

WHY ADVERTISE IN *THE DETROIT CHEMIST?*

CAS-MI Labs, Detroit Science, IQSynthesis, Micron Corp, Numega, Pittcon and many other companies have advertised in *The Detroit Chemist*.

Our 1,600 readers work for many companies in our area. They 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 \$80,000,000 annually of equipment, supplies and consulting services. Placing an advertisement in *The Detroit Chemist* is the lowest cost method of reaching this select audience.

ABOUT THE PUBLISHER

The American Chemical Society Detroit Section is the foremost independent association of chemical professionals in the greater Detroit 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 Detroit 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 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 *DETROIT CHEMIST* READERS

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 *Detroit Chemist* 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 the greater Detroit area.

The *Detroit Chemist* is read by more than 1,600 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.

MAILING INSTRUCTIONS

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

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