

The Del-Chem Bulletin

A Publication of The Delaware Section of
the American Chemical Society

DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 2010

Readers of *The Del-Chem Bulletin* 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 Del-Chem Bulletin* reaches more than 80% of the key decision-makers in this area, making *The Del-Chem Bulletin* an excellent vehicle for reaching this multi million dollar buying audience.

MAIN SECTION RATES

BLACK & WHITE	1x	3x	6x	10x
Full Page	\$625	555	475	415
1/2 Page	395	355	315	255
1/3 Page	340	310	255	215
1/4 Page	265	235	215	185
1/8 Page	140	125	115	100

COVER RATES

COVER II	\$685	635	565	465
COVER III	\$685	635	565	465

BUSINESS CARD RATES

1/10 Page Hor	Ten issues prepaid	\$730
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SPECIAL POSITIONS

Covers 3 and 4 are the only guaranteed positions. Check for availability.

MECHANICAL SPECIFICATIONS

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

BUSINESS CARDS

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

AD COPY REQUIREMENTS

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

PRINTING PROCESS

Paper stock: White gloss opaque
Printing Process: Non-Heatset/Offset
Binding method: Saddle wire
Trim size: 6" x 9"

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	NO ISSUE	
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 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@mbosevices.net
MBO web site -- www.mbosevices.net

WHY ADVERTISE IN *THE DEL-CHEM BULLETIN?*

AstraZeneca, DuPont Inc., Eastern Analytical Symposium, HPLC, IQSynthesis, Mass Vac, Micron Inc., Pittcon, Robertson Microlit, SL Pharma Labs, and many other companies have advertised in *The Del-Chem Bulletin*.

They do so because our 2,500 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 \$50,000,000 annually of equipment, supplies and consulting services. Placing an advertisement in *The Del-Chem Bulletin* is the lowest cost method of reaching this select audience.

ABOUT THE PUBLISHER

The American Chemical Society Delaware Section is the foremost independent association of chemical professionals in Delaware. 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 Del-Chem Bulletin* 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 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 *DEL-CHEM* *BULLETIN* MEMBERS

Industry, Management & R&D	73%
Academe, Faculty & Administration	15%
Independent Labs	4%
Independent Consultants	6%
Government	1%

AREAS OF EXPERTISE

AREA OF ACTIVITY	% OF MEMBERSHIP
AGRICULTURAL & FOOD	4%
ANALYTICAL	17%
BIOCHEMICAL	9%
ENVIRONMENTAL	5%
INORGANIC	5%
MEDICAL/PHARMACEUTICAL	18%
ORGANIC	22%
PHYSICAL	2%
POLYMER, COATING & PLASTIC	17%

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

RECRUITING ???

The *Del-Chem Bulletin* is an excellent vehicle for recruiting personnel from all areas of the chemical & biochemical industries

We reach the largest single targeted audience for chemical and biochemical industry personnel in Delaware.

The *Del-Chem Bulletin* is read by more than 2,500 professionals each month.

Ad rates are low -- so that -- as advertisers have told us -- We use the ACS newsletters as a second source, it's cheap insurance."

Other recruitment advertisers have told us that they receive more qualified resumes from ACS Newsletters than from newspaper ads.

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