

# The CAPITAL CHEMIST

A Publication of  
The Chemical Society of Washington  
A Section of the American Chemical Society

## DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 2010

Readers of *The Capital Chemist* are scientists, engineers, regulatory and policy professionals whose actions and words can significantly affect the use of chemicals, foods, additives, drugs, medications, pharmaceuticals vaccines, nutraceuticals, cosmetics, medical, dental and veterinary devices and equipment, occupational and environmental health and safety policy, standards and equipment, radiological devices and equipment, pesticides, fertilizers, water purification and treatment, air/water and soil pollution detection equipment, mining and engineering, oil refining, security and defense and energy. *The Capital Chemist* reaches more than 80% of the key decision makers in this area, making *The Capital Chemist* an excellent vehicle for reaching this multi-million dollar buying audience.

### RATES

BLACK & WHITE	1x	3x	6x	10x
Full page	\$935	835	750	660
2/3 Page VER	850	735	670	590
1/2Page HOR	515	470	420	370
1/3 Page HOR	440	390	355	315
1/3 Page VER	440	390	355	315
1/6 Page VER	240	215	195	175
1/6 Page HOR	240	215	195	175
1/12 Page SQR	170	145	135	115

### COVER RATES

Cover 3	\$1030	915	835	720
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### 'BUSINESS CARD' RATES

1/24 Page Hor Ten issues prepaid -- \$650

### BUSINESS CARDS

Will be reduced to a size of -- 2 1/4 x 1 1/4

### MECHANICAL SPECIFICATIONS

	MAIN SECTION W x H	BUSINESS DIRECTORY W x H
FULL PAGE	7 1/4 x 10	
2/3 PAGE VER	4 3/4 x 10	
1/2 PAGE HOR	7 1/4 x 5	
1/3 PAGE SQR	4 3/4 x 5	
1/3 PAGE VER	2 1/4 x 10	
1/6 PAGE VER		2 1/4 x 5
1/6 PAGE HOR		4 3/4 x 2 1/2
1/12 PAGE SQR		2 1/4 x 2 1/4

### AD COPY REQUIREMENTS

Computer files: High Resolution -- JPG, PDF, TIF  
PDF files MUST HAVE FONTS EMBEDDED.  
Halftone 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: 8 1/2 " x 11"

### 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 AND 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	NO ISSUE	
July	NO ISSUE	
August	NO ISSUE	
September	July 15	July 22
October	August 13	August 20
November	September 15	September 22
December	October 15	October 22
January 2011	November 15, 2010	November 22, 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@mbo-services.net](mailto:cust-svc@mbo-services.net)  
MBO web site -- [www.mbo-services.net](http://www.mbo-services.net)

### WHY ADVERTISE IN *THE CAPITAL CHEMIST?*

Amgen, Chemical Heritage Foundation, Eastern Analytical Symposium, Eastern Scientific, IQ Synthesis, KForce, HPLC, Huffman Labs, JASCO, Lehigh Univ, Mass Vac, Micron, National Inst. of Health, PittCon, Robertson Microlit and many other companies have advertised in the *Capital Chemist*.

They do so because our 4,300 readers have influence over buying decisions in their companies, organizations and agencies, in their labs and for manufacturing processes. In addition through their association with members and non-members 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 \$200,000,000 annually of equipment, supplies and consulting services. Placing an advertisement in *The Capital Chemist* is the lowest cost method of reaching this select audience.

### ABOUT THE PUBLISHER

The American Chemical Society's Chemical Society of Washington is the foremost independent association of chemical professionals in Washington DC and northern VA and adjacent counties of MD. The Society is a recognized non-profit educational institution. Its goals are to continue to educate and communicate with its membership to help keep them abreast of changes and events in their fields. The Society publishes *The Capital Chemist* 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 a number of 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 and plan future CSW events and activities.

### PROFILE OF ACS *CAPITAL CHEMIST* READERS

Industry, Management & R&D	13%
Academe, Faculty & Administration	22%
Independent Labs	6%
Independent Consultants	12%
Government	47%

### AREAS OF EXPERTISE

AREA OF ACTIVITY	% OF MEMBERSHIP
AGRICULTURAL & FOOD	5%
ANALYTICAL	14%
BIOCHEMISTRY	20%
ENVIRONMENTAL	12%
INORGANIC	5%
MEDICAL/PHARMACEUTICAL	12%
NUCLEAR	2%
ORGANIC	12%
PHYSICAL	10%
POLYMER, COATING & PLASTIC	5%
TOXICOLOGY	3%

***YOU COULD BE PROMOTING  
YOUR PRODUCTS and SERVICES  
TO THIS AUDIENCE***

### RECRUITING ???

*The Capital Chemist* is an excellent vehicle for recruiting personnel from all areas of the chemical & biochemical and related industries.

We reach the largest single targeted audience for chemical industry personnel in greater Washington DC.

*The Capital Chemist* is read by more than 4,300 professionals each month.

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

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

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E- [cust-svc@mboservices.net](mailto:cust-svc@mboservices.net)

MBO web site - [www.mboservices.net](http://www.mboservices.net)