

The CRUCIBLE

A Publication of The Pittsburgh Section of the
American Chemical Society

DISPLAY ADVERTISING RATES EFFECTIVE January 2010

Readers of *The Crucible* are professionals who are the area's leading investigators, manufacturers, educators and users of biochemical and chemical equipment for manufacturing, laboratory and service industries. They purchase products and services for laboratories, pilot production plants and full scale manufacturing operations. *The Crucible* reaches more than 80% of the key decision makers in this area, making *The Crucible* an excellent vehicle for reaching this multi-million dollar buying audience.

RATES

BLACK & WHITE	1x	3x	6x	10x
Full page	\$890	785	725	645
2/3 Page	755	670	610	535
1/2 Page	465	400	375	330
1/3 Page	360	325	295	255
1/6 Page	285	235	215	190
1/12 Page	175	155	140	120
BUSI CARD -- 10 ISSUES				\$715

COVER RATES

COVER II	\$1020	915	830	725
COVER III	\$1020	915	830	725

SPECIAL POSITIONS

Covers 2, 3, and 4 are the only guaranteed positions.
NOTE: Cover 4 is a special size.

MECHANICAL SPECIFICATIONS

	MAIN SECTION WIDE x HIGH	BUSINESS DIRECTORY WIDE x HIGH
FULL PAGE	7 1/2 x 9.5	
2/3 PAGE VER	4 5/8 x 9.5	
1/2 PAGE HOR	7 1/2 x 4 3/4	
1/3 PAGE HOR	4 5/8 x 3 1/8	
1/3 PAGE VER	2 1/4 x 9.5	
1/6 PAGE VER		2 1/4 x 4 5/8
1/6 PAGE HOR		4 5/8 x 2 1/4
1/12 PAGE SQR		2 1/4 x 2 1/4
BUSI CARD		2 1/4 x 1 1/8

'BUSINESS CARD' RATES

1/24 Page Hor	Ten issues prepaid	\$715
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NOTE: Business Cards will be reduced to
a size of 2 1/4 wide x 1 1/8 high

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 CLOSING DATES

ISSUE	CONFIRMATIONS	AD COPY
January 2010	November 13, 09	November 20, 09
February 2010	December 11, 09	December 18, 09
March	January 15, 2010	January 22, 2010
April	February 15	February 22
May	March 15	March 22
June	NO ISSUE	
July	NO ISSUE	
August	June 15	June 22
September	July 15	July 22
October	August 13	August 20
November	September 15	September 22
December	October 15	October 22
January 2011	Nov 15, 2010	Nov 22, 2010
February 2011	Dec 13, 2010	Dec 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

www.mbosevices.net

WHY ADVERTISE IN THE CRUCIBLE?

Carnegie Mellon University, Dupont Analytical, Eastern Analytical Symposium, IQ Synthesis, Micron Analytical, Pittcon, Robertson Microlit, Scientific Bindery, Society for Analytical Chemists, Spectroscopy Society of Pittsburgh, and many other companies have advertised in *The Crucible*.

They do so because our 3,000 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 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 \$100,000,000 annually of equipment, supplies and consulting services. Placing an advertisement in *The Crucible* is the lowest cost method of reaching this select audience.

ABOUT THE PUBLISHER

The American Chemical Society Pittsburgh Section is the foremost independent association of chemical professionals in the greater Pittsburgh PA area. 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 Crucible* 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 fifteen 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 ACS CRUCIBLE MEMBERS

Industry, Management & R&D	40%
Academe, Faculty & Administration	30%
Independent Labs	10%
Independent Consultants	8%
Government	12%

AREAS OF EXPERTISE

AREA OF ACTIVITY	% OF MEMBERSHIP
AGRICULTURAL & FOOD	6%
ANALYTICAL	15%
BIOCHEMISTRY	9%
ENVIRONMENTAL	12%
INORGANIC	5%
MEDICAL/PHARMACEUTICAL	12%
ORGANIC	14%
PHYSICAL	10%
POLYMER, COATING & PLASTIC	6%

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

RECRUITING ???

The Crucible 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 greater Pittsburgh.

The Crucible is read by more than 3,000 chemists and biochemists 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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