

# The Vortex

A Publication of  
The California Section  
of the American Chemical Society

## DISPLAY ADVERTISING RATES EFFECTIVE JANUARY 2012

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  
Half-tone screen (B&W) 80-100 line. Dot size maximum 80%

### NEWSLETTER PRODUCTION INFO

Print issue -- 8 1/2 x 11 -- B&W

Web issue -- 8 1/2 x 11 -- Color acceptable

NOTE -- If supplying a color ad to be used for the Print Issue, be sure that it looks ok in black and white.

Electronic files -- ads should be high res, 300 or greater as TIF, PDF or JPG's

### 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 2012  
February 2012  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December  
January 2013  
February 2013

### CLOSING DATES

#### CONFIRMATIONS

November 15, 2011  
December 15, 2011  
January 15  
February 15  
March 15  
April 15  
NO ISSUE  
NO ISSUE  
July 15  
August 15  
September 15  
October 15  
November 15, 2012  
December 15, 2012

#### AD COPY

November 20, 2011  
December 20, 2011  
January 20  
February 20  
March 20  
April 20  
July 20  
August 20  
September 20  
October 20  
November 20, 2012  
December 20, 2012

### 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](mailto:cust-svc@mbosevices.net)

MBO web site -- [www.mbosevices.net](http://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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