

The Indicator

A Publication of the New York &
North Jersey Sections of the
American Chemical Society

DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 2010

Readers of *The Indicator* 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 Indicator reaches more than 80% of the key decision-makers in this area.

The Indicator 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	\$1215	1145	1060	840
1/2 Page	755	640	575	450
1/3 Page	595	495	450	360
1/4 Page	455	380	360	280
1/8 Page	325	250	235	205

COVER RATES

COVER II	\$1,325	1300	1,190	980
COVER III	\$1,325	1300	1,190	980
COVER IV	\$1,325	1300	1,190	980

BUSINESS CARD' RATES

1/16 Page Hor Ten issues prepaid \$890

'BUSINESS CARDS'

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

SPECIAL POSITIONS

Covers 2, 3, and 4 are the only guaranteed positions.

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 VER	2 1/8 x 4 7/8	
1/3 PAGE HOR	4 1/2 x 2 3/8	
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

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: 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 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-BUYERS GUIDE	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	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@mbosevices.net
MBO web site -- www.mbosevices.net

WHY ADVERTISE IN *THE INDICATOR*?

Analogix, Columbia Anal., Eastern Analytical Symp., HPLC, IQ Synthesis, Long Island Univ, Mass Vac, Nacalai, New York Univ., Pittconn, Seton Hall, and many other companies have advertised in *The Indicator*.

They do so because our 12,000 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 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 \$200,000,000 annually of equipment, supplies and consulting services. Placing an advertisement in *The Indicator* is the lowest cost method of reaching this select audience.

ABOUT THE PUBLISHER

The American Chemical Society's New York and North Jersey Sections are the foremost independent associations of chemical professionals in this area. The Society is a recognized non-profit educational institution and has 165,000 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. These ACS Sections publish *The Indicator* and provide 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 twenty five to thirty 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 INDICATOR MEMBERS

Industry, Management & R&D	63%
Academe, Faculty & Administration	21%
Independent Labs	7%
Independent Consultants	6%
Government	3%

AREAS OF EXPERTISE

AREA OF ACTIVITY	% OF MEMBERSHIP
AGRICULTURAL & FOOD	3%
ANALYTICAL	17%
BIOCHEMICAL	12%
ENVIRONMENTAL	5%
INORGANIC	3%
MEDICAL/PHARMACEUTICAL	27%
ORGANIC	19%
PHYSICAL	4%
POLYMER, COATING & PLASTIC	9%

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

RECRUITING ???

The Indicator is an excellent vehicle for recruiting personnel from all areas of the chemical & bio-chemical industries

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

The Indicator is read by more than 12,000 chemists and biochemists each month.

Ad rates are low -- so that -- as one advertiser said -- "*The Indicator* is my second source, it's cheap insurance."

Another recruitment advertiser told us that they received more qualified resumes from *The Indicator* than from newspaper ads.

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