



**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

**1 PAGE NON-BLEED**  
 7.25" x 9.5"  
 184 x 241 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

### 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.

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

**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	\$16,150
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.