SUPPLEMENTS: RIDE ALONG WITH C&EN ISSUES

FULL PAGE APP NOTE	\$5,750
4-COLOR FULL PAGE AD	\$7,350
2-PAGE APP NOTE	\$8,750
FULL PAGE, 4-COLOR AD & FULL PAGE APP NOTE	\$10,500

## C&EN ADVERTORIAL PACKAGES

Ask your rep about these bundles.

FULL PAGE \$12,500      HALF PAGE \$9,500

FOR REGIONAL TARGETING OF YOUR PRINT ADVERTISEMENTS, CONTACT YOUR SALES REPRESENTATIVE.

Please note rates are reflected as gross.



## **C&EN RICH MEDIA RATES & SPECS**





# RICH MEDIA SPECIFICATIONS

## REVEAL AD UNITS

### HEADER REVEAL

**BACKGROUND CANVAS SIZE**

**DESKTOP**

2500 x 450

**TABLET**

1490 x 300

**MOBILE**

736 x 320

**SAFE AREA**

1490 x 390

768 x 240

320 x 260

STATIC AD RATES \$100/CPM

ANIMATED AD RATES \$130/CPM

### IN-ARTICLE

**BACKGROUND CANVAS SIZE**

1100 x 1024

800 x 736

**SAFE AREA**

768 x 988

320 x 488

STATIC AD RATES \$75/CPM

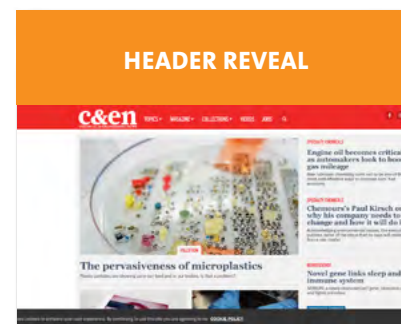
ANIMATED AD RATES \$100/CPM

### AD SUBMISSION GUIDELINES:

- **AD FORMAT:** INDIVIDUAL JPEG FILE PER AD SIZE (.PSD FILES MAY BE REQUESTED IF NEEDED)
- **AD TYPE:** STATIC OR ANIMATED
- **AUDIO/VIDEO:** VIDEOS CAN BE SUBMITTED AS MP4, VAST, YOUTUBE, OR VIMEO LINKS. FOR ADS WITH VIDEO, A PLACEHOLDER AREA MUST BE INCLUDED IN THE DESIGN OF THE AD WHERE THE VIDEO FILE WILL BE DROPPED IN.
- **MAX VIDEO FILE SIZE:** 30 MB
- **3RD PARTY CLICK TRACKER:** YES
- **ANIMATION:** FADE, ROTATE, SCALE, OR SLIDE CAN BE BUILT INTO AN AD

### ADDITIONAL AD GUIDELINES

Please keep edges clear of content. Our ad server will place a close 'x' button in the top right corner of your ad.



### HEADER REVEAL

The header reveal unit offers a large space to promote your advertising message. It will be the first thing readers see as they log onto our site at the very top of cen.acs.org.



### IN-ARTICLE REVEAL

Readers will view in-article reveal unit when reading an article page. As the user scrolls and readers an article, your ad will appear.

### SAFE AREA

Please include all your messaging, call to action and any other imagery pertaining to your ad in the safe space area only, and make sure to match the color of the safe space area to the background canvas color. No messaging or content should fall in the background canvas area.





# RICH MEDIA SPECIFICATIONS DIGITAL ADVERTISING

## EXPANDABLE DISPLAY UNITS

### AD RATES & SPECS



**HALF PAGE**



**LEADERBOARD**



**MEDIUM RECTANGLE**

**DIMENSIONS**  
**INITIAL FILE SIZE**  
**SECONDARY FILE SIZE**  
**AUDIO/VIDEO**  
**3RD PARTY 1X1**  
**RATES**

	HALF PAGE	LEADERBOARD	MEDIUM RECTANGLE
<b>DIMENSIONS</b>	300 X 600 Expands left to 380 x 600	728 x 90 Expands to down to 728 x 270	300 x 250 Expands left to 600 x 250
<b>INITIAL FILE SIZE</b>	100 KB	40 KB	40 KB
<b>SECONDARY FILE SIZE</b>	200KB	100KB	100 KB
<b>AUDIO/VIDEO</b>	Yes	Yes	Yes
<b>3RD PARTY 1X1</b>	Yes	Yes	Yes
<b>RATES</b>	\$65/CPM	\$55/CPM	\$50/CPM

**HALF PAGE**



**LEADERBOARD**



**MEDIUM RECTANGLE**



# RICH MEDIA SPECIFICATIONS

## RICH MEDIA AD GUIDELINES

### GENERAL AD GUIDELINES

- Ad materials are due a minimum of **ten** business days prior to campaign launch.
- ACS reserves the right of final approval on creative assets. All creative changes must be approved by ACS or risk being removed from the site.
- Any advertisement which has a detrimental impact on the site, or causes a negative user experience will be pulled from the site without notice.
- All creatives must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.
- The advertising content must be clearly identifiable as an advertisement, as opposed to a link within site content. Advertisers must be clearly identified by name in at least one frame of the advertising content.
- Ad units that have a white or partially white background must be bound by a visible one (1) pixel non-white box built into the graphic. Creative must still meet size specifications with border.
- Ad units must have a linking URL that resolves to an active page.

### RICH MEDIA AD GUIDELINES

- Please allow **ten** business days for testing and review of all rich media.
- C&EN accepts advertising from a pre-approved set of rich media providers. All other Rich Media Providers considered are subject to testing and approval.
- Back up image file (JPEG or GIF) must be submitted with all flash and rich media placements.
- All third party creative must open a new window.
- Expandable rich media ads will not be served to mobile devices.

### CONTROLS

- Expand: Must be user-initiated
- Expand: Panels must close in same method as expanded and include a close button
  - Expand on mouse-over must collapse on mouse-off
  - Expand on-click may collapse on-click
- Audio: Must be user-initiated on click and include a “Mute” button. Audio must stop when the panel is closed.
- Video: May be user-initiated on click; if auto-play video cannot exceed 30 seconds, file size: 2.2 megs.
- Video: Must include “Play” and “Stop” buttons.

### AD SERVING

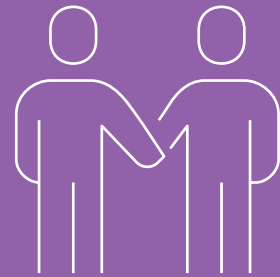
- Rich Media ad units must be served by an accepted third party vendor. Please contact [onlineads@acs.org](mailto:onlineads@acs.org) for a list of approved vendors.



GET **5X** THE CLICK-THROUGH RATE WITH  
RICH MEDIA ADVERTISING



**150 MEASURABLE ELEMENTS INCLUDING:**  
IMPRESSIONS, CLICKS, MOUSE-OVERS,  
COMPLETION, VIDEO-INITIATION



## **LEAD GENERATION RATES**



# LEAD GENERATION RATES

PRODUCTS	PLATINUM	GOLD	SILVER
<b>WEBINARS</b>	<ul style="list-style-type: none"> <li>• <b>1,000</b> guaranteed leads</li> <li>• Custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to 5 qualifier questions</li> <li>• <b>500,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>600</b> guaranteed leads</li> <li>• Custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to 3 qualifier questions</li> <li>• <b>300,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>400</b> guaranteed leads</li> <li>• Custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to 2 qualifier questions</li> <li>• <b>150,000</b> Impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>
	<b>\$30,000</b>	<b>\$24,000</b>	<b>\$20,000</b>
<b>WHITE PAPERS</b>	<ul style="list-style-type: none"> <li>• <b>400</b> guaranteed leads</li> <li>• Custom white paper written</li> <li>• 2 custom email promos to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to 2 qualifier questions</li> <li>• <b>400,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250</b> guaranteed leads</li> <li>• Custom white paper written</li> <li>• 1 custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to 1 qualifier question</li> <li>• <b>250,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>150</b> guaranteed leads</li> <li>• Custom white paper written</li> <li>• 1 custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Standard C&amp;EN registration questions</li> <li>• <b>150,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>
	<b>\$20,000</b>	<b>\$17,500</b>	<b>\$15,500</b>
<b>SUPPLIED WHITE PAPER</b>	<ul style="list-style-type: none"> <li>• <b>300</b> guaranteed leads</li> <li>• Customizable registration form with up to 2 qualifier questions</li> <li>• <b>400,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>200</b> guaranteed leads</li> <li>• Customizable registration form with up to 1 qualifier question</li> <li>• <b>250,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>100</b> guaranteed leads</li> <li>• <b>150,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Standard C&amp;EN registration questions</li> <li>• Custom landing page &amp; form</li> </ul>
	<b>\$18,000</b>	<b>\$14,500</b>	<b>\$11,500</b>

\*Webinars, white papers and eBook guaranteed leads report includes: First Name, Last Name, Email Address, Company, Job Title, Address, City, Zip code, Country, Phone. Rates reflected as net.

# LEAD GENERATION RATES

PRODUCTS	PLATINUM	GOLD	SILVER
<b>EBOOKS</b>	<ul style="list-style-type: none"> <li>• <b>400</b> guaranteed leads</li> <li>• Custom eBook written</li> <li>• 2 custom email promos to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to 3 qualifier questions</li> <li>• <b>500,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250</b> guaranteed leads</li> <li>• Custom eBook written</li> <li>• 1 custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to 1 qualifier questions</li> <li>• <b>250,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• Custom eBook written only</li> </ul>
	<b>Starting at \$32,000</b>	<b>Starting at \$25,500</b>	<b>\$20,000</b>
	<ul style="list-style-type: none"> <li>• <b>150</b> guaranteed leads</li> <li>• C&amp;EN standard registration page questions</li> <li>• <b>150,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>		
	<b>\$12,500</b>		
<b>QUIZZES</b>	<ul style="list-style-type: none"> <li>• Custom quiz with <b>10</b> questions and <b>Lead Gen Component</b></li> <li>• Quiz contains lead gen form &amp; follow up email</li> <li>• <b>100,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• <b>1</b> Native Content Feature in C&amp;EN Weekly Newsletter</li> <li>• Quiz hosted on C&amp;EN landing page</li> </ul>	<ul style="list-style-type: none"> <li>• Custom quiz with <b>10</b> questions</li> <li>• <b>100,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• <b>1</b> Native Content Feature in C&amp;EN Weekly Newsletter</li> <li>• Quiz hosted on C&amp;EN landing page</li> </ul>	
	<b>\$13,500</b>	<b>\$11,000</b>	
	<ul style="list-style-type: none"> <li>• Custom survey with up to <b>30</b> questions</li> <li>• Complete post-survey report</li> </ul>	<ul style="list-style-type: none"> <li>• Custom survey with up to <b>25</b> questions</li> <li>• Complete post-survey report</li> </ul>	<ul style="list-style-type: none"> <li>• Custom survey with up to <b>20</b> questions</li> <li>• Complete post-survey report</li> </ul>
<b>SURVEYS</b>	<b>\$24,000</b>	<b>\$22,000</b>	<b>\$18,500</b>

\*Webinars, white papers and eBook guaranteed leads report includes: First Name, Last Name, Email Address, Company, Job Title, State, Country, Phone. Rates reflected as net.

JOURNAL OF  
**CHEMICAL EDUCATION**

# **2021 JCE RATES & SPECS**



c&en MEDIA GROUP

# PRINT ADVERTISING SPECIFICATIONS JOURNAL OF CHEMICAL EDUCATION

<b>1 PAGE BLEED</b> 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)	<b>SPREAD BLEED</b> 17" x 11-1/8" 432 x 283mm  Gutter bleed spread, each page 7-5/8" x 10" 194 x 254mm	<b>2/3 PAGE BLEED</b> 5-1/4" x 11-1/8" 133 x 283mm	<b>1/3 PAGE BLEED</b> 2-7/8" x 11-1/8" 73 x 283mm	<b>1/4 PAGE</b> 3-3/8" x 4-7/8" 86 x 124mm	
<b>1 PAGE</b> 7" x 10" 178 x 254mm	<b>2/3 PAGE</b> 4-9/16" x 10" 116 x 254mm	<b>1/2 PAGE</b> 3-3/8" x 10" 86 x 254mm	<b>1/2 PAGE</b> 7" x 4-7/8" 178 x 124mm	<b>1/3 PAGE</b> 2-3/16" x 10" 56 x 254mm	<b>1/3 PAGE</b> 4-9/16" x 4-7/8" 116 x 124mm

## DIGITAL FILE MATERIAL (Preferred)

- Ads should be in PDF/X-1A format
- 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

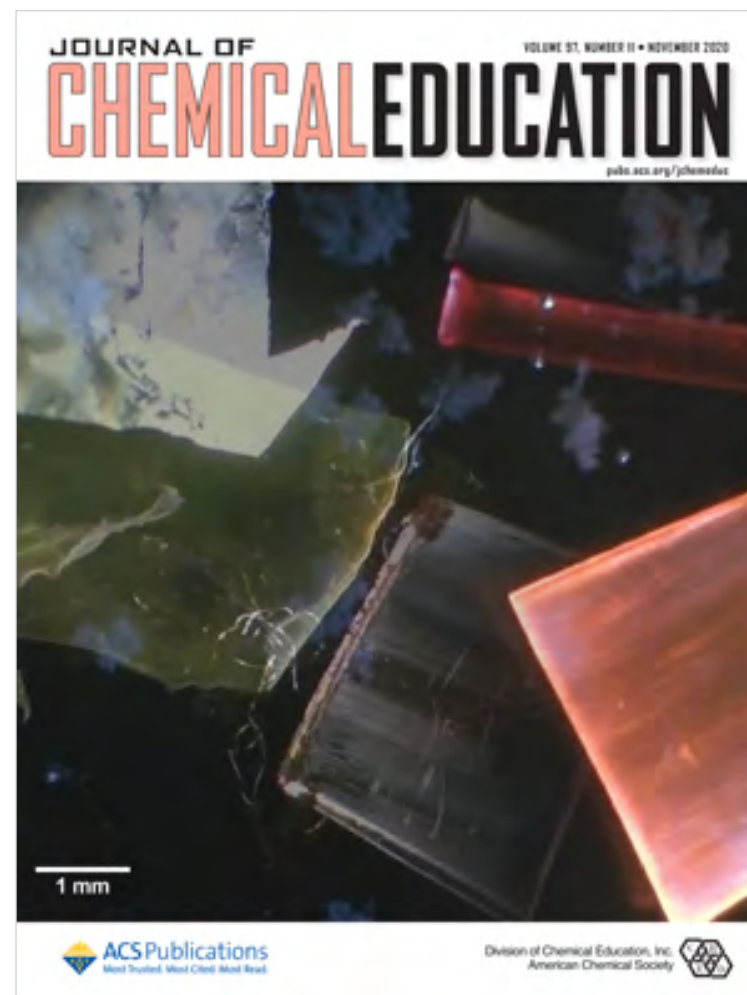
Include all screens and printer fonts, images, artwork and logos.

## PROOF RECOMMENDED

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

Submit PDF files by emailing: [displayads@acs.org](mailto:displayads@acs.org).

FTP site is available for larger files.





# PRINT ADVERTISING RATES

## COVERS

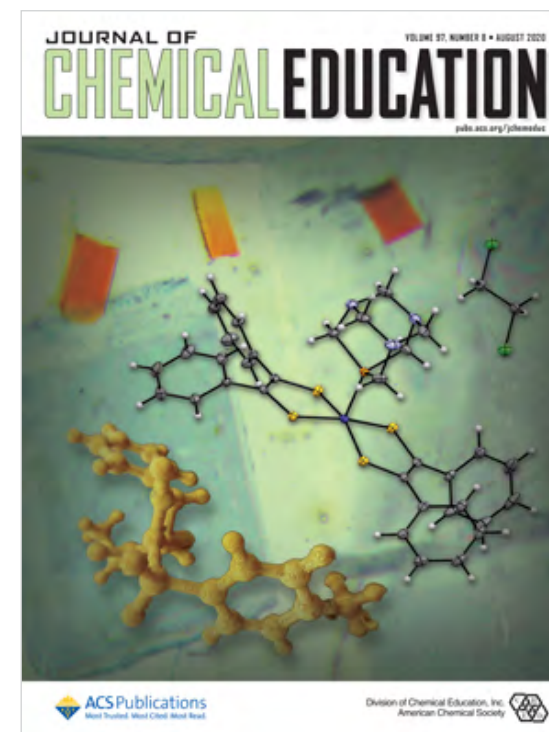
	1X	3X	6X	12X
Cover 2/3	\$5,838	\$5,507	\$5,255	\$4,956
Cover 4	\$6,169	\$5,896	\$5,581	\$5,266

## 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

**FOR DIGITAL ADVERTISING FOR JCE,  
SEE PAGE 2 FOR OUR DIGITAL RATES AND SPECS.**



## C&EN ADVERTISING & SALES OFFICES

### UNITED STATES

**Stephanie Holland**  
Director of Global Sales  
s\_holland@acs.org

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