

The Nucleus

A Publication of
The Northeast Section of
the American Chemical Society

DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 2010

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

MAIN SECTION RATES

BLACK & WHITE	1x	3x	6x	10x
Full Page	\$915	795	735	610
2/3 Page	\$805	635	595	510
1/2 Page	\$560	480	435	370
1/3 Page	\$510	435	385	315
1/6 Page	\$325	280	225	210
1/12 Pager	\$215	175	155	130

COVER RATES

COVER II	\$1010	890	810	730
COVER III	Check for availability			
COVER IV	Check for availability			

NON-PROFIT RATES

Non-profit institutional ads may be discounted 10%.

BUSINESS CARD RATE

1/24 Page Hor Ten issues prepaid \$730

NOTE: Cards are reduced to 2 1/8W x 1H

SPECIAL POSITIONS

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

MECHANICAL SPECIFICATIONS

	MAIN SECTION		BUSINESS DIRECTORY
	WIDE	x HIGH	WIDE x HIGH
FULL PAGE	6 3/4	x 8 3/4	
2/3 PAGE VER	4	x 8 3/4	
1/2 PAGE HOR	6 3/4	x 4	
1/3 PAGE VER	2 1/8	x 8 3/4	
1/3 PAGE SQR	4 1/2	x 4	
1/6 PAGE VER			2 1/8 x 4
1/6 PAGE HOR			4 1/2 x 2 1/8
1/12 PAGE SQR			2 1/8 x 1 7/8
1/24 PAGE—Business Card			2 1/8 x 1

AD COPY REQUIREMENTS

Computer files: File formats: High Resolution -- TIF, PDF
FONTS MUST BE EMBEDDED IN PDF FILES
Half-tone 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" x 10 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

ISSUE

January 2010
February 2010
March
April
May
June
July
August
September
October
November
December
January 2011
February 2011

CLOSING DATES

CONFIRMATIONS

November 13, 2009
December 11, 2009
January 15, 2010
February 15
March 15
NO ISSUE
May 14
NO ISSUE
July 15
August 13
September 15
October 15
November 15, 2010
December 13, 2010

AD COPY

November 20, 2009
December 18, 2009
January 22, 2010
February 22
March 22
May 21
July 22
August 20
September 22
October 22
November 22, 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@mboservices.net

MBO web site - www.mboservices.net

WHY ADVERTISE IN THE NUCLEUS?

American Instrument, Cambrex Corp, Columbia Analytical Svcs, COSMOS Waters, CreaGen Biosciences, Eastern Scientific, Huffman Labs, Michigan State Univ., Nacalai Corp., Mass Vac, Micron Inc, New Era Enterprises, Northeastern Univ., Phillips Academy, PittCon, Robertson Microlit, and many other companies have advertised in *The Nucleus*.

They do so because our 7,500 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 \$100,000,000 annually of equipment, supplies and consulting services. Placing an advertisement in *The Nucleus* is the lowest cost method of reaching this select audience.

ABOUT THE PUBLISHER

The American Chemical Society Northeastern Section is the foremost independent association of chemical professionals in the northeast. 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 NUCLEUS* 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 NUCLEUS MEMBERS

Industry, Management & R&D	67%
Academe, Faculty & Administration	14%
Consulting and Clinical Labs	5%
Students Graduate & Post-docs	10%
Government	4%

AREAS OF EXPERTISE

AREA OF ACTIVITY	% OF MEMBERSHIP
ANALYTICAL	15%
BIOCHEMICAL	21%
ENVIRONMENTAL	11%
INORGANIC	7%
MEDICAL/PHARMACEUTICAL	6%
ORGANIC	18%
PHYSICAL	7%
POLYMER, COATING & PLASTIC	15%

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

RECRUITING ???

The Nucleus 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 New England.

The *Nucleus* is read by more than 7,500 professionals each month.

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

Another recruitment advertiser told us that they received more qualified resumes from the *Nucleus* than from their newspaper ads.

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