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Most Trusted. Most Cited. Most Read.



JASMS **MEDIA KIT**

acsmediakit.org/jasms | pubs.acs.org/journal/jamsef

ABOUT JASMS

An ACS Publications partner journal, the *Journal of the American Society for Mass Spectrometry (JASMS)* is a monthly, peer-reviewed journal that covers all aspects 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.

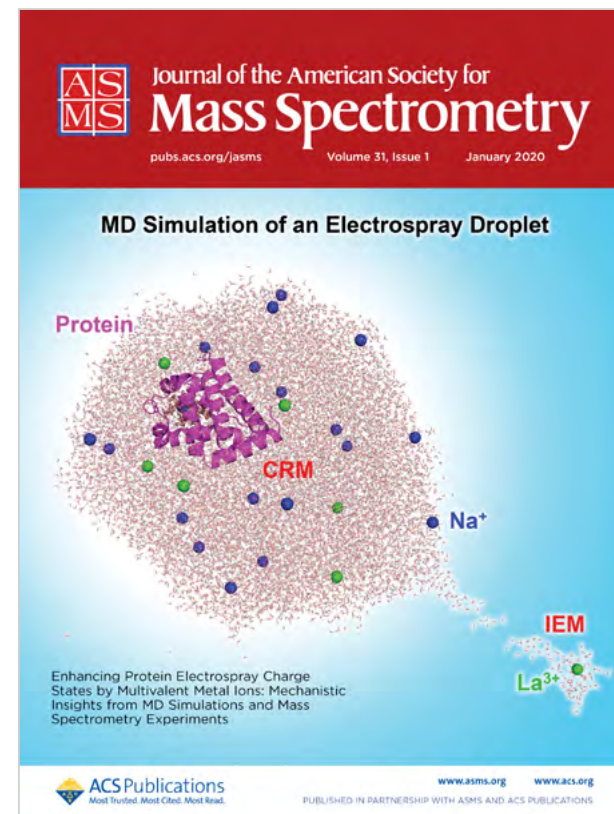


Joseph A. Loo, Ph.D.

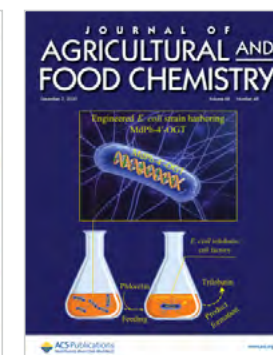
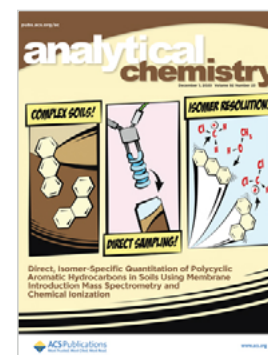
The journal's distinguished editorial team, under the governance and oversight of ASMS, is led by Joseph A. Loo, Ph.D., of the University California, Los Angeles, who is supported by an exceptional group of associate editors and editorial advisory board members whose range of expertise reflects the breadth 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



**EXPLORE JASMS AT [PUBS.ACS.ORG/JOURNAL/JAMSEF](https://pubs.acs.org/journal/jamsef),
AND CLICK THE COVERS FEATURED
FOR OTHER RELATED JOURNALS.**

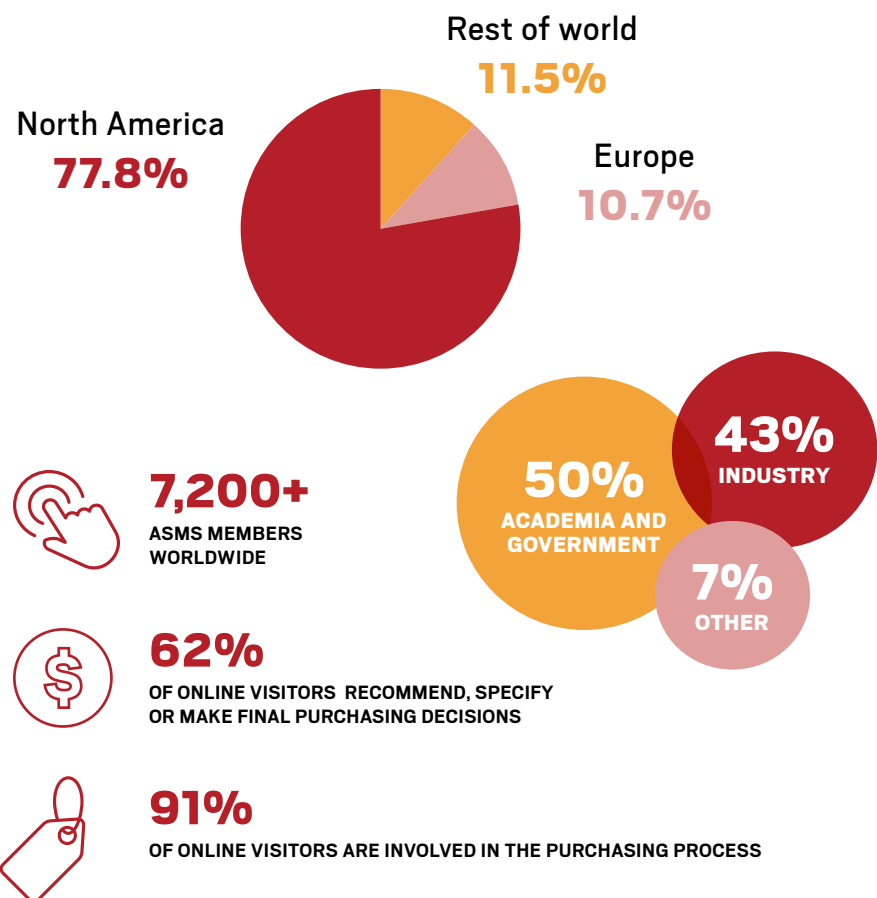


↑ A GLOBAL AUDIENCE OF DECISION MAKERS

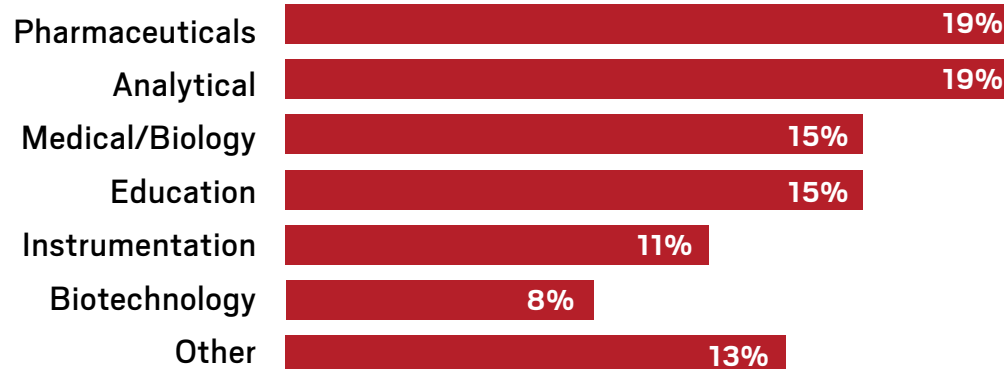
JASMS IS READ BY TOP INFLUENCERS & DECISION MAKERS

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.

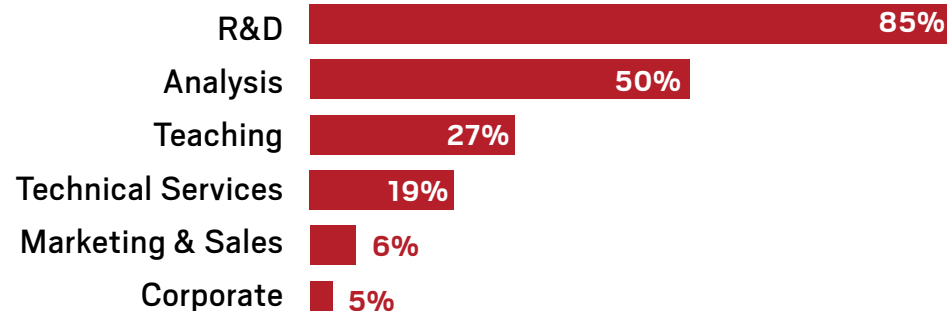
GLOBAL REACH



MARKET SPECIALIZATION

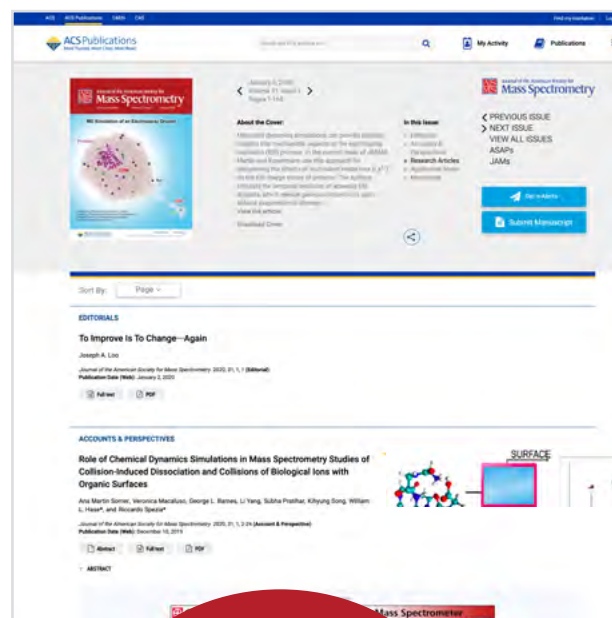


JOB FUNCTION



JASMS 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. 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 the digital ad products we provide on the ACS journals & C&EN platforms, including JASMS.



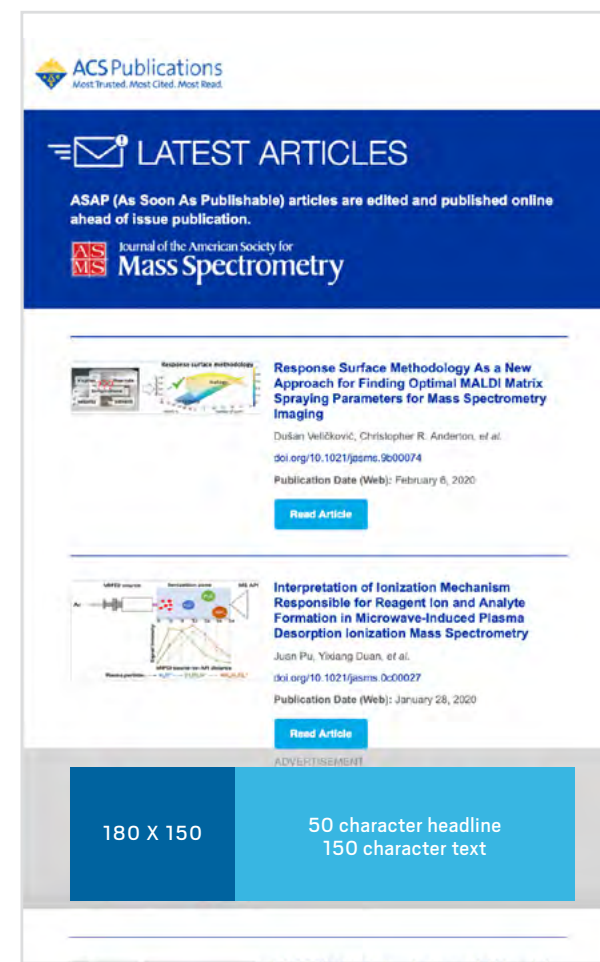
DISPLAY ADS

Build brand awareness and draw consumers to your website. Ads on the JASMS journal include standard display units and native ad units. These ads can also be cross promoted on our C&EN site.



E-ALERTS

Placing your message alongside their online alerts keeps you top-of-mind when this critical information arrives in readers' inbox.



MEDIUM RECTANGLE
0.25%
 ACS CTR,
0.05%
 INDUSTRY
 STANDARD CTR

LEADERBOARD:
0.18%
 ACS CTR,
0.03%
 INDUSTRY
 STANDARD CTR

180 X 150

50 character headline
 150 character text

➤ OCT 31 - NOV 4, 2021 | PHILADELPHIA, PA

ASMS ANNUAL MEETING PROGRAM

The 69th ASMS Conference will be in the Fall in Philadelphia, PA. Over 6,500 scientists will experience more than 3,000 poster presentations and 384 talks at one of the most dynamic conferences in the world. Ensure that you drive traffic to your booth and hospitality suite by advertising in the official conference program.

As the only printed program being distributed at the conference, the ASMS Final Program can help your organization successfully engage with audiences at this widely-attended event. Don't miss the opportunity to create a conference message to advertise your exhibit booth, announce product roll outs or highlight your company's scientific presentations. Ask us how you can place your advertisement in this program and align your campaign goals to our sales solutions.

ASMS MEETING PROGRAM RATES	NET RATE	AD SPECS
FRONT COVER BANNER	\$7,250	Inquire
BACK COVER	\$6,500	Full page 8.5" x 11" must include 1/8" bleed Live area 7.5" x 10.5" (perfect-bound)
COVER 2 & 3	\$5,750	
FULL PAGE	\$4,850	
HALF PAGE HORIZONTAL	\$2,950	1/2 page 7.5" x 4.75"
SPACE DEADLINE	April 23, 2021	
MATERIALS DEADLINE	April 30, 2021	

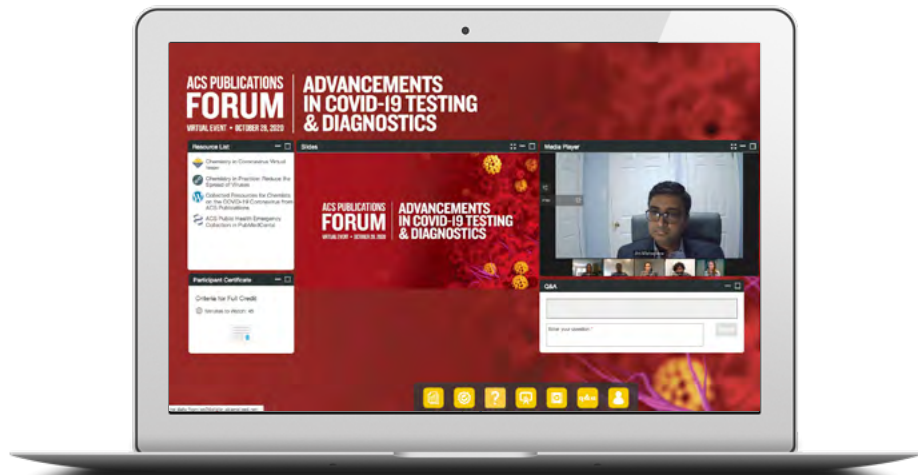


STAY ON TOP OF EVENT MARKETING STRATEGIES IN UNCERTAIN TIMES. DOWNLOAD OUR UP-TO DATE EVENT MARKETING PLAYBOOK FOR CONFERENCES AND CREATIVE AD SOLUTIONS: [ACSMEDIAKIT.ORG/EVENTS](https://acsmmediakit.org/events)

JASMS WEBINARS

Webinars are live online events with a visual presentation deck and audio broadcast. The audience tunes in to watch, ask questions, download resources and even participate 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.








97%
OF SURVEYED MEMBERS
FIND WEBINARS
BENEFICIAL

55
MINUTES OF AVERAGE
VIEWER TIME

862
AVERAGE WEBINAR
REGISTRATIONS

WEBINAR 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

WHITE PAPERS & EBOOKS

Educate the chemical enterprise and capture active leads through our white paper 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 WHITE PAPERS

Tell us your topic of interest and our team will research and develop the content of your white paper. 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.

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 white paper, collection of application notes, or eBooks, we can help you create a targeted marketing campaign with your content 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.

NO MATTER WHAT LEAD GEN PROGRAM YOU USE,

ASK US ABOUT CREATING A ROBUST MARKETING CAMPAIGN

WITH DIGITAL BANNERS, EMAIL BLASTS, AND MORE.



400+

AVERAGE DOWNLOADS
OF LONGER-FORM
WHITE PAPERS

600+

AVERAGE LEADS
FROM EBOOKS



LEAD GENERATION CASE STUDY



GENERATING LEADS BY LEVERAGING CUSTOMER STORIES & CASE STUDIES

THE CHALLENGE

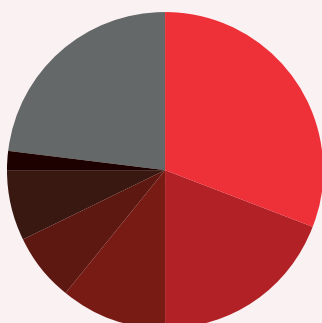
Bruker wanted an effective lead generation tool that would drive sales for its UHR-Q-TOF product. They needed the ability to demonstrate proteoforms from a clinical perspective, and illustrate the potential of top-down proteomics using real-life examples. The quality of the leads were also important: Bruker was looking to target researchers in academic and medical research institutions.

THE SOLUTION

C&EN advised Bruker to partner with their customers (in this case the Radboudumc Medical Facility in the Netherlands) and build a library of case studies. Bruker could best present the application of their technology in real life with C&EN's turn-key webinar platform, demonstrating their capabilities in an educational and interactive environment. C&EN also identified core journal areas that matched interest areas of Bruker's target audience, and presented the webinar through ACS Publications. By segmenting C&EN and ACS's vast audience of buyers, Bruker was able to connect with its niche target area, and better nurture those contacts to a potential sale.

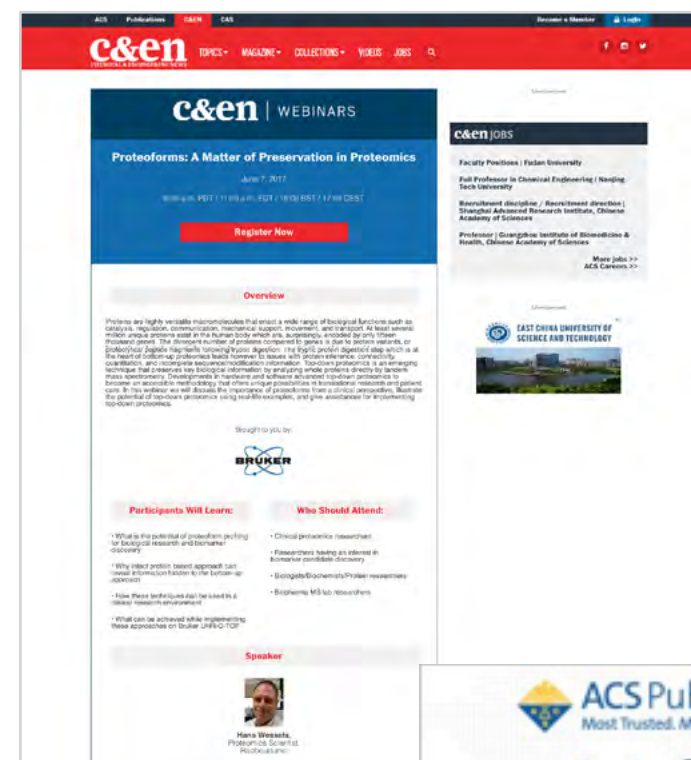
THE RESULTS

420 WEBINAR REGISTRANTS **54%** REGISTRANT CONVERSION RATE



REGISTRANTS' INDUSTRY AREAS

- 31% PROTEIN CHARACTERIZATION
- 19% BIOMARKER DISCOVERY
- 11% SHOTGUN PROTEOMICS
- 7% PROTEOFORM PROFILING
- 7% ABSOLUTE PROTEIN QUANTIFICATION
- 2% MALDI-IMAGING
- 23% OTHER





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ADDITIONAL AD OPPORTUNITIES

LEARN
MORE AT
CENMEDIKIT.ORG

➤ ADDITIONAL OFFERINGS

FURTHER EXPAND AN INTEGRATED MEDIA MIX WITH C&EN

Today's reality is that multiple media platforms must be used in concert with a mix of print and online advertising—before a prospect converts to a qualified lead.

ACS OFFERS A VARIETY OF TOUCH POINTS TO HELP

CONNECT WITH KEY DECISION MAKERS

ACS Publications also engages buyers when they're looking for shorter reads on industry trends and research news, through *Chemical & Engineering News* (C&EN)—a weekly print and online news magazine covering the global chemical enterprise and related sciences. With these platforms and audiences combined, ACS Publications and C&EN provide a frequency, authority, and audience that no other publisher can.

C&EN IN PRINT

The C&EN family is a truly global platform that cuts across vertical and horizontal markets to give you direct access to the world's leading scientists. With the largest print circulation among chemistry publications in the United States—and one of the largest in the world—there's no better place to reach this audience or to target one of its key segments. C&EN is distributed to 100,000 decision makers and ACS members in print, with a pass through readership of 300,000.



C&EN
PRINT
READERSHIP
100,000

C&EN WEB TRAFFIC STATS PER MONTH

UNIQUE VISITORS | 779,251

TOTAL VISITS | 1,008,833

PAGE VIEWS | 1,279,446

AVG TIME ON ARTICLES | 3:42

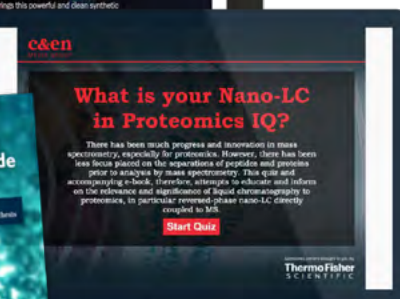
C&EN ONLINE

Reach the C&EN digital customers through web advertising and rich media ads on C&EN. From banner ads and high impact revealer ads to webinars and custom white papers, C&EN gives you brand building power through the interactivity and mobility of digital. Plus, your ad campaigns can run on both cen.acs.org and pubs.acs.org.



C&EN BRANDLAB

Our custom content studio partners with our advertisers to craft and share stories that appeal to scientifically minded audiences around the world. Bring a bring idea to life with our proven strategic process. Learn more and see our case studies at cenbrandlab.org.



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