Journal of the American Society for Mass Spectrometry (JASMS) is a monthly, peer-reviewed journal that covers all aspects of mass spectrometry. JASMS publishes papers on both fundamentals and applications of mass spectrometry. Fundamental subjects include: instrumentation principles, design, and demonstration, structures and chemical properties of gas-phase ions, studies of thermodynamic properties, ion spectroscopy, chemical kinetics, mechanisms of ionization, theories of ion fragmentation, cluster ions, and potential energy surfaces. JASMS emphasizes applications from all fields of scientific inquiry, including biological and life sciences, chemistry, physics, geology, and environmental science, in which new mass spectrometry science is described.
JASMS publishes research spanning all aspects of mass spectrometry, including basic and applied areas of scientific inquiry in which mass spectrometry plays a role. The journal’s distinguished editorial team is led by Joseph A. Loo, Ph.D., of the University California, Los Angeles, supported by an exceptional group of associate editors and editorial advisory board members whose range of expertise reflects the breadth of this vibrant field.

**Application subjects include, but are not limited to:**
- Structural elucidation
- Biopolymer sequencing
- Development or validation of new methodology
- Proteomics and other 'omics related research
- Environmental and forensic measurements
- Computer applications
JASMS Is Read by Top Influencers & Decision Makers

A global audience of decision makers

The readers of JASMS vigorously assess technology developments, investment decisions, as well as integrated solutions for their organizations. They influence the development of mass spectrometry related products and services and purchase them. As part of the ACS journals portfolio, JASMS reaches a global audience of over 27 million of researchers. The ACS Publications platform delivers advertisers unparalleled audience segmentation, analytics, and custom content marketing.

JASMS is a monthly, peer-reviewed journal that covers all aspects of mass spectrometry, including fields of scientific inquiry in which mass spectrometry can play a role.

ACS Publications

2.88MM
UNIQUE VISITORS MONTHLY, 27MM ANNUALLY

70%
R&D PROFESSIONALS

OVER 15
ANALYTICAL JOURNALS

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

7,200
OVER ASMS MEMBERS WORLDWIDE

62%
OF ONLINE VISITORS RECOMMEND, SPECIFY OR MAKE FINAL PURCHASING DECISIONS

91%
OF ONLINE VISITORS ARE INVOLVED IN THE PURCHASING PROCESS
Reach the Highest Quality Readership in Mass Spectrometry

Our Reader Profile

Global Reach
- North America: 77.8%
- Europe: 10.7%
- Rest of World: 11.5%

Market Specialization
- Pharmaceuticals: 19%
- Analytical: 19%
- Medical/Biology: 15%
- Education: 15%
- Instrumentation: 11%
- Biotechnology: 8%
- Other: 13%

Job Function
- R&D: 85%
- Analysis: 50%
- Technical Services: 19%
- Teaching: 27%
- Marketing & Sales: 6%
- Corporate: 0%
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 ACS Publications, the leading source of news 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.

**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.

**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.

**E-Alerts**
JASMS 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.
For high-visibility branding and awareness, leverage standard advertising units across the journal. Digital display advertising appears alongside top editorial and research content with IAB-standard sizes including leaderboards and medium rectangles. Our 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.

**DIGITAL DISPLAY RATES & SPECIFICATIONS**

<table>
<thead>
<tr>
<th>TARGETING ADD-ONS</th>
<th>MEDIUM RECTANGLE</th>
<th>LEADERBOARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEO-TARGETING</td>
<td>$5/CPM</td>
<td></td>
</tr>
<tr>
<td>FREQUENCY CAPPING</td>
<td>$1/CPM</td>
<td></td>
</tr>
<tr>
<td>RICH MEDIA</td>
<td>$5/CPM</td>
<td></td>
</tr>
<tr>
<td>KEYWORD OR TOPIC BASED TARGETING</td>
<td>$5/CPM</td>
<td>$5/CPM</td>
</tr>
</tbody>
</table>

**RATES BASED ON IMPRESSIONS**

- **MEDIUM RECTANGLE**
  - $5/CPM
- **LEADERBOARD**
  - $5/CPM

**DIMENSIONS (WIDTH X HEIGHT) & MAXIMUM FILE SIZE**

- **MEDIUM RECTANGLE**
  - 300 x 250
  - 40 KB
- **LEADERBOARD**
  - 728 x 90
  - 40 KB
  - 320x50 for mobile devices

**FILE TYPES**

- **GIF, Animated GIF, JPG, HTML5**

**ANIMATED GIF MAXIMUMS**

- Animated GIF maximum of 5 frames, 4 revolutions

**RATES**

- **MEDIUM RECTANGLE**
  - $25/CPM
- **LEADERBOARD**
  - $25/CPM

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

**DIMENSIONS**

- Medium Rectangle: 300 x 250
- Leaderboard: 728 x 90

**File Types**

- GIF, Animated GIF, JPG, HTML5

**Maximums**

- Animated GIF maximum of 5 frames, 4 revolutions

**Rates**

- Medium Rectangle: $25/CPM
- Leaderboard: $25/CPM

**Rates are reflected as NET.**

**MEDIUM RECTANGLE**

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

**LEADERBOARD**

- .18% ACS CTR
- .03% Industry Standard CTR
NATIVE ADVERTISING UNITS

Native advertising units are ad units seamlessly integrated within editorial content for an immersive, uninterrupted user experience. These units aim to effectively drive customer action and build trust for your brand 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 research, these native advertising units appear directly within the reader flow, attracting users attention while they’re reading. 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.

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.

TRUE NATIVE

True native campaigns are designed to match the look and feel of C&EN’s editorial content, and appear within the editorial feed driving readers to custom content hosted on cen.acs.org and created by our team of branded content editors and communication specialists.

Work with the C&EN BrandLab studio to tell your brand story through special, designated sections within C&EN 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 Rates & Specifications

<table>
<thead>
<tr>
<th>Package</th>
<th>Components</th>
<th>Format Types</th>
<th>Minimum Impressions Buy</th>
<th>Minimum Impressions Buy (CPM)</th>
<th>Targeting Add-Ons</th>
<th>Rates Based on Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NATIVE PLUS</strong></td>
<td>2 Native Ads provided for optimization (A/B Testing)</td>
<td>Text only sponsored content or Image + Sponsored Content</td>
<td>25,000</td>
<td>$45/CPM</td>
<td>GEO-TARGETING</td>
<td>$5/CPM</td>
</tr>
<tr>
<td><strong>NATIVE PRO</strong></td>
<td>4 Native Ads provided for optimization (A/B Testing)</td>
<td>Text only sponsored content or Image + Sponsored Content</td>
<td>50,000</td>
<td>$55/CPM</td>
<td>FREQUENCY CAPPING</td>
<td>$1/CPM</td>
</tr>
<tr>
<td><strong>NATIVE PREMIUM WITH VIDEO</strong></td>
<td>6 Native Ads provided for optimization (A/B Testing)</td>
<td>Text only sponsored content or Image + Sponsored Content</td>
<td>75,000</td>
<td>$70/CPM</td>
<td>FREQUENCY CAPPING</td>
<td>$1/CPM</td>
</tr>
</tbody>
</table>

Rates are reflected as NET.

Read our Blog Post about promoting your content through Native Ad Display Units. For additional information: Contact Advertising@ACS.org or visit CenMediaKit.org
JASMS eTABLE OF CONTENTS ALERTS
Over 19,000 email subscribers, 7,200 members

Place your message alongside their online alerts keeps you top-of-mind when this critical information arrives. Our dedicated advertising positions allow you to reach the entire JASMS subscription list and over 7,200 ASMS members, target our most-responsive readers and appeal to the specific mass spectrometry segment. Each newsletter has a 100% opt-in subscriber list; 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.

<table>
<thead>
<tr>
<th>SPONSORED CONTENT</th>
<th>MEDIUM RECTANGLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>180 x 150; 200 Characters; 50: Headline 150:Text</td>
<td>300 x 250</td>
</tr>
<tr>
<td>$1,500/issue</td>
<td>$1,000/issue</td>
</tr>
</tbody>
</table>

*CHARACTER LIMIT includes spaces and URL
*Maximum File Size 40 KB, file types accepted: GIF, animated GIF, JPG
The 68th ASMS Conference will be held at the George R. Brown Convention Center. Join over 6,500 scientists for one of the most dynamic conferences in the world, with over 3,000 presentations as talks and posters. Ensure that you drive traffic to your booth and hospitality suite by advertising in the official conference program.

**ASMS 2021 Meeting Insider**

Drum up excitement for the next annual conference! The ASMS 2021 Meeting Insider will showcase industry trends and highlight movers and shakers in the field as well as encourage researchers to submit abstracts and register for the 2021 ASMS conference.
Join over 6,500 scientists for one of the most dynamic conferences in the world, with over 3,000 presentations as talks and posters. Ensure that you drive traffic to your booth and hospitality suite by advertising in the official conference program.

### JASMS MEETING PROGRAM RATES

<table>
<thead>
<tr>
<th></th>
<th>NET RATE</th>
<th>AD SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONT COVER BANNER</td>
<td>$7,250</td>
<td>Inquire</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$6,500</td>
<td></td>
</tr>
<tr>
<td>COVER 2 &amp; 3</td>
<td>$5,750</td>
<td>Full page 8.5” x 11” must include 1/8” bleed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Live area 7.5” x 10.5” (perfect-bound)</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$4,850</td>
<td></td>
</tr>
</tbody>
</table>

**SPACE DEADLINE:** April 20, 2020

**MATERIALS DEADLINE:** April 27, 2020

Rates are reflected as NET.
LEAD GENERATION
JASMS Webinars

Webinars are live online events with a visual presentation deck and audio broadcast. The audience tunes in to watch, asks questions, downloads resources and even participates in polls and surveys. Our program offers a guaranteed leads model, exclusive editorial insights on your webinar content, streamlined production workflow, superior user experience, intelligent marketing operations and access to an unrivaled audience.

The webinar production process is completely turnkey. We prepare all marketing materials and generate leads from our pool of interested and influential contacts, including JASMS & ACS members and subscribers, while you enlist your company’s subject matter experts to present your content.

Webinar Program Overview

- 45 minutes of presentation time and 15 minutes of live Q&A
- Event hosting and technical support
- Features include: polling, tracking URLs, social media, resources
- for attendees to download, video integration and lead scoring
- Webinars are available on-demand for 1 year after the broadcast
- Promotions through emails, banners and journals

97% of surveyed members find webinars beneficial
55 minutes of average viewer time
698 average webinar registrations
Whitepapers & eBooks

Educate the chemical enterprise and capture active leads through C&EN’s whitepaper and eBook service. C&EN’s custom content group will write, design, host and promote your content to our large and influential audience of ACS members, journal readers, and C&EN subscribers. Or ask us about turning your existing content into a lead generation campaign with C&EN’s audience.

**CUSTOM WHITEPAPERS**

Tell us your topic of interest and our team will research and develop the content of your whitepaper. Our production team will make the entire process completely turn-key — from the initial outline phase to the final design phase we’ll develop all materials and ask for your feedback along the way. We’ll also create a robust marketing campaign with digital banners and emails.

**CUSTOM EBOOKS**

Present your product or service solutions with C&EN eBooks. Team up with us to create content that highlights how your company solves problems with real examples that your target audience can relate to and understand. Display charts and key findings to effectively demonstrate your industry leadership.

**SUPPLIED CONTENT**

If you already have an existing whitepaper, collection of application notes, or ebooks, we can help you create a targeted marketing campaign with your whitepaper at the center. With this approach, you’re able to use materials you already have, but leverage ACS’ brand authority and distribution capabilities to push content to an engaged audience of key decision makers.
<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUSTOM WEBINAR</td>
<td>• 1,000 guaranteed leads</td>
<td>• 600 guaranteed leads</td>
<td>• 400 guaranteed leads</td>
</tr>
<tr>
<td></td>
<td>• Custom email promo to C&amp;EN webinar database of 200,000+</td>
<td>• Custom email promo to C&amp;EN webinar database of 200,000+</td>
<td>• Custom email promo to C&amp;EN webinar database of 200,000+</td>
</tr>
<tr>
<td></td>
<td>• Customizable registration form with up to 5 qualifier questions</td>
<td>• Customizable registration form with up to 3 qualifier questions</td>
<td>• Customizable registration form with up to 2 qualifier questions</td>
</tr>
<tr>
<td></td>
<td>• 500,000 impressions on C&amp;EN Online/ACS Journals</td>
<td>• 300,000 impressions on C&amp;EN Online/ACS Journals</td>
<td>• 150,000 Impressions on C&amp;EN Online/ACS Journals</td>
</tr>
<tr>
<td></td>
<td>• Custom landing page &amp; form</td>
<td>• Custom landing page &amp; form</td>
<td>• Custom landing page &amp; form</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$30,000</td>
<td>$24,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>CUSTOM WHITEPAPER</td>
<td>• 400 guaranteed leads</td>
<td>• 250 guaranteed leads</td>
<td>• 150 guaranteed leads</td>
</tr>
<tr>
<td></td>
<td>• Custom whitepaper written</td>
<td>• Custom whitepaper written</td>
<td>• Custom whitepaper written</td>
</tr>
<tr>
<td></td>
<td>• 2 custom email promos to C&amp;EN webinar database of 200,000+</td>
<td>• 1 custom email promo to C&amp;EN webinar database of 200,000+</td>
<td>• 1 custom email promo to C&amp;EN webinar database of 200,000+</td>
</tr>
<tr>
<td></td>
<td>• Customizable registration form with up to 2 qualifier questions</td>
<td>• Customizable registration form with up to 1 qualifier question</td>
<td>• Standard C&amp;EN registration questions</td>
</tr>
<tr>
<td></td>
<td>• 400,000 impressions on C&amp;EN Online/ACS Journals</td>
<td>• 250,000 impressions on C&amp;EN Online/ACS Journals</td>
<td>• 150,000 impressions on C&amp;EN Online/ACS Journals</td>
</tr>
<tr>
<td></td>
<td>• 2 social media posts</td>
<td>• 1 social media post</td>
<td>• Custom landing page &amp; form</td>
</tr>
<tr>
<td></td>
<td>• Custom landing page &amp; form</td>
<td>• Custom landing page &amp; form</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$20,000</td>
<td>$16,500</td>
<td>$13,500</td>
</tr>
<tr>
<td>SUPPLIED WHITEPAPER</td>
<td>• 300 guaranteed leads</td>
<td>• 200 guaranteed leads</td>
<td>• 100 guaranteed leads</td>
</tr>
<tr>
<td></td>
<td>• Customizable registration form with up to 2 qualifier questions</td>
<td>• Customizable registration form with up to 1 qualifier question</td>
<td>• 150,000 Impressions on C&amp;EN Online/ACS Journals</td>
</tr>
<tr>
<td></td>
<td>• 400,000 impressions on C&amp;EN Online/ACS Journals</td>
<td>• 250,000 impressions on C&amp;EN Online/ACS Journals</td>
<td>• Standard C&amp;EN registration questions</td>
</tr>
<tr>
<td></td>
<td>• 2 social media posts</td>
<td>• 1 social media post</td>
<td>• Custom landing page &amp; form</td>
</tr>
<tr>
<td></td>
<td>• Custom landing page &amp; form</td>
<td>• Custom landing page &amp; form</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$17,500</td>
<td>$13,500</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

*Webinars, whitepapers 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 Pricing (cont.)

<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
</table>
| CUSTOM EBOOK   | • 400 guaranteed leads  
• Custom eBook written  
• 2 custom email promos to C&EN webinar  
  database of 200,000+  
• Customizable registration form with up to 3 qualifier questions  
• 500,000 impressions on C&EN Online/ACS Journals  
• 2 social media posts  
• Custom landing page & form                                                                                                                                 | • 250 guaranteed leads  
• Custom eBook written  
• 1 custom email promo to C&EN webinar  
  database of 200,000+  
• Customizable registration form with up to 1 qualifier questions  
• 250,000 impressions on C&EN Online/ACS Journals  
• 1 social media post  
• Custom landing page & form                                                                                                                                 | • Custom eBook written only                                                                                                                                 |
| SUPPLIED EBOOK | • 150 guaranteed leads  
• C&EN standard registration page questions  
• 150,000 impressions on C&EN Online/ACS Journals  
• 1 social media post  
• Custom landing page & form                                                                                                                                                                                                 |                                                                                                                                                           |                                                                                                                                                           |
|                | **Starting at $25,000**                                                                                                                                                                                   | **Starting at $21,500**                                                                                                                                                                              | **$15,000**                                                                                                                                                  |
|                | **$12,500**                                                                                                                                                                                              |                                                                                                                                                           |                                                                                                                                                           |
GET IN TOUCH ABOUT OUR INTEGRATED ADVERTISING SOLUTIONS

Stephanie Holland
Director, Advertising Sales & Marketing
202-872-4536
s_holland@acs.org

Joyleen Sanfeliz
Ad Traffic Manager
202-452-2110
J_Sanfeliz-Parnell@acs.org

Natalia Bokhari
Advertising Operations Manager
202-452-2110
n_bokhari@acs.org

C&EN MEDIA GROUP RESOURCES

Download C&EN’s 2020 Media Kit
Download C&EN’s Editorial Calendar
Learn more about C&EN’s Custom Content Studio: C&EN BrandLab
Subscribe to C&EN’s Science Marketing Blog: Marketing Elements

ABOUT C&EN MEDIA GROUP

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.