

DIGITAL ADVERTISING TOOLKIT

C&EN Media Group's solutions,
best practices and case studies for
an effective online ad strategy

SERVING THE CHEMICAL, LIFE SCIENCES, RECRUITMENT, AND LABORATORY WORLDS

INTEGRATED ADVERTISING SOLUTIONS

acsmmediakit.org

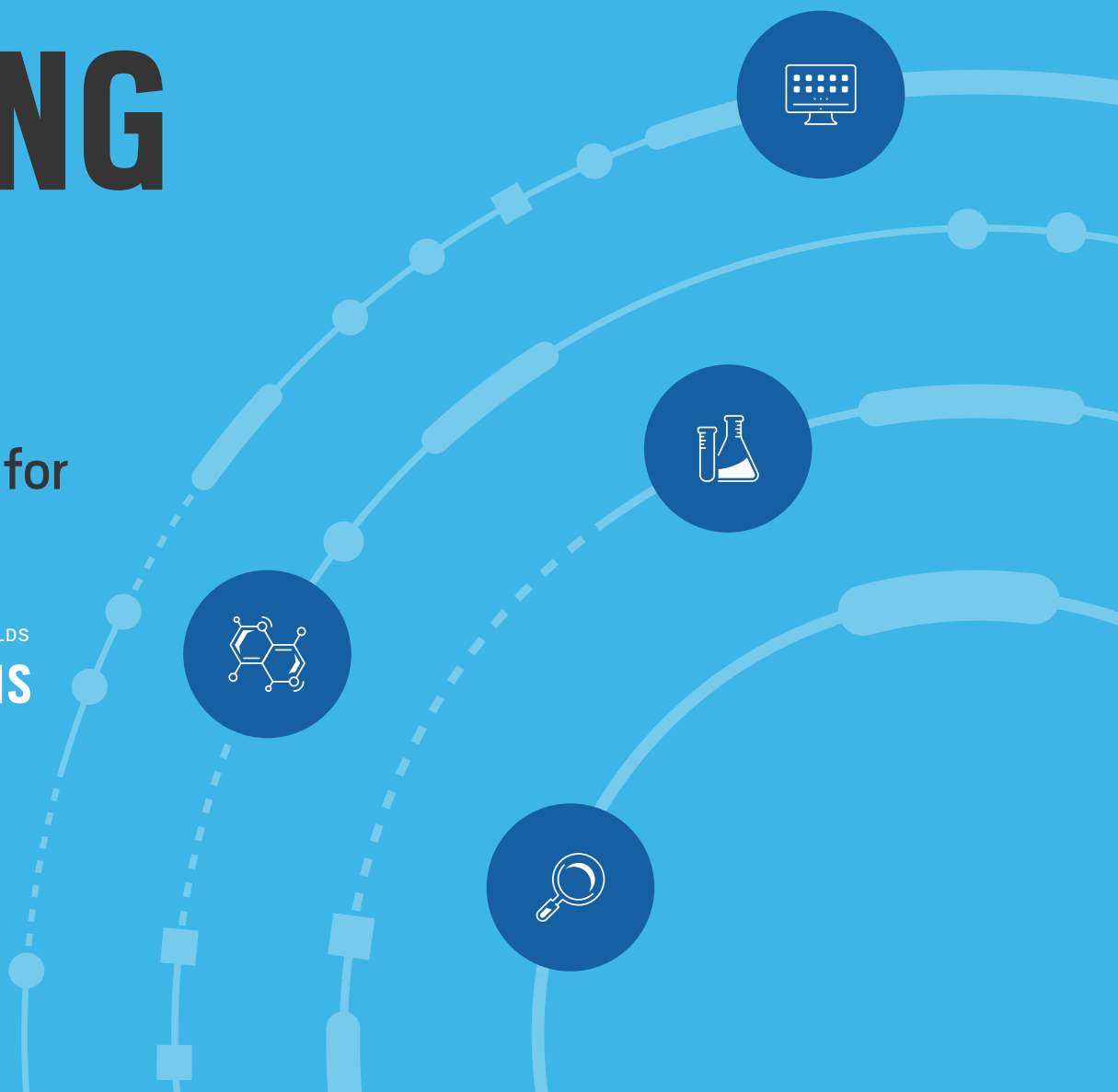


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THE MODERN SCIENTIFIC BUYER

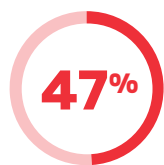


REACHING THE MODERN SCIENTIFIC BUYER ONLINE

Reach an active audience of scientists as they work to solve today's global challenges.

Today's B2B buyer is becoming more and more consumer-like. They expect digital, self-service experiences to make purchasing decisions. Many work remotely or on the go and conduct much of their business via email and mobile devices. This culture shift has cemented digital advertising's place as an essential tool for reaching B2B science buyers. According to eMarketer, digital accounted for **44.5%** of all B2B ad spend in 2023 and its share of the market is expected to continue to increase for the foreseeable future.

To break through all this digital noise, science marketers must invest strategically to reach the right audiences, or risk being left behind. Here at C&EN Media Group, we help science marketers deliver proven solutions to our active audience of researchers and scientists with buying power. **A recent study** we conducted also sheds light on how scientists will get critical product information and make purchases:



of respondents will have final purchasing authority or share purchasing approval with others for lab products and services.



of respondents plan on purchasing new instruments or equipment in the next 12 to 18 months.



of respondents consider ACS and C&EN to be among their most trusted resources for scientific and new product information.

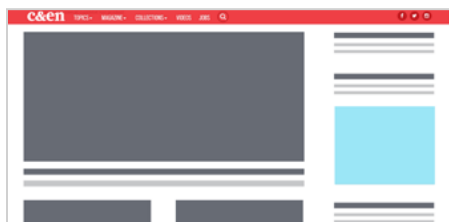
Source: C&EN 2023 Buying Power Survey



DIGITAL ADVERTISING TACTICS

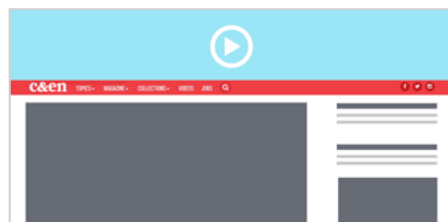
Modern technologies have opened the door to a whole new era of digital advertising, but all of these new engagement opportunities can be confusing! At C&EN, the leading source of journalism and information for chemists around the world, we know the future of our industry depends upon the connection of our audience of buyers with your products and services.

Our team of marketing experts will help you navigate these advertising channels and provide guidance and strategy on how to customize our offerings to accomplish your company's goals. Below are a few of the digital ad products we provide that are distributed through both C&EN and our ACS Publications platforms.



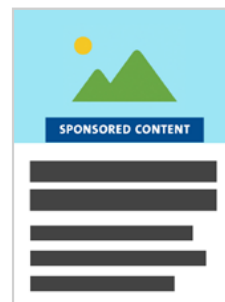
DISPLAY ADS

Build brand awareness and draw consumers to your website. Display ads are visual advertisements that can be placed on a variety of online media. Display ads come in a wide array of sizes and formats.



RICH MEDIA

Create an engaging and memorable experience through interactive multimedia that combines text, audio, video, animation or other types of content. See exactly how visitors interact with your ad with rich reporting metrics.



NATIVE AD UNITS

Engage with content. Non-intrusive native display units promote content with artful imagery and well-written headlines that can lead to a landing page on your site. Readers engage with content that is relevant and prompts users to complete an action.



ENEWSLETTERS

Our popular newsletter programs can extend your brand's message or product to C&EN's most responsive and engaged readers. The audience includes people within science organizations, those in niche industries, and the entire ACS membership.



STRUCTURING YOUR DIGITAL STRATEGY

Deliver results with digital anytime, anywhere

C&EN Media Group partners with companies to think critically about ad strategy, in a holistic, cross-channel way. As part of the American Chemical Society (ACS) network, we provide the ideal combination of technology and reach, with multi-channel solutions that maximize exposure to millions of highly-qualified scientific professionals seeking the latest research, new products and breakthroughs moving the industry.

Our team of experts will provide guidance and strategy on how to customize our offerings to accomplish your company's goals. A carefully planned digital marketing strategy will achieve the highest engagement while delivering a positive user experience.

Here's how:



IDENTIFY YOUR NEED

BRANDING AND AWARENESS

GENERATE SITE TRAFFIC

eCOMMERCE & CUSTOMER ENGAGEMENT

EDUCATION



DEFINE THE OBJECTIVE

GENERATE TRAFFIC

DRIVE ENGAGEMENT

ACTIVATE SALES



MATCH OUR SOLUTIONS

DIGITAL DISPLAY ADVERTISING

RICH MEDIA

NATIVE ADVERTISING UNITS

eNEWSLETTERS



PLUG IN TO THE ACS NETWORK

A global audience of 56 million chemistry professionals

With an average of over 535,000 visits each month on C&EN, and 4.8 million unique visitors on the journals platform of ACS Publications each month, our suite of online products attract more industry researchers and scientists than any other online chemistry publication in the world. The ACS platform delivers advertisers unparalleled audience segmentation, analytics, and custom content marketing.



PUBS.ACS.ORG | ACS PUBLICATIONS

ACS Journals provide advertisers a unique opportunity to appear side by side with cutting-edge articles that active scientific researchers rely on every day.



4.8M

UNIQUE VISITORS MONTHLY, 31,967,730 PAGE VIEWS MONTHLY



80%

R&D PROFESSIONALS



OVER 80

SPECIALIZED JOURNAL PUBLICATIONS FOR FOCUSED TARGETING



5,200

ACADEMIC, GOVERNMENT, AND CORPORATE INSTITUTIONS WORLDWIDE



CEN.ACS.ORG | CHEMICAL & ENGINEERING NEWS

C&EN's diverse digital advertising options give you the ability to appear alongside the world's most comprehensive and authoritative news source about chemistry and related fields.



436,098

UNIQUE VISITORS MONTHLY, 686,428 PAGE VIEWS MONTHLY



3M

UNIQUE VISITORS JAN - JULY 2023



47%

OF ONLINE VISITORS HAVE OR SHARE FINAL PURCHASING AUTHORITY



87%

OF ONLINE VISITORS ARE INVOLVED IN THE PURCHASING PROCESS



ACS JOURNALS

A broad spectrum of disciplines

ACS publishes more than 80 peer-reviewed journals with cutting-edge articles across a broad spectrum of scientific disciplines. The breadth and scope of ACS Journals is unparalleled, stretching across chemistry, physics, and biology. They cover, but are not limited to, the disciplines listed below. **Find your best fit.**

| | |
|-----------------|----------------------|
| Energy | Biological Chemistry |
| Pharmaceuticals | Environment |
| Synthesis | Analytical Chemistry |
| Materials | Physical Chemistry |

| JOURNAL | DISCIPLINES | | | | | | | | UNIQUE VISITORS | PAGE VIEWS | ETOC SUBSCRIBERS |
|--|-------------|--|--|--|--|--|--|--|-----------------|------------|------------------|
| Accounts of Chemical Research | | | | | | | | | 64,629 | 124,142 | 27,366 |
| Accounts of Materials Research | | | | | | | | | 18,590 | 31,775 | 1,916 |
| ACS Agricultural Science & Technology | | | | | | | | | 14,615 | 23,317 | 1,000 |
| ACS Applied Bio Materials | | | | | | | | | 34,730 | 63,780 | 3,831 |
| ACS Applied Electronic Materials | | | | | | | | | 27,479 | 56,204 | 2,527 |
| ACS Applied Energy Materials | | | | | | | | | 48,188 | 100,534 | 6,170 |
| ACS Applied Engineering Materials | | | | | | | | | 31,872 | 47,050 | 778 |
| ACS Applied Materials & Interfaces | | | | | | | | | 191,136 | 497,512 | 27,621 |
| ACS Applied Nano Materials | | | | | | | | | 65,885 | 151,681 | 7,837 |
| ACS Applied Optical Materials | | | | | | | | | 28,195 | 39,442 | 524 |
| ACS Applied Polymer Materials | | | | | | | | | 36,599 | 81,768 | 3,474 |
| ACS Bio & Med Chem Au | | | | | | | | | 12,087 | 17,614 | 1,489 |
| ACS Biomaterials Science & Engineering | | | | | | | | | 30,388 | 60,376 | 5,104 |
| ACS Catalysis | | | | | | | | | 105,587 | 325,409 | 17,566 |
| ACS Central Science | | | | | | | | | 47,774 | 106,944 | 58,415 |
| ACS Chemical Biology | | | | | | | | | 35,938 | 76,767 | 14,802 |
| ACS Chemical Health & Safety | | | | | | | | | 8,965 | 14,613 | 1,309 |
| ACS Chemical Neuroscience | | | | | | | | | 22,074 | 43,191 | 4,626 |
| ACS Earth and Space Chemistry | | | | | | | | | 10,927 | 20,506 | 2,088 |



ACS JOURNALS, CONT.

A broad spectrum of disciplines

| | |
|-----------------|----------------------|
| Energy | Biological Chemistry |
| Pharmaceuticals | Environment |
| Synthesis | Analytical Chemistry |
| Materials | Physical Chemistry |

| JOURNAL | DISCIPLINES | | | | | | | | UNIQUE VISITORS | PAGE VIEWS | ETOC SUBSCRIBERS |
|--|-------------|-----------------|-----------------|-----------|----------------------|-------------|--------------------|--------------------|-----------------|------------|------------------|
| ACS Energy Letters | Energy | | | | | | | | 48,785 | 115,899 | 6,340 |
| ACS Engineering Au | Energy | | Pharmaceuticals | Materials | | | | | 10,215 | 13,653 | 806 |
| ACS Environmental Au | | | | | | Environment | | | 10,862 | 16,529 | 877 |
| NEW! ACS ES&T Air | | | | | | Environment | Physical Chemistry | | 5,104 | 5,944 | 8 |
| ACS ES&T Engineering | | | | Materials | | Environment | | | 16,643 | 32,611 | 1,801 |
| ACS ES&T Water | | | | | | Environment | | | 18,968 | 36,502 | 2,198 |
| ACS Food Science & Technology | | | | | | Environment | | | 16,634 | 28,495 | 1,283 |
| ACS Infectious Diseases | | | | | Biological Chemistry | | | | 19,675 | 35,349 | 2,964 |
| ACS Macro Letters | Energy | | | Materials | Biological Chemistry | | | | 22,926 | 68,078 | 6,635 |
| ACS Materials Au | | | | Materials | | | | | 11,435 | 17,509 | 941 |
| ACS Materials Letters | | | | Materials | | | | | 30,460 | 64,910 | 3,376 |
| ACS Measurement Science Au | | | | | | | Physical Chemistry | | 8,916 | 13,835 | 800 |
| ACS Medicinal Chemistry Letters | | Pharmaceuticals | | | Biological Chemistry | | | | 32,543 | 91,090 | 10,093 |
| ACS Nano | | | | Materials | | | Physical Chemistry | | 152,756 | 422,622 | 37,022 |
| ACS Nanoscience Au | | | | Materials | | | | | 11,169 | 15,613 | 1,082 |
| ACS Omega | Energy | Pharmaceuticals | Pharmaceuticals | Materials | Biological Chemistry | Environment | Physical Chemistry | | 122,910 | 277,703 | 10,242 |
| ACS Organic & Inorganic Au | | | Pharmaceuticals | Materials | | | | | 10,892 | 17,245 | 1,524 |
| ACS Pharmacology & Translational Science | | Pharmaceuticals | | | Biological Chemistry | | | | 12,813 | 22,090 | 1,681 |
| ACS Photonics | | | | Materials | | | | Physical Chemistry | 27,058 | 68,909 | 5,808 |
| ACS Physical Chemistry Au | | | | | | | Physical Chemistry | | 7,512 | 12,178 | 920 |
| ACS Polymers Au | Energy | | Pharmaceuticals | Materials | | | | | 8,397 | 13,391 | 1,032 |
| ACS Sensors | | | | Materials | | Environment | Physical Chemistry | | 40,196 | 88,506 | 5,920 |



ACS JOURNALS, CONT.

A broad spectrum of disciplines

| | |
|-----------------|----------------------|
| Energy | Biological Chemistry |
| Pharmaceuticals | Environment |
| Synthesis | Analytical Chemistry |
| Materials | Physical Chemistry |

| JOURNAL | DISCIPLINES | | | | | | | | UNIQUE VISITORS | PAGE VIEWS | ETOC SUBSCRIBERS |
|---|-------------|--|--|--|--|--|--|--|-----------------|------------|------------------|
| ACS Sustainable Chemistry & Engineering | | | | | | | | | 96,249 | 224,565 | 10,301 |
| NEW! ACS Sustainable Resource Management | | | | | | | | | 6,167 | 7,173 | 37 |
| ACS Synthetic Biology | | | | | | | | | 28,600 | 61,238 | 5,293 |
| Analytical Chemistry | | | | | | | | | 131,849 | 309,728 | 22,213 |
| Biochemistry | | | | | | | | | 48,702 | 78,590 | 15,462 |
| Bioconjugate Chemistry | | | | | | | | | 24,866 | 47,602 | 7,544 |
| Biomacromolecules | | | | | | | | | 33,710 | 67,517 | 11,324 |
| C&EN Global Enterprise | | | | | | | | | 27,168 | 33,439 | 1,577 |
| Chemical & Biomedical Imaging | | | | | | | | | 12,231 | 17,628 | 449 |
| Chemical Research in Toxicology | | | | | | | | | 16,757 | 28,523 | 6,210 |
| Chemical Reviews | | | | | | | | | 120,188 | 234,287 | 43,633 |
| Chemistry of Materials | | | | | | | | | 76,029 | 153,751 | 27,114 |
| Crystal Growth & Design | | | | | | | | | 37,972 | 82,532 | 10,743 |
| Energy & Fuels | | | | | | | | | 57,129 | 125,297 | 13,470 |
| NEW! Environment & Health | | | | | | | | | 10,264 | 14,253 | 13 |
| Environmental Science & Technology | | | | | | | | | 191,178 | 565,442 | 24,076 |
| Environmental Science & Technology Letters | | | | | | | | | 27,243 | 52,785 | 9,197 |
| Industrial & Engineering Chemistry Research | | | | | | | | | 71,023 | 145,959 | 11,418 |
| Inorganic Chemistry | | | | | | | | | 99,769 | 232,481 | 18,644 |
| JACS Au | | | | | | | | | 43,961 | 86,927 | 3,746 |
| Journal of Agricultural and Food Chemistry | | | | | | | | | 119,390 | 293,814 | 11,825 |



ACS JOURNALS, CONT.

A broad spectrum of disciplines

| | |
|-----------------|----------------------|
| Energy | Biological Chemistry |
| Pharmaceuticals | Environment |
| Synthesis | Analytical Chemistry |
| Materials | Physical Chemistry |

| JOURNAL | DISCIPLINES | | | | | | | | UNIQUE VISITORS | PAGE VIEWS | ETOC SUBSCRIBERS |
|---|-------------|--|--|--|--|--|--|--|-----------------|------------|------------------|
| Journal of Chemical & Engineering Data | | | | | | | | | 20,642 | 40,539 | 5,669 |
| Journal of Chemical Education | | | | | | | | | 95,555 | 179,150 | 11,126 |
| Journal of Chemical Information and Modeling | | | | | | | | | 40,154 | 91,908 | 7,293 |
| Journal of Chemical Theory and Computation | | | | | | | | | 29,973 | 72,436 | 9,225 |
| Journal of Medicinal Chemistry | | | | | | | | | 137,170 | 441,430 | 19,407 |
| Journal of Natural Products | | | | | | | | | 52,792 | 142,963 | 9,990 |
| Journal of Proteome Research | | | | | | | | | 22,877 | 49,308 | 5,236 |
| Journal of the American Chemical Society | | | | | | | | | 441,657 | 1,561,045 | 66,421 |
| Journal of the American Society for Mass Spectrometry | | | | | | | | | 15,647 | 34,789 | 15,762 |
| Langmuir | | | | | | | | | 67,844 | 145,673 | 24,032 |
| Macromolecules | | | | | | | | | 70,067 | 213,580 | 18,055 |
| Molecular Pharmaceutics | | | | | | | | | 28,840 | 55,972 | 7,182 |
| Nano Letters | | | | | | | | | 93,608 | 249,697 | 34,607 |
| Organic Letters | | | | | | | | | 123,271 | 492,824 | 22,769 |
| Organic Process Research & Development | | | | | | | | | 64,978 | 198,156 | 9,035 |
| Organometallics | | | | | | | | | 35,928 | 90,825 | 11,476 |
| Precision Chemistry | | | | | | | | | 15,522 | 23,335 | 334 |
| The Journal of Organic Chemistry | | | | | | | | | 136,799 | 384,268 | 23,013 |
| The Journal of Physical Chemistry A | | | | | | | | | 51,319 | 98,242 | 17,192 |
| The Journal of Physical Chemistry B | | | | | | | | | 43,191 | 87,874 | 19,891 |
| The Journal of Physical Chemistry C | | | | | | | | | 83,629 | 172,896 | 25,515 |
| The Journal of Physical Chemistry Letters | | | | | | | | | 59,778 | 146,216 | 19,025 |



DIGITAL DISPLAY



DIGITAL DISPLAY

Integrated advertising units on cen.acs.org and pubs.acs.org

For high-visibility branding and awareness, leverage standard advertising units across C&EN and ACS Journals. Digital display advertising appears alongside top editorial and research content with IAB-standard sizes including leaderboards, medium rectangles and half page units.

C&EN's enhanced features and analytics give you the ability to deliver your message across our site and to your select audience. Target any segment you choose and track the results. We provide audience segmentation based on:



INDUSTRY/SUBJECT AREA

Examples: Energy, Environmental, Pharma, Nanotechnology, Chromatography & Spectroscopy



GEOGRAPHY

Example: Countries, States, Zip Codes



DOMAIN

Example: Institutions, Companies, Universities



KEYWORDS

Examples: Water Solubility, Chromatography, Mass Spectrometry

Contact us to see our full list of available subject areas and learn how banner advertising is more effective than ever.

[CLICK TO READ OUR BLOG POST ABOUT](#)

[BEST PRACTICES FOR DISPLAY ADVERTISING](#)



1 **MEDIUM RECTANGLE** 0.06% ACS CTR, 0.05% Industry Standard CTR

2 **LEADERBOARD** 0.06% ACS CTR, 0.03% Industry Standard CTR

3 **HALF SKYSCRAPER** 0.12% ACS CTR, 0.04% Industry Standard CTR



DIGITAL DISPLAY: ANALYTICS

Based on measurable results, we recommend future go-to-market plans

The biggest advantage of digital marketing is your ability to measure results. Our ad operations team provides real-time analytics and continually monitors and tracks your campaigns, assessing the effectiveness of various ads and then making recommendations for future ads accordingly. Including:



AD IMPRESSIONS are the number of times your ad is displayed, whether it is clicked on or not. Based on your targeting, customers may see multiple impressions of the same ad.



CLICKS are simply the number of times a user clicks on your ad to learn more about the offer or message.



CLICK-THROUGH-RATE (CTR) is a measure of the efficiency of an ad. It is the percentage of clicks to impressions.



ENGAGEMENT RATE is a measure of the level of engagement an ad received. For example, video completions, hoverovers and more. This is applicable to rich media display units.

Sample Advertiser Report

| Advertiser Name | Line Item | Creative Size | Site/Publication | Date | Impressions Delivered | Clicks Recorded | Click Rate |
|-----------------|-----------|-----------------|------------------|--------------|-----------------------|-----------------|------------|
| Company | Line Item | 728x90, 300x250 | C&EN Online | January 2023 | 19,695 | 35 | 0.18% |
| Company | Line Item | Native Units | ACS Journals | January 2023 | 3,750 | 18 | 0.48% |
| Company | Line Item | Native Units | C&EN Online | January 2023 | 3,750 | 17 | 0.45% |
| Company | Line Item | 728x90, 300x250 | ACS Journals | January 2023 | 100,002 | 80 | 0.08% |
| Grand Total: | | | | | 127,197 | 150 | 1.19% |

[CLICK TO CONSULT OUR GLOSSARY](#)

[FOR MORE DATA AND ANALYTICS DEFINITIONS](#)

DIGITAL DISPLAY CASE STUDY: BUILDING AWARENESS IN THE BIOTECH INDUSTRY

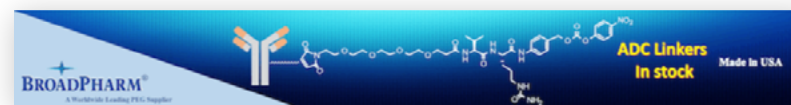


THE CHALLENGE

Broadpharm reached out to C&EN Media Group with the goal of reaching professionals in the Biotech Industry. Broadpharm is a biotech company who manufactures and supplies high purity PEG linkers and Click Chemistry reagents and advanced bio-labeling reagents worldwide. Broadpharm's mission was to build awareness of their products among active members of the biotech and pharmaceutical community.

THE SOLUTION

C&EN Media Group suggested that Broadpharm run a banner campaign across ACS Journals in order to effectively reach the desired audience. Broadpharm ran a year-long campaign with a set number of monthly impressions across 7 selected ACS Journals including: ACS Chemical Biology, ACS Nano, Molecular Pharmaceuticals, Bioconjugate Chemistry, Journal of Medicinal Chemistry, Journal of the American Chemical Society, and Biochemistry. Broadpharm's provided banners were bright and clearly displayed product information with the right mix of eye-catching graphics and text.



The successful campaign ran twice, once in 2022 and again in 2023. In the month of February 2023, Broadpharm's campaign in the ACS Journal of Medicinal Chemistry resulted in a .17% CTR, which is over 4 times higher than our ACS Journals site average for leaderboard ads.

THE RESULTS



4,633,991
2022 TOTAL IMPRESSIONS



3,447
2022 TOTAL CLICKS



0.07%
2022 CTR



0.09%
2023 CTR
(ACS JOURNALS AVERAGE CTR: .04%)



DIGITAL DISPLAY RATES & SPECIFICATIONS

C&EN ONLINE AD RATES & SPECS

HALF PAGE*

LEADERBOARD

MEDIUM RECTANGLE

| | | | |
|--------------------------------|---|---|-----------|
| DIMENSIONS (WIDTH X HEIGHT) | 300 x 600 | 728 x 90 320 x 50 (for mobile devices) | 300 x 250 |
| MAXIMUM FILE SIZE | 100 KB | 40 KB | 40 KB |
| FILE TYPES | GIF, Animated GIF, JPG | | |
| ANIMATED GIF MAXIMUMS | Animated GIF maximum of 5 frames, 4 revolutions | | |
| RATES | \$60/CPM | \$50/CPM | \$45/CPM |

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

RATES BASED ON IMPRESSIONS

| | |
|-----------------------------------|---------|
| GEO-TARGETING | \$5/CPM |
| FREQUENCY CAPPING | \$1/CPM |
| RICH MEDIA | \$5/CPM |
| JOURNALS, KEYWORD, C&EN TOPICS | \$5/CPM |

ACS JOURNALS ONLINE AD RATES & SPECS

MEDIUM RECTANGLE

LEADERBOARD

| | | |
|--------------------------------|------------------------|---|
| DIMENSIONS (WIDTH X HEIGHT) | 300 x 250 | 728 x 90 320 x 50 for mobile devices |
| MAXIMUM FILE SIZE | 40 KB | 40 KB |
| FILE TYPES | GIF, Animated GIF, JPG | |
| RATES | \$25/CPM | \$25/CPM |

TOPIC LEVEL TARGETING
AVAILABLE ON **C&EN**.
KEYWORD LEVEL
TARGETING AVAILABLE ON
ACS JOURNALS.

**FOR ADDITIONAL
INFORMATION: CONTACT
ADVERTISING@ACS.ORG
OR VISIT ACSMEDIKIT.ORG**

Rates are reflected as NET.

*Half Page ad can only be purchased as an add-on to a multi-unit campaign.



RICH MEDIA



RICH MEDIA

Reach your customers through multiple interactive touch points

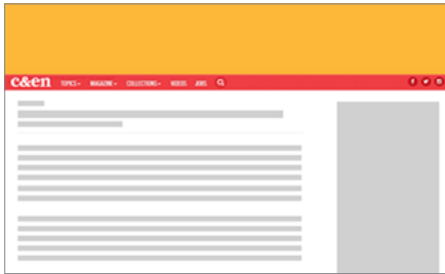
Rich media ads leverage advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content. By creating ad content that is much more dynamic, audiences are more likely to engage more frequently and for longer periods of time. According to eMarketer, rich media click-through rates (CTR) outperform standard banner ads by 267%!

ENGAGEMENT RATE
OF RICH MEDIA ADS:

267%
HIGHER THAN
STATIC DISPLAY
ADS

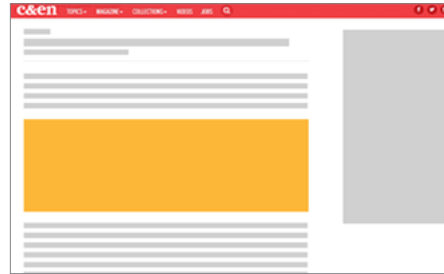
Rich media ads on C&EN have a proven track record of delivering up to five times the click-through rate compared to standard and animated display ads. Get increased conversions, click-through and view-through rates by engaging your audience with this approach that delivers superior results.

**MEASURABLE
ELEMENTS:**
IMPRESSIONS, CLICKS,
CTR, ER, VIDEO VIEWS,
AVERAGE VIDEO
VIEW LENGTH



HEADER REVEAL

Make your ad the first thing users see before accessing editorial content.



IN-ARTICLE REVEAL

A non-intrusive, in-feed ad unit, coming into view as a user scrolls through an article.



INTERACTIVE BANNER ADS

C&EN offers high-visibility, expandable leaderboard and skyscraper ads for a more interactive approach. C&EN can host videos within its display, rich media and native ad units.



CUSTOM VIDEO

Video display ads take banner ads to the next level by adding video — making your ads much more interesting and interactive for your viewer. C&EN can host and create custom video ads on your behalf.

▶ **RICH MEDIA CASE STUDY:**

DRIVING VIDEO ENGAGEMENT WITH HIGH-IMPACT AD UNITS

THE CHALLENGE

Nanalysis came to C&EN Media Group with the mission of promoting a series of online webinar presentations they had posted to their YouTube channel. Nanalysis is one of the leading global manufacturers of nuclear magnetic resonance instruments and spectroscopy products. Through informative webinars, they sought to highlight the performance of their NMR instruments in the polymer and pharmaceutical space.

THE SOLUTION

C&EN Media Group suggested Nanalysis run a high-impact header reveal campaign across ACS Journals to direct viewers to their webinar series. A header reveal ad is the first thing visitors see when they access C&EN Online or ACS Journals, displayed at the very top of the page. Nanalysis ran a 5-month long campaign throughout all ACS Journals, promoting different presentations on their YouTube channel. The banner shown to the right generated some of the best results in their campaign. With this high-impact rich media unit, Nanalysis was able to reach an audience of active researchers, chemists and engineers.



THE RESULTS



7,160
CLICKS



3.59%
CTR



199,339
IMPRESSIONS



RICH MEDIA RATES & SPECIFICATIONS

HEADER REVEAL

| | DESKTOP | TABLET | MOBILE |
|------------------------|--|------------|-----------|
| BACKGROUND CANVAS SIZE | 2500 x 450 | 1490 x 300 | 736 x 320 |
| SAFE AREA | 1490 x 390 | 768 x 240 | 320 x 260 |
| RATES | STATIC AD RATES \$100/CPM ANIMATED AD RATES \$130/CPM | | |

IN-ARTICLE REVEAL

| | DESKTOP | TABLET | MOBILE |
|------------------------|---|--------|-----------|
| BACKGROUND CANVAS SIZE | 1024 x 1024 | | 736 x 736 |
| SAFE AREA | 768 x 988 | | 320 x 488 |
| RATES | STATIC AD RATES \$75/CPM ANIMATED AD RATES \$100/CPM | | |



BACKGROUND CANVAS (NO TEXT)

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.

C&EN ONLINE AD RATES & SPECS

| | HALF PAGE | LEADERBOARD | MEDIUM RECTANGLE |
|-----------------------------|--|---------------------------------------|--|
| DIMENSIONS (WIDTH X HEIGHT) | 300 x 600 Expands left to 380 x 600 | 728 x 90 Expands down to 728 x 270 | 300 x 250 Expands left to 600 x 250 |
| INITIAL FILE SIZE | 100 KB | 40 KB | 40 KB |
| SECONDARY FILE SIZE | 200 KB | 100 KB | 100 KB |
| AUDIO/VIDEO | Yes | Yes | Yes |
| 3RD PARTY 1X1 | Yes | Yes | Yes |
| RATES | \$60/CPM | \$50/CPM | \$45/CPM |

Rates are reflected as NET.

AVERAGE CTR
OF IN-ARTICLE
REVEALER:

0.20%

AVERAGE CTR
OF HEADER
REVEALER:

0.91%

2023 Average Rates

[CLICK HERE](#) FOR RICH MEDIA AD GUIDELINES.

FOR ADDITIONAL INFORMATION: CONTACT ADVERTISING@ACS.ORG OR VISIT ACSMEDIAKIT.ORG



NATIVE ADVERTISING UNITS



NATIVE ADVERTISING UNITS

Native advertising units are ad units seamlessly integrated within editorial content for an immersive, uninterrupted user experience. C&EN's new native advertising units aim to effectively drive customer action and build trust for your brand. These units address scientific readers' information needs by providing valuable content in a trusted environment.

Your content appears as a sponsored content unit, presented within our editorial feed that integrates with the look and feel of our site. Placed alongside top news editorial content, these native advertising units appear directly within the reader flow, attracting users attention while they're reading. Your brand will be able to run targeted campaigns across multiple properties. Our server automatically chooses the best performing ads in your campaign. Through this constant optimization, we can ensure your messaging is highlighted to the right people, at the exact point they are looking for relevant scientific content.



NATIVE DISPLAY

Native display units promote your content with artful imagery, well-written headlines that lead to a landing page on your site that is relevant and prompts user to complete an action.



TRUE NATIVE

True native ad units provide the complete authentic native experience. Ad units are designed to match the look and feel of our editorial content, and appear within the editorial feed driving readers to custom content hosted on our site, and created by our team of branded content editors and communication specialists.



NATIVE VIDEO

Educate and entertain readers with the most easily consumed and shared format – native video. These ad units are built within the editorial feed to serve high-quality click-to-play video content in a non-interruptive way.

Work with the C&EN BrandLab studio to tell your brand story through special, designated sections within C&EN magazine in print and online. This long form content runs within or adjacent to regular editorial content. Get in touch at acsmediakit.org/contact.

NATIVE ADVERTISING UNIT CASE STUDY: LEVERAGING VIDEO IN ADVERTISING CAMPAIGNS

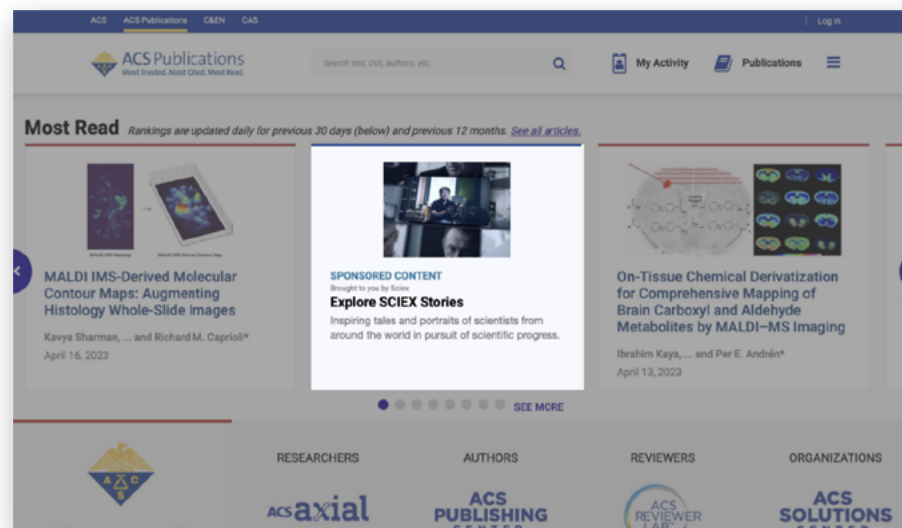


THE CHALLENGE

Sciex came to C&EN to promote a new portfolio of video testimonials on their website. Their Sciex Stories video series is about global scientists making an impact in their respective industries. Sciex wanted other scientists to learn about and interact with their project. C&EN was tasked with solving this question from the team: How could they drive relevant traffic to reach their videos?

THE SOLUTION

For this campaign, C&EN Media Group suggested a native ad campaign within the ACS Journal of the American Society for Mass Spectrometry. Appearing in-line with editorial and journal content, these native ad units allowed Sciex to advertise their video stories portfolio alongside top stories and news coverage that organically generated high engagement.



THE RESULTS



0.30%
CTR



275%
BETTER THAN THE
AVERAGE CTR OF 0.08%



NATIVE AD UNITS: SET FOR OPTIMIZATION

C&EN's native advertising units take several forms. When developing your ads, native ad units allow you to serve multiple ads within one campaign. For best campaign performance, provide multiple headlines, decks and images.

Choose from serving either text only, image plus text, or video and text ads based on your chosen package. C&EN's native advertising server will automatically optimize to run the best performing ads based on those with the highest click through rates.

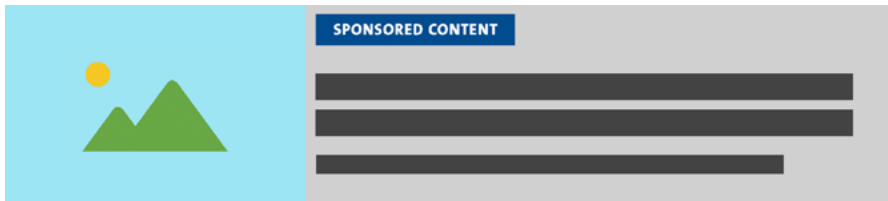


IMAGE + TEXT

Image: Must be 800px wide and 800px tall.

Max file size for image: 3 MB / 3,072K max.

Accepted format: PNG, JPG, JPEG, GIF.

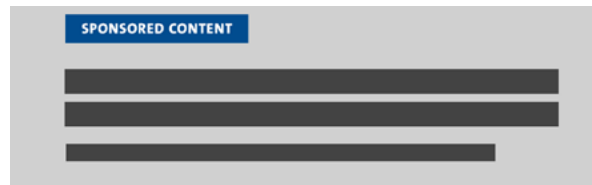
Image must not have any text or logo on top. No overlaying text.

Animation: Animated GIF maximum of 5 frames, 4 revolutions.

Headline: Max of 50 characters (including spaces).

Deck: Max of 100 characters (including spaces). Text must be in sentence case.

URL: URL must be valid.



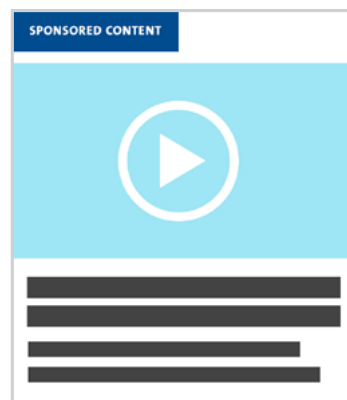
TEXT

Text: Text character max includes spaces.

Headline: Max of 50 characters (including spaces).

Deck: Max of 100 characters (including spaces). Text must be in sentence case.

URL: URL must be valid.



VIDEO

Video: Recommended dimensions: 800x450.

Max file for image: 3 MB / 3,072K max.

Aspect ratio: 16:9.

Video format: MP4, MOV, WebM Files or Youtube & Vimeo Links.

Animation/video: Video must be click to play. Max 30 sec, 15 sec preferred.

Max file size video: 2GB.

Headline: Max of 50 characters (including spaces).

Deck: Max of 100 characters (including spaces). Text must be in sentence case.

URL: URL must be valid.

*Please note, image/video size and the amount of text shown will vary.



NATIVE ADVERTISING RATES & SPECIFICATIONS

NATIVE ADVERTISING PACKAGES



NATIVE PLUS



NATIVE PRO



NATIVE PREMIUM WITH VIDEO

| PACKAGE COMPONENTS | 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 |
|-------------------------|--|--|--|
| FORMAT TYPES | 800 x 800 image only + 50: Headline 100: Text | 800 x 800 image only + 50: Headline 100: Text | 800 x 800 image only + 50: Headline 100: Text |
| MINIMUM IMPRESSIONS BUY | 25,000 | 50,000 | 75,000 |
| C&EN RATES (CPM) | \$75/CPM | \$85/CPM | \$100/CPM |
| JOURNALS RATES (CPM) | \$45/CPM | \$55/CPM | \$70/CPM |

TARGETING ADD-ONS

| | GEO-TARGETING | FREQUENCY CAPPING |
|----------------------------|---------------|-------------------|
| RATES BASED ON IMPRESSIONS | \$5/CPM | \$1/CPM |

Rates are reflected as NET.

AUTOMATICALLY OPTIMIZED!

READ OUR [BLOG POST](#) ABOUT PROMOTING YOUR CONTENT THROUGH NATIVE AD DISPLAY UNITS. FOR ADDITIONAL INFORMATION: CONTACT ADVERTISING@ACS.ORG OR VISIT ACSMEDIAKIT.ORG



eNEWSLETTERS



eNEWSLETTERS

C&EN readers are tech-savvy and eager to get the latest information as soon as it's available. Placing your message alongside their online alerts keeps you top-of-mind when this critical information arrives. C&EN's dedicated advertising positions allow you to reach the entire ACS membership, target our most-responsive readers and appeal to specific industry segments.

These subscribers will see your ad appear next to news and updates that they trust and look forward to reading each week. Editorial content is driven by current events and relevant industry issues and trends that are of interest to our subscribers, including newly published academic papers.



The screenshot shows the C&EN Digital Magazine website interface. At the top, the header includes the C&EN logo, 'DIGITAL MAGAZINE', the date 'OCTOBER 24/31, 2022', and social media icons. Below the header, there's a 'COVER STORY' section with a featured article titled 'What happens when the water in our rivers and lakes reaches record lows?'. To the left of this article is a thumbnail image of the magazine cover. Below the cover story, there are two large blue boxes indicating dimensions: '180 X 150' and '50 character headline 100 character text'. Further down, there's a 'NEWS' section with a red header, followed by several article teasers with category labels like 'Elections', 'Synthesis', 'Gene therapy', and 'Lab safety'. Below that is a 'FEATURES' section with a red header, followed by more article teasers with category labels like 'Energy storage', '3D printing', 'Biochemistry', and 'Newsletters'. At the bottom, there's a grey box labeled 'ADVERTISEMENT' containing a blue square with the dimensions '300 X 250'.



eNEWSLETTERS

Our newsletter solutions can help you share your valuable message about a new product line, announce an event, science prize or award. Select from a diverse set of options below:

1 C&EN WEEKLY

0.20% AVERAGE CLICK THROUGH RATE ON ADS

The new C&EN Weekly Newsletter presents the latest in chemistry news to over 200,000 American Chemical Society (ACS) members and subscribers. Published every Wednesday, the newsletter features short, easy-to-digest editorial content in an online format that allows members to access breakthrough stories in science and chemistry, all optimized for the convenience of their mobile, tablet or computer.

Top Leaderboard 468 x 60

Sponsored Content 180 x 150 (plus text)

Product Showcase 180 x 150 (plus text)

2 C&EN DIGITAL MAGAZINE EBLAST

0.09% AVERAGE CLICK THROUGH RATE ON ADS

Be the first thing chemists see Monday morning, delivered to over 90,000 subscribers for access to the digital edition of C&EN magazine. Editorial content is driven by current events and relevant industry issues and trends that are of interest to our subscribers. And with our digital magazine, readers spend an average of close to 9 minutes online, increasing your ad's exposure.

Sponsored Content 180 x 150 (plus text)

Medium Rectangle 300 x 250

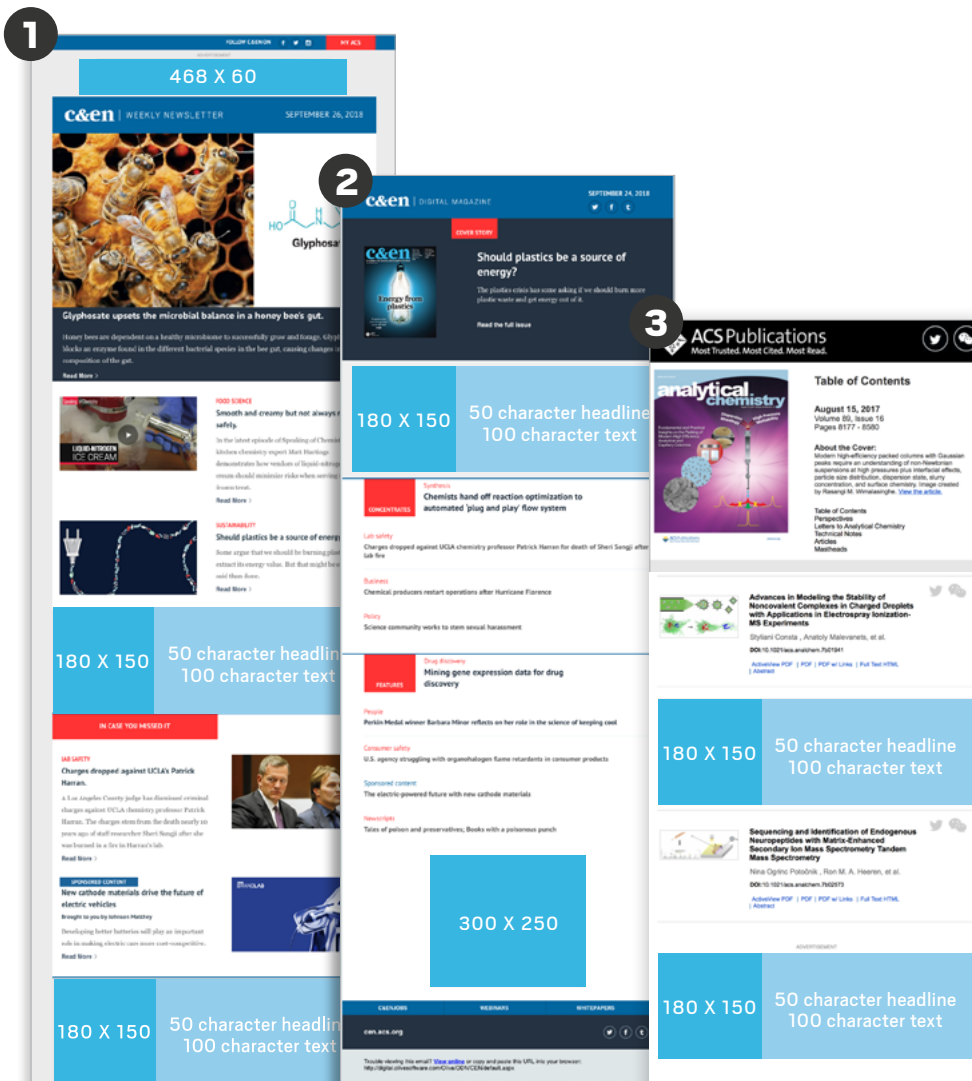
3 eTOC ALERTS FOR ACS JOURNALS

Over 1,000,700 total email subscribers

With a fresh new design, eTOC alerts for ACS Journals reach over 1,000,700 total email subscribers. Each ACS journal has its own weekly eTOC alert, giving you access to similar audience of our most committed readers in the academic and R&D markets, and exceptional keyword targeting capabilities. With more than 80 publications to choose from, including C&EN's Global Enterprise, you can focus your message exclusively on the specializations that drive your business.

Sponsored Content 180 x 150 (plus text)

Product Showcase 180 x 150 (plus text)



REACHING AN ENGAGED AUDIENCE THROUGH RIGHT MEDIUM AND FORMAT

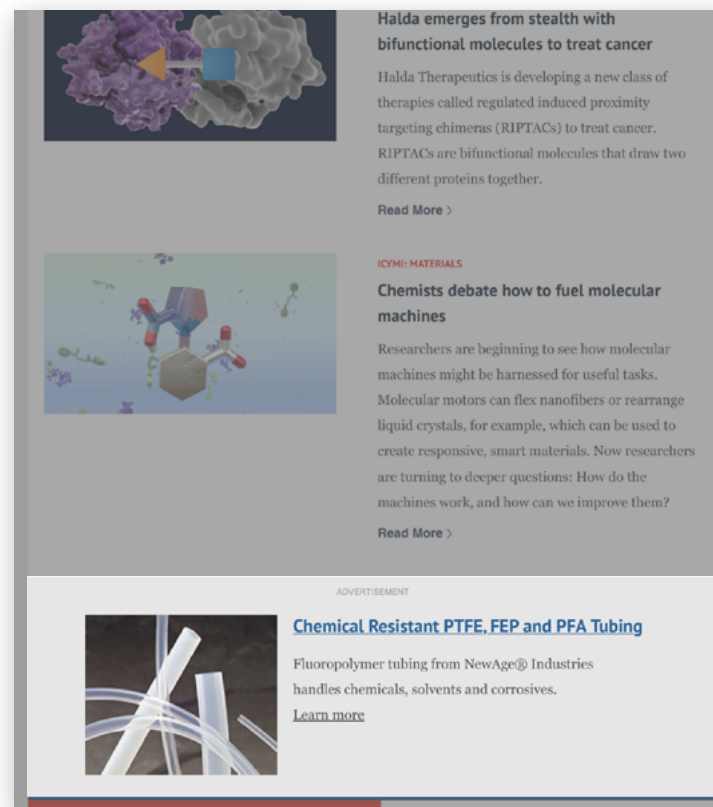
THE CHALLENGE

New Age Industries sought to work with C&EN Media Group with the goal of building brand awareness and driving their target audience to their site. More specifically, New Age Industries wanted to reach chemists who would use their high-quality fluid transfer tubing, hose, fittings, clamps, and other services.

THE SOLUTION

The team at C&EN Media Group proposed that New Age Industries promote their product in our Sponsored Content top spot in C&EN's Weekly Newsletter. The newsletter reaches over 236,000 ACS members and subscribers every week and receives above-average industry clickthrough rates. The sponsored content ad unit allowed New Age Industries to display an image, text and description along C&EN's top editorial stories and news of the week.

With an engaging image and detailed product description, New Age Industries' Sponsored Content ad received a CTR of .38% in our February 22nd edition of the C&EN Weekly Newsletter with over 200 clicks.



THE RESULTS

 **220+**
CLICKS

 **0.38%**
CTR

 **73% INCREASE**
OVER NEWSLETTER AVERAGE CTR OF .22%



eNEWSLETTER RATES & SPECIFICATIONS

C&EN DIGITAL MAGAZINE EBLAST

| | SPONSORED CONTENT | MEDIUM RECTANGLE |
|--------------------------------|--|------------------|
| DIMENSIONS (WIDTH X HEIGHT) | 180 x 150; 150 Characters 50: Headline, 100: Text | 300 x 250 |
| AD RATES | \$3,500/issue | \$2,500/issue |

C&EN WEEKLY

| | TOP BANNER | SPONSORED CONTENT | PRODUCT SHOWCASE | NATIVE CAMPAIGN (C&EN BRANDLAB) |
|--------------------------------|---------------|--|--|--|
| DIMENSIONS (WIDTH X HEIGHT) | 468 x 60 | 180 x 150; 150 Characters 50: Headline, 100: Text | 180 x 150; 150 Characters 50: Headline, 100: Text | 275 x 150; 150 Characters 50: Headline, 100: Text |
| AD RATES | \$4,500/issue | \$3,500/issue | \$3,000/issue | \$3,500/issue |

eTOC ALERTS FOR ACS JOURNALS

| | SPONSORED CONTENT | PRODUCT SHOWCASE |
|--------------------------------|---|---|
| DIMENSIONS (WIDTH X HEIGHT) | 180 x 150 (150 Characters) 50: Headline, 100: Text | 180 x 150 (150 characters) 50: Headline, 100: Text |
| AD RATES | \$1,500/issue | \$1,000/issue |

*CHARACTER LIMIT includes spaces and URL

*Maximum File Size 40 KB, file types accepted: JPG

Rates are reflected as NET.

**GET 100% SHARE OF VOICE WITH ROADBLOCK ENEWSLETTERS. CONTACT YOUR SALES REP TODAY.
FOR ADDITIONAL INFORMATION: CONTACT ADVERTISING@ACS.ORG OR VISIT ACSMEDIAKIT.ORG**

GET IN TOUCH ABOUT OUR INTEGRATED ADVERTISING SOLUTIONS

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The C&EN Media Group provides advertising opportunities to chemical and technology companies, targeted to our large, powerful audience of members and subscribers, through custom media and publications. Learn more at acsmediakit.org

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