

The Vortex

A Publication of
The California Section
of the American Chemical Society

DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 2010

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

MAIN SECTION RATES

BLACK & WHITE	1x	3x	6x	10x
Full page	\$780	675	570	480
1/2 Page	\$470	425	355	295
1/3 Page	\$360	320	265	225
1/4 Page	\$240	210	180	140
1/8 Page	\$130	125	110	95

COVER RATES

COVER II	\$865	755	680	580
COVER III	\$865	755	680	580

BUSINESS CARD RATES

1/12 Page Hor Ten issues prepaid \$670

BUSINESS CARDS

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

SPECIAL POSITIONS

Covers 2 and 3 are the only guaranteed positions.

MECHANICAL SPECIFICATIONS

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

AD COPY REQUIREMENTS

Computer files: File formats: High Resolution -- JPG, PDF, or TIF
FONTS MUST BE EMBEDDED IN PDF FILES
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

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
April 15
NO ISSUE
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
April 22
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@mbosevices.net

MBO web site – www.mbosevices.net

WHY ADVERTISE IN THE VORTEX?

Analogix, Bay Analytical, Columbia Analytical, COSMOS, IQSynthesis, Geron, Huffman Labs, IBM, Mass Vac, NDE Analytical, New Era Enterprises, Robertson Microlit, Seres Corp. and many other companies have advertised in *The Vortex*.

They do so because our 3,500 ACS members 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 Vortex* is the lowest cost method of reaching this select audience.

ABOUT THE PUBLISHER

The American Chemical Society California Section is the foremost independent association of chemical professionals in California. 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 Vortex* 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 VORTEX 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 COULD BE PROMOTING
YOUR PRODUCTS AND SERVICES
TO THIS AUDIENCE***

RECRUITING ???

The Vortex 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 California.

The Vortex is read by more than 3,500 professionals each month.

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

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

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