

the Catalyst

A Publication of the Philadelphia Section
of the American Chemical Society

DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 2010

Readers of *the Catalyst* are professionals who are the area's leading investigators, manufacturers, educators and users of chemicals, biochemicals and chemical equipment for manufacturing, laboratory and service industries. They purchase products and services for laboratories, pilot plants and full scale manufacturing operations. *The Catalyst* reaches more than 80% of the key decision makers in this area. *the Catalyst* is an excellent publication for advertising your products and services to this multi million dollar buying audience.

MAIN SECTION RATES

BLACK & WHITE	1x	3x	6x	10x
Full page	\$940	775	720	620
1/2 Page	\$560	475	440	375
1/3 Page	\$440	370	335	295
1/4 Page	\$310	280	240	215
1/8 Page	\$210	180	155	140

COVER RATES

COVER II	\$1010	850	780	690
COVER III	\$1010	850	780	690
COVER IV	\$1010	850	780	690

'BUSINESS CARD' RATES

1/16 Page Hor	Ten issues prepaid	\$645
---------------	--------------------	-------

'BUSINESS CARDS'

Will be reduced to a size of -- 2 1/8 x 1

SPECIAL POSITIONS

Covers II, III, and IV are the only guaranteed positions. Cover II is inside front, Cover III is inside back, and Cover IV is outside back cover. Ask for rates on two-page center insertions.

SPECIAL ISSUES

Special rates are in effect for special issues, such as covering Regional and National meetings.

MECHANICAL SPECIFICATIONS

	MAIN SECTION WIDE x HIGH	BUSINESS DIRECTORY WIDE x HIGH
FULL PAGE	4 1/2 x 7 1/4	
1/2 PAGE SQR	4 1/2 x 3 5/8	
1/2 PAGE VER	2 1/8 x 7 1/8	
1/3 Page HOR	4 1/2 x 2 3/8	
1/3 Page VER	2 1/8 x 4 7/8	
1/4 PAGE HOR		4 1/2 x 1 3/4
1/4 PAGE VER		2 1/8 x 3 5/8
1/8 PAGE SQR		2 1/8 x 1 3/4

AD COPY REQUIREMENTS

Computer files: High Resolution -- JPG, PDF or TIF.
PDF FILES MUST HAVE FONTS EMBEDDED
Half-tone screen (B&W) 80-100 line. Dot size maximum 80%

PRINTING PROCESS

Paper stock: White opaque
Printing Process: Non-Heat set Offset
Binding method: Saddle wire
Trim size: 5 1/2 " x 8 1/2"

PRODUCTION CHARGES

Typesetting, design, layout, and special printing work will be billed separately. Call for rate schedule. Allow two weeks before ad copy date for ads requiring special work.

ISSUE CLOSING DATES

ISSUE	CONFIRMATIONS	AD COPY
January 2010	November 13, 2009	November 20, 2009
February 2010	December 11, 2009	December 18, 2009
March	January 15, 2010	January 22, 2010
April	February 15	February 22
May	March 15	March 22
June	April 15	April 22
July	NO ISSUE	
August	NO ISSUE	
September	July 15	July 22
October	August 13	August 20
November	September 15	September 22
December	NO ISSUE	
January 2011	November 15, 2010	November 19, 2010
February 2011	December 13, 2010	December 20, 2010

MAILING INSTRUCTIONS

All insertion orders, contracts, and artwork should be sent to:

MBO Services
PO Box 1150 Marshfield MA 02050-1150
P-- 781-837-0424 E-- cust-svc@mbosevices.net

MBO web site -- www.mbosevices.net

WHY ADVERTISE IN *THE CATALYST* ?

AstraZeneca, Chemical Heritage Foundation, Columbia Analytical, Delaware Valley College, DuPont Analytical, Eastern Analytical Symposium, Huffman Labs, Lehigh Univ., IQ Synthesis, Mass Vac, Micron Analytical, Penn State Univ., Pittcon, Robertson Microlit, Scientific Bindery, and many other companies have advertised in *the Catalyst*.

They do so because our 5,400 readers have influence over buying decisions in their companies and organizations, in their labs and for manufacturing processes. In addition through their association with members and nonmembers who are searching for products and services, they often have an impact on purchases outside of their own departmental areas.

It has been estimated that the membership buys and influences more than \$150,000,000 annually of equipment, supplies and consulting services. Placing an advertisement in *the Catalyst* is the lowest cost method of reaching this select audience.

ABOUT THE PUBLISHER

The American Chemical Society's Philadelphia Section is the foremost independent association of chemical professionals in this area. The Society is a recognized non-profit educational institution and has 161,000 members throughout the U.S. Its goals are to continue to educate and communicate with its membership to help keep them abreast of changes and events in their fields. This ACS Section publishes *the Catalyst* and provides a range of services that include the publication of a calendar of meetings on various topics of interest to our audience.

In a typical month our members attend ten or more lectures and panel discussions on various technical topics where they discuss the topic of the event and talk about products and services they need to do their jobs.

PROFILE OF *CATALYST* MEMBERS

Industry, Management & R&D	64%
Academe, Faculty & Administration	20%
Independent Labs	7%
Independent Consultants	6%
Government	3%

AREAS OF EXPERTISE

AREA OF ACTIVITY	% OF MEMBERSHIP
AGRICULTURAL & FOOD	4%
ANALYTICAL	16%
BIOCHEMICAL	12%
ENVIRONMENTAL	6%
INORGANIC	3%
MEDICAL/PHARMACEUTICAL	27%
ORGANIC	19%
PHYSICAL	3%
POLYMER, COATING & PLASTIC	10%

***YOU SHOULD BE PROMOTING
YOUR PRODUCTS AND SERVICES
TO THIS TARGETED AUDIENCE***

RECRUITING ???

the Catalyst is an excellent vehicle for recruiting personnel from all areas of the chemical & biochemical industries

We reach the largest single targeted audience for chemical industry personnel in our area.

the Catalyst is read by more than 5,400 chemists and biochemists each month.

Ad rates are low -- so that -- as one advertiser said -- "ACS publications are our second source, it's cheap insurance."

Another recruitment advertiser told us that they received more qualified resumes from the ACS Newsletter than from newspaper ads.

MAILING INSTRUCTIONS

All insertion orders, contracts, and artwork should be sent to:

MBO Services

PO Box 1150 Marshfield MA 02050-1150

781-837-0424

cust-svc@mbo-services.net