

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 & Laboratory Worlds
cenmediakit.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.

The global pandemic will have an impact on all our lives for the foreseeable future. With a halt to in-person meetings and events, many organizations have shifted their focus heavily to both online campaigns and events. Science marketers are now required to have strong digital strategies to counter business impact and to keep business moving. Here at C&EN Media Group, we're helping science marketers navigate with proven solutions to reach an active audience of chemists and scientists.

Now more than ever our audiences are spending an increasing amount of time online: our [cen.acs.org](#) online traffic increased over **120%** this past year. **A recent study** we conducted also sheds light on how scientists will get critical product information and make purchases:



of buyers will purchase from a website or online product catalog



of buyers in 2021 will be looking to suppliers with ongoing communications about changes to operations and delivery



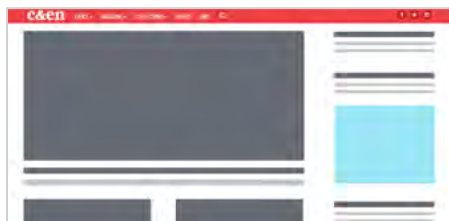
of buyers in 2021 will seek suppliers who provide information about products digitally



DIGITAL ADVERTISING TACTICS

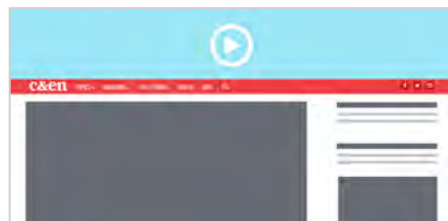
Modern technologies have opened the door to a whole new era of digital advertising, but all of these new engagement opportunities can be confusing! At C&EN, the leading source of journalism and information for chemists around the world, we know the future of our industry depends upon the connection of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



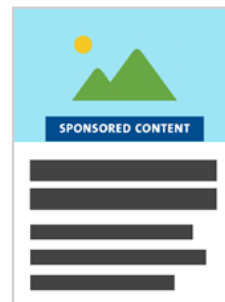
DISPLAY ADS

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.



SOCIAL MEDIA

C&EN's social media channels reach millions of unique users and over 100,000 engagements each month. With sponsored social media posts, you can use our channels to engage with your audience or add personality and depth to your company.



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

CAPTURE LEADS

ACTIVATE SALES



MATCH OUR SOLUTIONS

DIGITAL DISPLAY ADVERTISING

RICH MEDIA

NATIVE ADVERTISING UNITS

eNEWSLETTERS

SOCIAL MEDIA



PLUG IN TO THE ACS NETWORK

A global audience of 31 million chemistry professionals

With an average of over 770,000 unique visitors each month on C&EN, and 3.2 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.



3.2MM

UNIQUE VISITORS, 31MM ANNUALLY



70%

R&D PROFESSIONALS



OVER 60

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.



779,251

UNIQUE VISITORS MONTHLY, 1,279,446 PAGE VIEWS MONTHLY



5.5MM

UNIQUE VISITORS JAN - JULY 2020



70%

OF ONLINE VISITORS RECOMMEND, SPECIFY OR MAKE FINAL PURCHASING DECISIONS



91%

OF ONLINE VISITORS ARE INVOLVED IN THE PURCHASING PROCESS



ACS JOURNALS

A broad spectrum of disciplines

Energy	Biological Chemistry
Pharmaceuticals	Environment
Synthesis	Analytical Chemistry
Materials	Physical Chemistry

ACS publishes more than 55 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.**

JOURNAL	DISCIPLINES								UNIQUE VISITORS	PAGE VIEWS	ETOC SUBSCRIBERS
Accounts of Chemical Research									96,941	203,300	90,462
NEW! Accounts of Materials Research									5,683	6,982	202
NEW! ACS Agricultural Science & Technology									13,047	27,175	
ACS Applied Bio Materials									44,492	102,137	2,968
ACS Applied Electronic Materials									26,793	46,766	1,460
ACS Applied Energy Materials									54,885	120,811	5,162
ACS Applied Materials & Interfaces									196,156	625,814	40,738
ACS Applied Nano Materials									65,764	150,851	6,478
ACS Applied Polymer Materials									29,716	76,968	2,072
ACS Biomaterials Science & Engineering									31,827	62,679	6,792
ACS Catalysis									97,915	326,222	24,958
ACS Central Science									54,073	132,340	88,101
ACS Chemical Biology									34,425	92,557	42,341
ACS Chemical Neuroscience									20,298	45,304	9,697
ACS Combinatorial Science									11,204	19,973	20,452
ACS Earth and Space Chemistry									10,230	23,383	2,090
ACS Energy Letters									46,278	153,937	6,929
NEW! ACS ES&T Engineering									29,878	48,065	767
NEW! ACS ES&T Water									27,929	42,706	
NEW! ACS Food Science & Technology									13,856	26,421	45
ACS Infectious Diseases									27,280	57,970	3,449
ACS Macro Letters									28,254	91,258	11,252
ACS Medicinal Chemistry Letters									24,682	57,970	3,018
ACS Nano									34,587	130,716	17,867
ACS Omega									141,433	407,413	73,827
ACS Pharmacology & Translational Science									88,010	216,778	5,038
ACS Photonics									8,281	13,965	1,381
ACS Sensors									33,450	92,557	6,223
ACS Sustainable Chemistry & Engineering									84,925	242,596	12,799
ACS Synthetic Biology									18,511	45,791	8,384
Biochemistry									47,253	89,309	69,082



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
Bioconjugate Chemistry									22,409	51,150	29,239
Biomacromolecules									29,228	75,994	40,756
C&EN Global Enterprise									10,555	17,537	1,588
Chemical Research in Toxicology									13,640	28,741	26,091
Chemical Reviews									120,649	274,261	142,937
Chemistry of Materials									75,832	213,368	85,420
Crystal Growth & Design									32,314	79,079	34,106
Energy & Fuels									37,510	106,197	39,015
Environmental Science & Technology									135,425	518,481	60,168
Environmental Science & Technology Letters									19,810	52,611	13,050
Industrial & Engineering Chemistry Research									62,029	208,984	30,088
Inorganic Chemistry									81,190	187,062	50,720
NEW! JACS Au									64,790	94,018	718
Journal of Agricultural and Food Chemistry									89,472	305,275	29,679
Journal of Chemical & Engineering Data									19,648	54,885	21,964
Journal of Chemical Education									81,677	186,413	15,748
Journal of Chemical Information and Modeling									24,032	101,001	23,478
Journal of Chemical Theory and Computation									27,280	93,369	24,797
Journal of Medicinal Chemistry									99,864	386,141	57,653
Journal of Natural Products									52,774	148,903	32,582
Journal of Proteome Research									18,836	43,680	16,876
Journal of the American Chemical Society									414,882	1,645,401	175,348
Journal of the American Society for Mass Spectrometry (JASMS)									11,367	32,801	8,072
Langmuir									11,367	32,801	8,072
Macromolecules									64,303	158,159	70,272
Molecular Pharmaceuticals									67,875	208,334	54,055
Nano Letters									22,571	56,021	21,129
Organic Letters									92,557	287,089	88,858
Organic Process Research & Development									129,742	541,376	68,462
Organometallics									44,005	187,549	28,637
The Journal of Organic Chemistry									38,159	122,435	39,328
The Journal of Physical Chemistry A									131,528	454,340	73,785
The Journal of Physical Chemistry B									50,338	108,633	53,156
The Journal of Physical Chemistry C									45,954	120,162	63,405
The Journal of Physical Chemistry Letters									83,301	194,369	55,803



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 .25% ACS CTR, .05% Industry Standard CTR

2 LEADERBOARD .18% ACS CTR, .03% Industry Standard CTR

3 HALF SKYSCRAPER .17% ACS CTR, .05% 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 2021	19,695	35	0.18%
Company	Line Item	Native Units	ACS Journals	January 2021	3,750	18	0.48%
Company	Line Item	Native Units	C&EN Online	January 2021	3,750	17	0.45%
Company	Line Item	728x90, 300x250	ACS Journals	January 2021	100,002	80	0.08%
Grand Total:					127,197	150	0.12%

[CLICK TO CONSULT OUR GLOSSARY](#)

[FOR MORE DATA AND ANALYTICS DEFINITIONS](#)

DIGITAL DISPLAY CASE STUDY:

THE WINNING DIGITAL CAMPAIGN: CONTENT, TARGETING & TIMING



THE CHALLENGE

Emory University came to C&EN Media Group with a challenge – driving registration to a series of online symposia in the niche subject area of C–H Functionalization research. Emory University had already planned an online symposia which would include talks from world renowned experts from across the globe, broadcasting to a live online audience. How could they drive relevant traffic and secure registration to build an audience and engagement for their event?

THE SOLUTION

C&EN helped Emory University create a digital campaign, starting the month prior to the event, with more impressions delivered as the event drew closer in order to drive urgency. C&EN helped Emory University select appropriate topics and journals of which the readers were their ideal target audience. The ads were designed to be highly engaging to drive registration for the symposium and included key elements in their creative designs that made it successful: a strong call to action, speaker information — with photos — to showcase the quality of the event, and only the most important logistical details.

Our client met their goals of increasing traffic to the symposia site – and generating registration conversions. The results below demonstrate that for a winning digital campaign, valuable content, targeted messaging and timing is key.

CLIENT AD ON PUBLS.ACS.ORG



THE RESULTS



6X

BETTER THAN AVERAGE CTR OF .07%



.44%

CTR OF EMORY UNIVERSITY'S CAMPAIGN



100,024

IMPRESSIONS



445

CLICKS



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)	300x250
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	Animated GIF maximum of 5 frames, 4 revolutions	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 320x50 for mobile devices
MAXIMUM FILE SIZE	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG	
RATES	\$25/CPM	\$25/CPM

Rates are reflected as NET.

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



RICH MEDIA



RICH MEDIA

Reach your customers through multiple interactive touch points

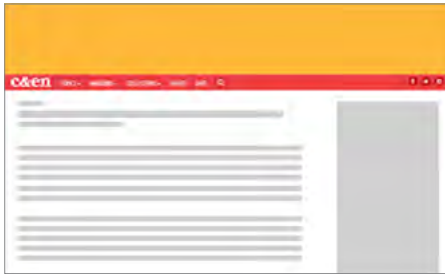
Rich media ads leverage advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content. By creating ad content that is much more dynamic, audiences are more likely to engage more frequently and for longer periods of time. According to ClickZ, rich media ads can generate up to 1,000% increase in ad interactions, making engagement rates 6 times higher than static display ads.

ENGAGEMENT RATE
OF RICH MEDIA ADS:

6X
HIGHER THAN
STATIC DISPLAY
ADS

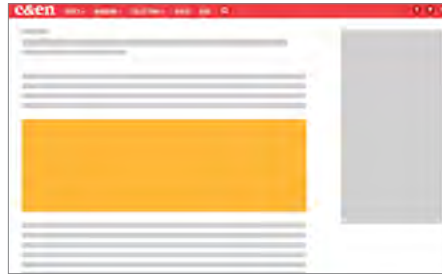
Rich media ads on C&EN have a proven track record of delivering up to five times the click-through rate compared to standard and animated display ads. Get increased conversions, click-through and view-through rates by engaging your audience with this approach that delivers superior results.

**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:

POWERFUL AD PERFORMANCE WITH HIDDEN REVEALER



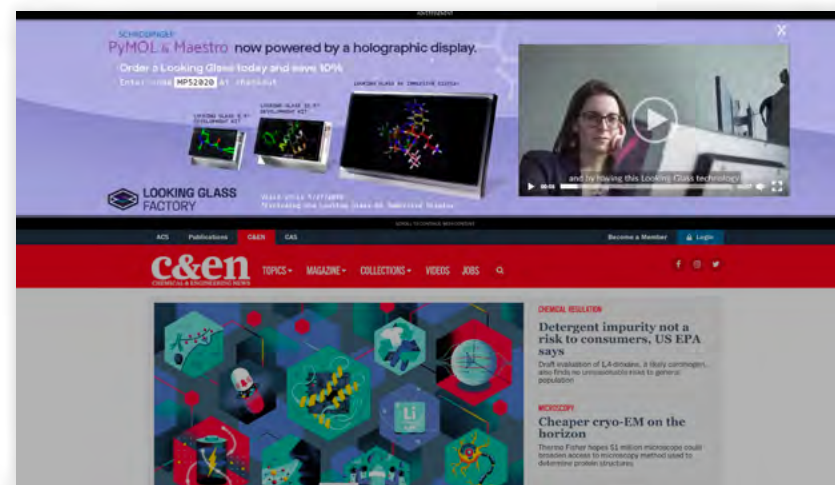
THE CHALLENGE

How can a company improve its digital advertising ROI? C&EN and the Looking Glass Factory explored how the company could modify its digital advertising strategy towards a more integrated approach that would drive results. The Looking Glass Factory wanted to do an impactful campaign that would drive interested readers to learn more about their 3D looking glass technology.

THE SOLUTION

C&EN helped devise a digital advertising strategy that would place the Looking Glass Factory's messaging front and center of C&EN's readers. By leveraging the high impact header reveal unit with video, the Looking Glass Factory was able to promote their advertising message at the very top of cen.acs.org, ensuring it was the first thing readers saw when they landed on the site. The Looking Glass Factory secured this premium positioning, demanding attention with C&EN's exclusive header reveal unit and driving prospects to their website. Driving great engagement, the video was viewed for an average of 30 seconds across desktop, tablet and mobile devices.

CLIENT AD ON [CEN.ACS.ORG](http://cen.acs.org)



THE RESULTS



106
CLICKS



.53%
CTR



0:30
AVERAGE VIEW LENGTH



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	768x240	320 x 260
RATES	STATIC AD RATES \$100/CPM ANIMATED AD RATES \$130/CPM		

IN-ARTICLE REVEAL	DESKTOP	TABLET	MOBILE
BACKGROUND CANVAS SIZE	1024x1024		736x736
SAFE AREA	768x988		320x488
RATES	STATIC AD RATES \$75/CPM ANIMATED AD RATES \$100/CPM		

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 HEADER
REVEALER:

0.44

AVERAGE CTR
OF IN-ARTICLE
REVEALER:

0.19

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

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

.44%
AVERAGE
CLICK-THROUGH
RATE FOR
NATIVE ADS



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 cenbrandlab.org/contact.

NATIVE ADVERTISING UNIT CASE STUDY: CREATING EASY WINS: HOW TO DELIVER EXISTING CONTENT IN NEW WAYS

Millipore
Sigma

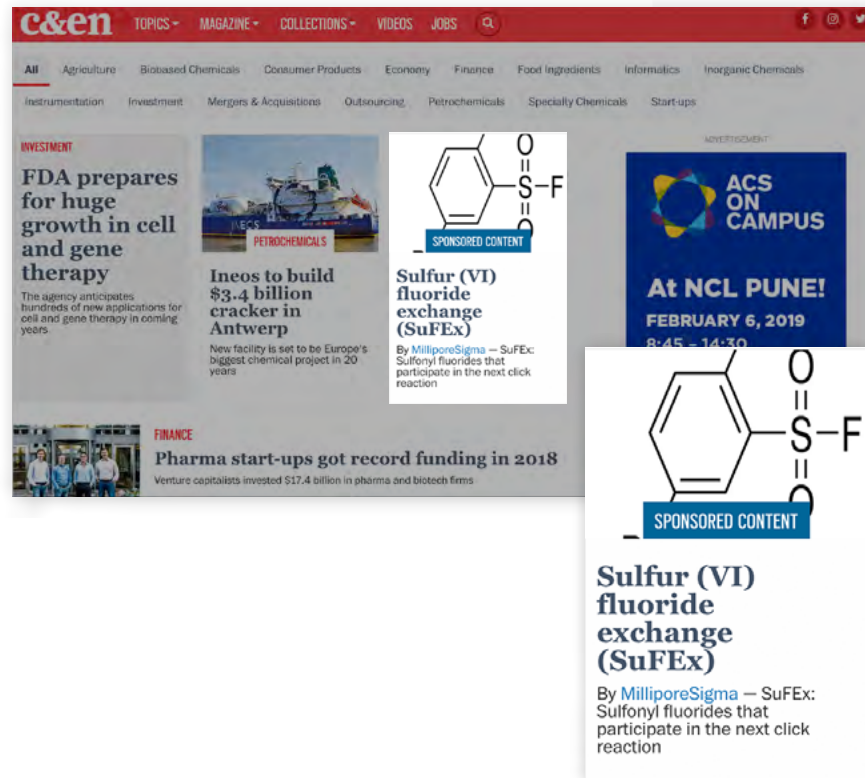
THE CHALLENGE

Merck MilliporeSigma approached C&EN about driving traffic and conversions to their site for their extensive range of high-quality coupling reagents for in situ activation. Merck MilliporeSigma even already had the content they needed. Their challenge? Reaching their target audience in a way that would be informative, engaging and valuable to the reader.

THE SOLUTION

C&EN advised the Merck MilliporeSigma team that our audience responds best when text copy is paired with an engaging image, recommending native ad units. Native ads run similar to other display ads on cen.acs.org and pubs.acs.org, but highlight a main, engaging photo or creative and are accompanied by text in a designated section. Native ad units give advertisers more opportunities to distribute engaging branded content that adds value to the user experience.

In MilliporeSigma's case, the native display ad program helped them promote their existing content with imagery and well-written headlines. When a visitor clicks the ad, it leads them to a relevant landing page hosted on the MilliporeSigma site, prompting the user to take action, like downloading an application note.



The screenshot shows a C&EN website with a native advertisement for Sulfur (VI) fluoride exchange (SuFEx). The ad is integrated into the content stream, featuring a chemical structure of a benzene ring with a -SO₂F group. The headline reads "Sulfur (VI) fluoride exchange (SuFEx)" and the text below it says "By MilliporeSigma — SuFEx: Sulfonfyl fluorides that participate in the next click reaction". The ad is labeled "SPONSORED CONTENT".

THE RESULTS



.64%
CAMPAIGN CTR



4X
INDUSTRY BENCHMARKS FOR NATIVE AD CTR



180,019
IMPRESSIONS



1,152
CLICKS



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.

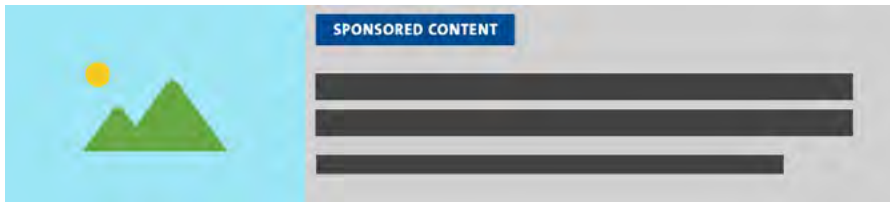


IMAGE + TEXT

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.

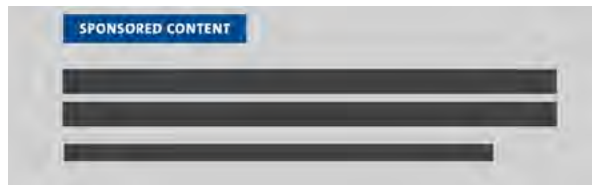
Animation: Animated GIF maximum of 5 frames, 4 revolutions.

Accepted tags (if applicable): All accepted (DFA, Atlas, Media Mind).

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.



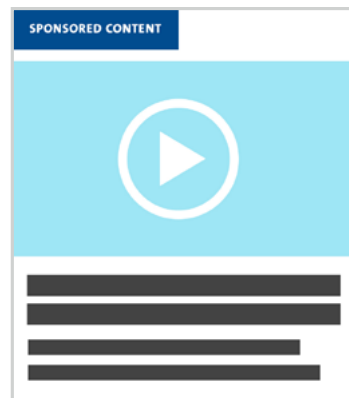
TEXT

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	Text only sponsored content or Image + Sponsored Content	Text only sponsored content or Image + Sponsored Content	Text only sponsored content or Image + Sponsored Content
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 CENMEDIKIT.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 displays the C&EN Digital Magazine interface for September 24, 2018. At the top, the C&EN logo and 'DIGITAL MAGAZINE' text are visible, along with social media icons and the date. A 'COVER STORY' section features an article titled 'Should plastics be a source of energy?' with a sub-headline 'The plastics crisis has some asking if we should burn more plastic waste and get energy out of it.' and a 'Read the full issue' link. Below this, a large blue box highlights an advertisement size of '180 X 150' with a '50 character headline' and '150 character text'. The main content area lists several articles under different categories: 'Synthesis' (Chemists hand off reaction optimization to automated 'plug and play' flow system), 'Lab safety' (Charges dropped against UCLA chemistry professor Patrick Harran for death of Sheri Sangji after lab fire), 'Business' (Chemical producers restart operations after Hurricane Florence), and 'Policy' (Science community works to stem sexual harassment). A 'FEATURES' section includes 'Drug discovery' (Mining gene expression data for drug discovery), 'People' (Perkin Medal winner Barbara Minor reflects on her role in the science of keeping cool), 'Consumer safety' (U.S. agency struggling with organohalogen flame retardants in consumer products), 'Sponsored content' (The electric-powered future with new cathode materials), and 'Newsletters' (Tales of poison and preservatives; Books with a poisonous punch). At the bottom, an 'ADVERTISEMENT' placeholder shows a '300 X 250' size.



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

42% AVG OPEN RATE

The new C&EN Weekly Newsletter presents the latest in chemistry news to over 180,000 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 468×60

Sponsored Content 180×150 (plus text options)

Product Showcase 180×150 (plus text options)

2 C&EN DIGITAL MAGAZINE EBLAST

26% AVG OPEN RATE

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 180×150 (with text options)

Medium Rectangle 300×250

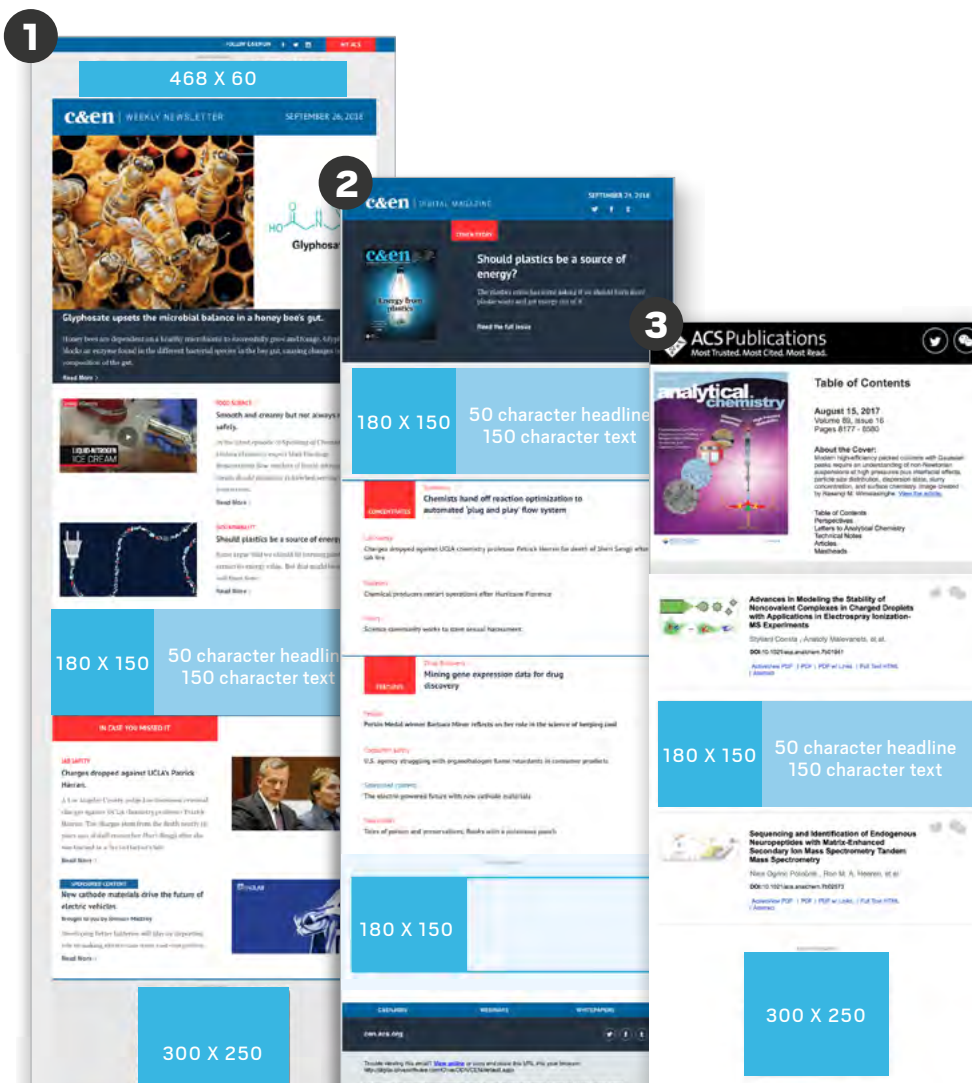
3 eTOC ALERTS FOR ACS JOURNALS

Over 97,000 unique subscribers and 751,000 email subscriptions

With a fresh new design, eTOC alerts for ACS Journals access more than 135,000 unique subscribers and over 800,000 total subscriptions. 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 50 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 180×150 (with text options)

Medium Rectangle 300×250



GENERATING QUALITY LEADS THROUGH EMAIL MARKETING

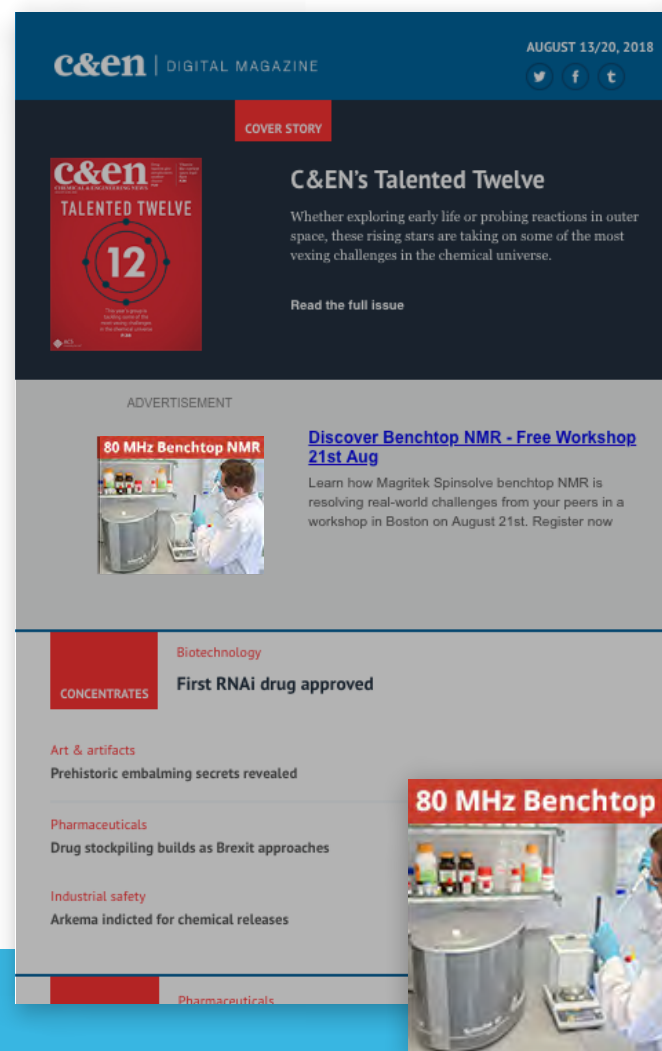


THE CHALLENGE

Magritek came to C&EN with a challenge: How can we drive traffic to an educational workshop and build brand awareness around a new product? Magritek needed to reach their target audience before, during and after the ACS National Meeting, demonstrating the educational value of their product workshop, while generating quality leads. An added layer of difficulty was Magritek's complex products, which can be challenging to explain in a traditional media placement, such as a print or banner ad. We knew communicating the right content in the right channel would be key for the success of the program.

THE SOLUTION

C&EN Media Group crafted a digital solution that would give Magritek's workshop visibility prior to and during the ACS Fall National Meeting. Surrounding the buyer, C&EN Media Group leveraged content-based units, digital enewsletters, and onsite emails to promote the workshop before and during the show. Following the National Meeting, Magritek kept their brand in market with continued promotions around the product.



THE RESULTS

 **8,700+**
CLICKS RECORDED

 **5%**
CLICK THROUGH RATE
ON SPONSORED CONTENT UNITS

 **135**
WORKSHOP ATTENDEES



eNEWSLETTER RATES & SPECIFICATIONS

C&EN DIGITAL MAGAZINE EBLAST

	SPONSORED CONTENT	MEDIUM RECTANGLE
DIMENSIONS (WIDTH X HEIGHT)	180 x 150; 200 Characters 50: Headline 150: 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; 200 Characters 50: Headline, 150: Text	180 x 150; 200 Characters 50: Headline, 150: Text	275 x 150; 150 Characters 50: Headline, 100: Text
AD RATES	\$4,500/issue	\$3,500/issue	\$3,000/mailing	\$3,500/mailing

eTOC ALERTS FOR ACS JOURNALS

	SPONSORED CONTENT	MEDIUM RECTANGLE
DIMENSIONS (WIDTH X HEIGHT)	180 x 150; 200 Characters 50: Headline, 150: Text	300 x 250
AD RATES	\$1,500/issue	\$1,000/issue

*CHARACTER LIMIT includes spaces and URL

*Maximum File Size 40 KB, file types accepted: GIF, animated GIF, 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 CENMEDIKIT.ORG**



SOCIAL MEDIA



SOCIAL CAMPAIGNS

Social media has revolutionized the way we communicate, along with the way we buy in both the B2C and B2B space. Facebook, Twitter, LinkedIn, Instagram and more, have created thriving communities that bring together science aficionados for the intellectual exchange of the latest breaking science news.

C&EN's social platforms provide opportunities to target the right buyers and deliver your message on these channels that your buyers spend time on. By advertising on social media in an engaging and relevant way, you can effectively nurture your buyers cross-channel. C&EN clients see significant boosts in reach and brand awareness when C&EN's social media channels are leveraged for campaigns. Whether adding social as an additional channel to an integrated marketing campaign or building a unique, custom and targeted campaign, C&EN has a solution.

READ OUR BLOG POST ABOUT

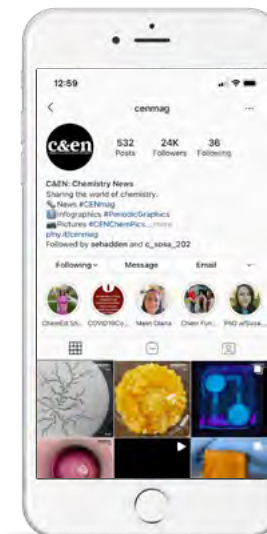
EMBRACING NEW DIGITAL TACTICS

IN SOCIAL MEDIA





SOCIAL CAMPAIGNS



FACEBOOK

93,030+ followers

In one month alone, our Facebook page reached over 4.8 million users, and generated 5.1 million post impressions with 95k engagements.

facebook.com/CENews

TWITTER

69,000+ followers

With over 2.1 million impressions a month, our Twitter community is active and responds positively to engagement campaigns on the platform.

twitter.com/cenmag
(@cenmag)

INSTAGRAM

22,600+ followers

Our fastest growing channel, our Instagram account reaches over 100k users a month, with a high 7.4% engagement rate.

instagram.com/cenmag
(@cenmag)

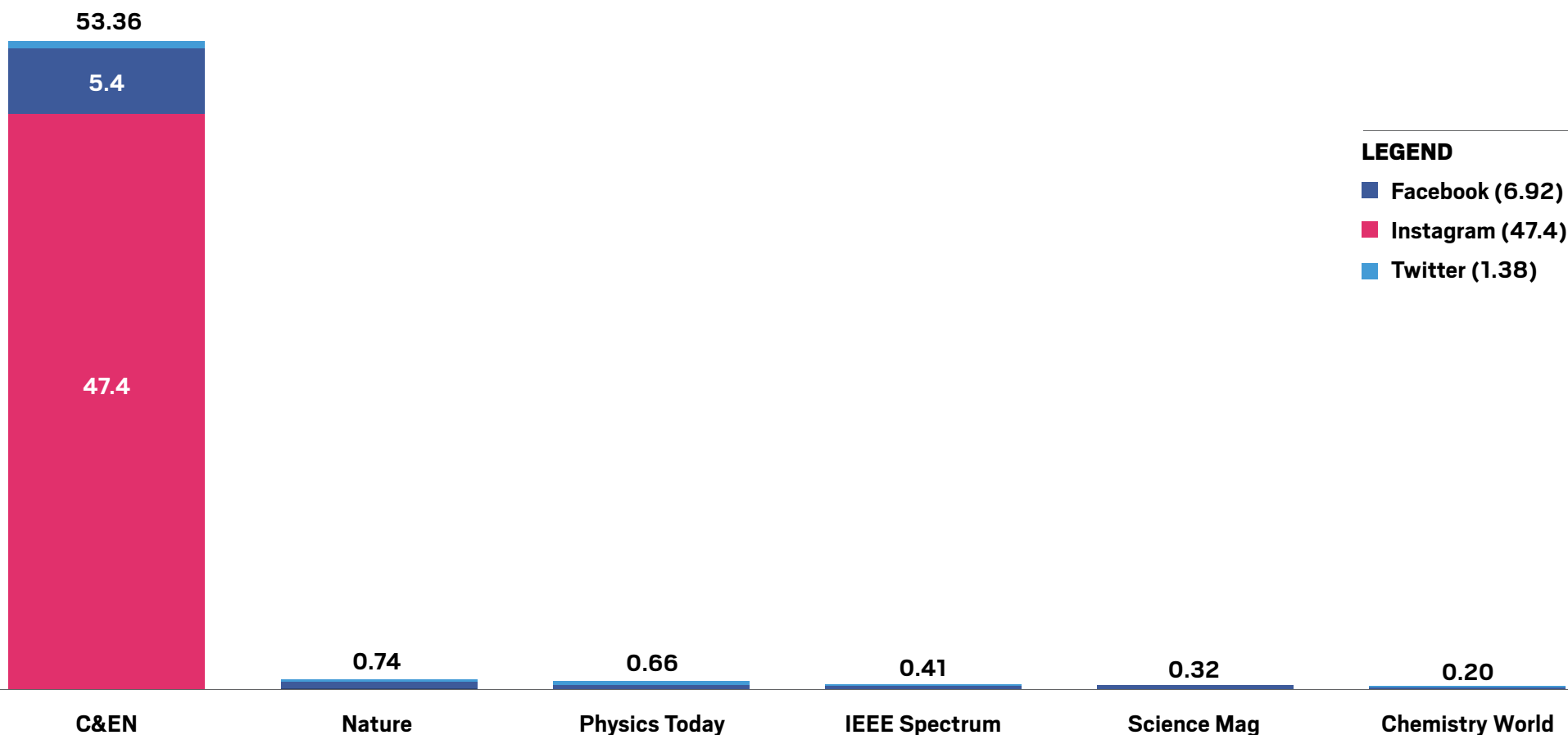


SOCIAL CAMPAIGNS

C&EN's audience engagement stands well above the competition

PEERS' NORMALIZED ENGAGEMENT

Facebook public interactions per post per 1,000 page likes, Instagram public interactions per post per 1,000 followers and Twitter public interactions per tweet per 1,000 followers.



SOCIAL MEDIA CASE STUDY:

USING SOCIAL MEDIA TO BETTER CONNECT WITH AN AUDIENCE



THE CHALLENGE

KNF sells vacuum pumps: unobtrusive pieces of equipment with a long shelf-life. Once purchased and set up, chemists tend to flip a switch and forget about the vacuum pump. From the customer service perspective, this is desirable, as it means the pump is working correctly. Given the inconspicuous nature and longevity of the equipment, however, staying on chemists' radar and keeping them engaged with the brand are consistent challenges for KNF.

THE SOLUTION

2019 was the International Year of the Periodic Table and the scientific community had been abuzz with excitement to celebrate the 150th anniversary. KNF and C&EN saw the opportunity to capitalize on #IYPT excitement to give the campaign more legs and increase engagement. By utilizing C&EN's social team's expertise, KNF was steered towards a light-hearted, competitive campaign.

Readers were asked on social to originate puns based on the periodic table, in celebration of IYPT. C&EN BrandLab came up with #PumpUpThePuns hashtag for the campaign as a sly wink to KNF's product. KNF's social media team joined in on the fun by commenting on the posts, and directing more engagement by encouraging voting. C&EN BrandLab utilized three platforms for this campaign, posting on Facebook, Twitter, and Instagram for each phase of the contest. Each platform has unique ways to present content, which is something the voting round really took advantage of, utilizing various polling options. By using all three platforms, the overall reach was extended for KNF's own social media presence.



THE RESULTS



125K

TOTAL TARGETED CAMPAIGN IMPRESSIONS



2.1K

SOCIAL REACTIONS, THROUGH SUBMISSIONS, VOTING, AND ANNOUNCEMENTS



50

TOTAL CONTEST PARTICIPANTS

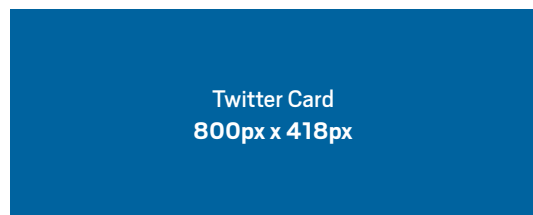
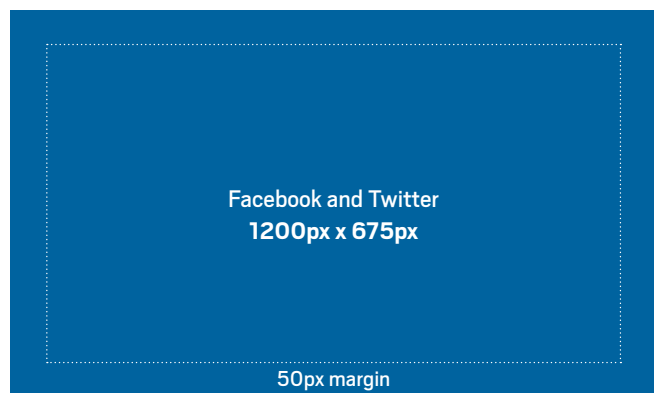


SOCIAL MEDIA RATES & SPECIFICATIONS

What advertiser content works best on our platforms? Stories or content-rich pieces and interactive content: for instance quizzes, surveys, whitepaper downloads and videos perform well. C&EN's channels are best utilized for content programs and not product-focused.

FACEBOOK

- ▶ Facebook Text: Under 300 characters, including spaces.
- ▶ C&EN can assist with developing imagery to fit platform dimensions, but please provide relevant and approved imagery via native files.
- ▶ Images should either contain "Brought to you by" tag or sponsored company logo.
- ▶ Images and must not include more than 20% text, or imagery that suggests a user action can be taken (such as a mouse click or a video play button).



TWITTER

- ▶ Twitter Text: Under 230 characters, including spaces.
- ▶ C&EN can assist with developing imagery to fit platform dimensions, but please provide relevant and approved imagery via native files.
- ▶ Images should either contain "Brought to you by" tag or sponsored company logo.

RATES

ADD-ON

\$1,000 per post, per platform

Purchase an add-on to your existing campaign, such as a webinar, whitepaper or eBook, on Facebook or Twitter.

CUSTOM CAMPAIGN

\$6,000 starting package, includes:

- ▶ Consultation with C&EN's social media marketing team
- ▶ Custom campaign creation, including:
 - Design and delivery of copy and imagery (2 editing rounds)
 - (3x) Social posts (boosted) across C&EN's channels (either Facebook, Twitter, LinkedIn and/or Instagram)
- ▶ Custom report at the culmination of the campaign
- ▶ Additional social posts can be added at \$1,000 per post

FOR QUESTIONS, CONTACT ADVERTISING@ACS.ORG

GET IN TOUCH ABOUT OUR INTEGRATED ADVERTISING SOLUTIONS

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