

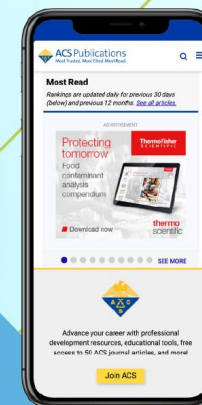
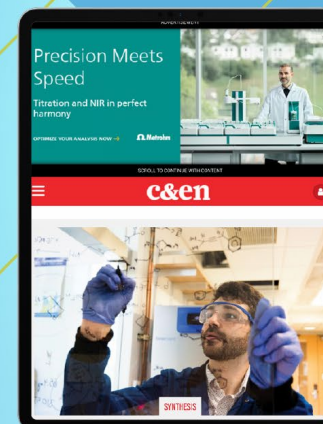
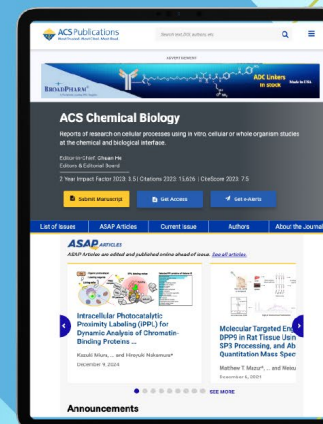
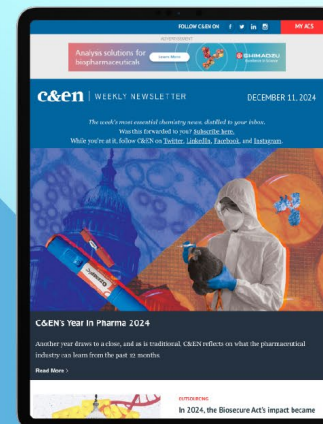
2026 Digital Advertising Toolkit

Solutions for an effective online
ad strategy with C&EN and ACS

Serving the Chemical, Life Sciences,
Recruitment, and Laboratory Worlds

acsmediakit.org

AMERICAN CHEMICAL SOCIETY



2026 Digital Advertising Toolkit

REACHING SCIENTISTS IN THE DIGITAL AGE	03
ACS AUDIENCE INSIGHTS	06
DIGITAL DISPLAY ADVERTISING	12
RICH MEDIA ADVERTISING	16
NATIVE ADVERTISING	21
E-NEWSLETTER ADVERTISING	25
PODCAST ADVERTISING	29
CONTACT US	31

Engage scientists online as they drive innovation and tackle global challenges.

Digital marketing isn't just about visibility — it's about building brand equity and driving revenue. The annual Kantar BrandZ study consistently shows that companies that invest in their brands outperform the market, underscoring the financial upside of cultivating a strong digital presence with your target audience. Meanwhile, eMarketer projects B2B digital ads will account for 48% of all B2B ad spend in 2026. Your competition is already there. If you're not, you're falling behind.

ACS Media Group empowers science marketers to cut through the noise, achieve measurable results, and position their brands for growth. Our latest audience survey shows that advertising on ACS platforms connects you directly with researchers who hold real buying power:

81%

of respondents influence or hold final purchasing authority for lab products and services.

46%

of respondents plan on purchasing new instruments or equipment in the next 18 to 24 months.

96%

of respondents consider ACS and C&EN to be among their most trusted resources for scientific and new product information.

Source: ACS 2025 Buying Power Survey



Modern technologies have opened the door to a whole new era of digital advertising, but all of these new engagement opportunities can be confusing! At ACS, the leading source of journalism and information for chemists around the world, we know the future of our industry depends upon the connection of our audience of buyers with your products and services.

Our team of marketing experts will help you navigate these advertising channels and provide guidance and strategy on how to customize our offerings to accomplish your company's goals. Below are a few of the digital ad products we provide that are distributed through **ACS Journals**, **C&EN Online**, and **CAS Common Chemistry** platforms.

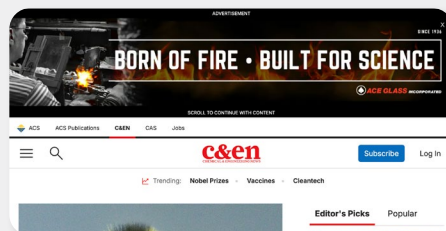
DISPLAY ADS



Build brand awareness and draw consumers to your website. Display ads are visual advertisements that can be placed on a variety of online media. Display ads come in a wide array of sizes and formats.

Available on cen.acs.org, pubs.acs.org and commonchemistry.cas.org

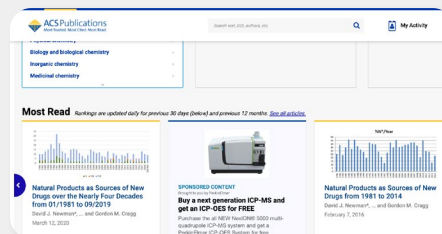
RICH MEDIA



Create an engaging and memorable experience through interactive multimedia that combines text, audio, video, animation or other types of content. See exactly how visitors interact with your ad with rich reporting metrics.

Available on cen.acs.org and pubs.acs.org

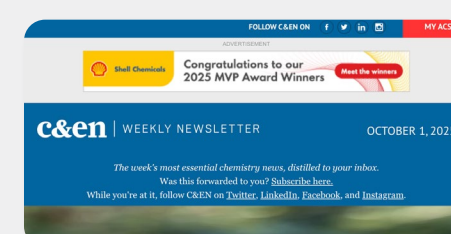
NATIVE AD UNITS



Non-intrusive native display units promote content with artful imagery and well-written headlines that can lead to a landing page on your site. Readers engage with content that is relevant and prompts users to complete an action.

Available on cen.acs.org and pubs.acs.org

E-NEWSLETTERS



Our popular newsletter programs can extend your brand's message or product to ACS's most responsive and engaged readers. The audience includes people within science organizations, those in niche industries, and the entire ACS membership.

Available in **C&EN Newsletters** and **ACS Matters**

ACS Media Group partners with companies to think critically about ad strategy, in a holistic, cross-channel way. As part of the American Chemical Society (ACS) network, we provide the ideal combination of technology and reach, with multi-channel solutions that maximize exposure to millions of highly-qualified scientific professionals seeking the latest research, new products and breakthroughs moving the industry.

Our team of experts will provide guidance and strategy on how to customize our offerings to accomplish your company's goals. A carefully planned digital marketing strategy will achieve the highest engagement while delivering a positive user experience.

Here's how:



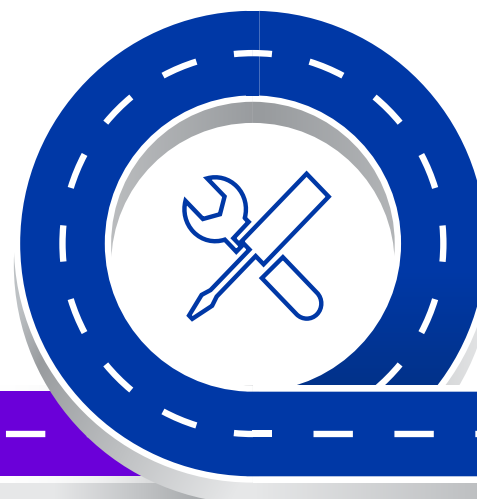
IDENTIFY YOUR NEED

BRANDING AND AWARENESS
GENERATE SITE TRAFFIC
E-COMMERCE & CUSTOMER ENGAGEMENT
EDUCATION



DEFINE THE OBJECTIVE

GENERATE TRAFFIC
DRIVE ENGAGEMENT
ACTIVATE SALES



MATCH OUR SOLUTIONS

DIGITAL DISPLAY ADVERTISING
RICH MEDIA
NATIVE ADVERTISING UNITS
E-NEWSLETTERS

With over 16 million unique visitors each month across **ACS Journals**, **C&EN**, and **CAS Common Chemistry**, our digital platforms reach more industry researchers and scientists than any other chemistry publication worldwide. Advertisers gain unmatched audience segmentation, powerful analytics, and custom content marketing — all on the trusted ACS platform.



ACS Journals provide advertisers a unique opportunity to appear side by side with cutting-edge articles that active scientific researchers rely on every day.



16 MILLION

UNIQUE MONTHLY VISITORS ACROSS
90+ PUBLICATIONS



64 MILLION

MONTHLY PAGE VIEWS



04:01

AVERAGE TIME ON SITE



5,200

ACADEMIC, GOVERNMENT, AND
CORPORATE INSTITUTIONS HAVE ACCESS



cen.acs.org

C&EN's diverse digital advertising options give you the ability to appear alongside the world's most comprehensive and authoritative news source about chemistry and related fields.



307,985

UNIQUE MONTHLY VISITORS



582,906

MONTHLY PAGE VIEWS



00:59

AVERAGE TIME ON
ARTICLE PAGES



256,494

C&EN ELEMENTS NEWSLETTER
SUBSCRIBERS



commonchemistry.cas.org

NEW CAS Common Chemistry ads place your brand in front of engaged scientists exploring trusted chemical information from the CAS REGISTRY®.



67,751

UNIQUE MONTHLY VISITORS



746,990

MONTHLY PAGE VIEWS



04:50

AVERAGE TIME ON SITE

[VIEW MORE AUDIENCE](#)

[INSIGHTS IN OUR MEDIA KIT](#)

A Broad Spectrum of Disciplines

ACS publishes more than 90 peer-reviewed journals with cutting-edge articles across a broad spectrum of scientific disciplines. The breadth and scope of ACS Journals is unparalleled, stretching across chemistry, physics, and biology. They cover, but are not limited to, the disciplines listed below. **Find your best fit.**

DISCIPLINES KEY

 Energy	 Biological Chemistry
 Pharmaceuticals	 Environment
 Synthesis	 Analytical Chemistry
 Materials	 Physical Chemistry

Journal Title	Energy	Pharma	Synthesis	Materials	Biological Chemistry	Environment	Analytical Chemistry	Physical Chemistry	Unique Visitors Per Month	Page Views Per Month
Accounts of Chemical Research									10,725	17,687
Accounts of Materials Research									2,967	4,770
ACS Agricultural Science & Technology									3,211	5,344
ACS Applied Bio Materials									7,417	12,032
ACS Applied Electronic Materials									5,946	9,957
ACS Applied Energy Materials									10,119	17,131
ACS Applied Engineering Materials									4,349	6,761
ACS Applied Materials & Interfaces									40,347	81,603
ACS Applied Nano Materials									13,805	24,654
ACS Applied Optical Materials									2,571	4,259
ACS Applied Polymer Materials									8,496	16,511
ACS Bio & Med Chem Au									1,794	2,685
ACS Biomaterials Science & Engineering									5,619	9,918
ACS Catalysis									21,250	52,001
ACS Central Science									8,777	16,530
ACS Chemical Biology									5,459	10,264

Sources: Google Analytics and UBA: January–June 2025

Journal Title	Energy	Pharma	Synthesis	Materials	Biological Chemistry	Environment	Analytical Chemistry	Physical Chemistry	Unique Visitors Per Month	Page Views Per Month
ACS Chemical Health & Safety									1,601	2,653
ACS Chemical Neuroscience									3,991	6,744
ACS Earth and Space Chemistry									2,286	3,566
NEW! ACS Electrochemistry									3,032	5,168
ACS Energy Letters									9,747	18,742
ACS Engineering Au									945	1,282
ACS Environmental Au									1,546	2,388
ACS ES&T Air									1,798	3,236
ACS ES&T Engineering									3,199	5,685
ACS ES&T Water									4,435	7,845
ACS Food Science & Technology									4,126	6,833
ACS Infectious Diseases									3,953	6,657
ACS Macro Letters									4,131	9,288
ACS Materials Au									1,600	2,281
ACS Materials Letters									6,188	11,108
ACS Measurement Science Au									1,122	1,733
ACS Medicinal Chemistry Letters									4,872	12,325
ACS Nano									35,886	81,209
NEW! ACS Nano Medicine									1,143	1,436
ACS Nanoscience Au									1,234	1,868

Sources: Google Analytics and UBA: January–June 2025

Journal Title	Energy	Pharma	Synthesis	Materials	Biological Chemistry	Environment	Analytical Chemistry	Physical Chemistry	Unique Visitors Per Month	Page Views Per Month
NEW! ACS Nutrition Science									234	287
ACS Omega									35,443	58,912
ACS Organic & Inorganic Au									1,739	2,643
ACS Pharmacology & Translational Science									3,425	5,454
ACS Photonics									5,782	12,928
ACS Physical Chemistry Au									1,078	1,487
ACS Polymers Au									1,227	1,947
ACS Sensors									8,927	17,425
ACS Sustainable Chemistry & Engineering									19,387	40,409
ACS Sustainable Resource Management									2,248	3,918
ACS Synthetic Biology									4,872	9,338
Analytical Chemistry									24,187	49,373
NEW! Artificial Photosynthesis									808	1,185
Biochemistry									6,302	10,100
Bioconjugate Chemistry									3,813	6,866
Biomacromolecules									6,031	10,989
C&EN Global Enterprise									2,306	2,849
Chem & Bio Engineering									1,357	2,046
Chemical & Biomedical Imaging									1,383	2,300
Chemical Research in Toxicology									2,427	4,133

Sources: Google Analytics and UBA: January–June 2025

Journal Title	Energy	Pharma	Synthesis	Materials	Biological Chemistry	Environment	Analytical Chemistry	Physical Chemistry	Unique Visitors Per Month	Page Views Per Month
Chemical Reviews									21,128	34,459
Chemistry of Materials									13,648	22,935
Crystal Growth & Design									6,516	12,452
Energy & Fuels									11,688	21,963
Environment & Health									2,373	3,983
Environmental Science & Technology									42,922	106,441
Environmental Science & Technology Letters									5,113	9,102
Industrial & Engineering Chemistry Research									12,918	23,907
Inorganic Chemistry									16,642	34,353
JACS Au									9,782	16,886
Journal of Agricultural and Food Chemistry									29,250	65,264
Journal of Chemical & Engineering Data									3,675	6,532
Journal of Chemical Education									15,532	28,530
Journal of Chemical Information and Modeling									8,524	16,935
Journal of Chemical Theory and Computation									6,045	12,708
Journal of Medicinal Chemistry									24,908	70,582
Journal of Natural Products									9,433	22,393
Journal of Proteome Research									4,545	8,745

Sources: Google Analytics and UBA: January–June 2025

Journal Title	Energy	Pharma	Synthesis	Materials	Biological Chemistry	Environment	Analytical Chemistry	Physical Chemistry	Unique Visitors Per Month	Page Views Per Month
Journal of the American Chemical Society									84,867	247,791
Journal of the American Society for Mass Spectrometry									2,441	4,998
Langmuir									15,219	28,533
Macromolecules									12,726	30,556
Molecular Pharmaceutics									5,653	10,159
Nano Letters									18,818	40,231
Organic Letters									23,339	71,366
Organic Process Research & Development									10,606	31,089
Organometallics									5,145	11,666
NEW! Photon Science									836	1,011
NEW! Polymer Science & Technology									1,610	2,494
Precision Chemistry									1,458	2,274
The Journal of Organic Chemistry									21,627	50,442
The Journal of Physical Chemistry A									8,256	14,019
The Journal of Physical Chemistry B									6,852	12,013
The Journal of Physical Chemistry C									12,036	20,766
The Journal of Physical Chemistry Letters									10,187	20,197

Sources: Google Analytics and UBA: January–June 2025

Integrated advertising units on cen.acs.org, pubs.acs.org and commonchemistry.cas.org

For maximum brand visibility and awareness, leverage standard advertising units across C&EN, ACS Journals and CAS Common Chemistry. Digital display ads run alongside premier editorial and research content in IAB-standard formats, including leaderboards, medium rectangles and half-page units.

With advanced features and robust analytics, the ACS platform empowers you to deliver targeted messages to the audiences that matter most. Choose your segment, track performance, and measure impact with precision. Audience segmentation is available based on:



INDUSTRY/SUBJECT AREA

Examples: Energy, Environmental, Pharma, Nanotechnology, Chromatography and Spectroscopy



GEOGRAPHY

Examples: Countries, States, Zip Codes



DOMAIN

Examples: Institutions, Companies, Universities



KEYWORDS

Examples: Water Solubility, Chromatography, Mass Spectrometry

Contact us to see our full list of available subject areas and learn how banner advertising is more effective than ever.



1

MEDIUM RECTANGLE 0.06% ACS CTR
(0.05% Industry Standard CTR)

2

LEADERBOARD 0.06% ACS CTR
(0.03% Industry Standard CTR)

3

HALF SKYSCRAPER 0.14% ACS CTR
(0.04% Industry Standard CTR) * Available only on C&EN

Based on measurable results, we recommend future go-to-market plans

The biggest advantage of digital marketing is your ability to measure results. Our ad operations team provides real-time analytics and continually monitors and tracks your campaigns, assessing the effectiveness of various ads and then making recommendations for future ads accordingly.



AD IMPRESSIONS are the number of times your ad is displayed, whether it is clicked on or not. Based on your targeting, customers may see multiple impressions of the same ad.



CLICK-THROUGH-RATE (CTR) is a measure of the efficiency of an ad. It is the percentage of clicks to impressions.



CLICKS are simply the number of times a user clicks on your ad to learn more about the offer or message.



ENGAGEMENT RATE is a measure of the level of engagement an ad received. For example, video completions, hoverovers and more. This is applicable to rich media display units.

SAMPLE ADVERTISER REPORT

Advertiser Name	Line Item	Creative Size	Site/Publication	Date	Impressions Delivered	Clicks Recorded	Click Rate
Company	Line Item	728x90, 300x250, 320x50	C&EN Online	January 2025	19,695	10	0.05%
Company	Line Item	Native Units	ACS Journals	January 2025	30,000	16	0.05%
Company	Line Item	Native Units	C&EN Online	January 2025	5,000	3	0.06%
Company	Line Item	728x90, 300x250, 320x50	ACS Journals	January 2025	100,002	85	0.08%
Grand Total:					154,697	114	0.07%

[READ OUR BLOG POST ABOUT BEST PRACTICES FOR DISPLAY ADVERTISING](#)

Reaching Scientists in Food & Agriculture

THE CHALLENGE

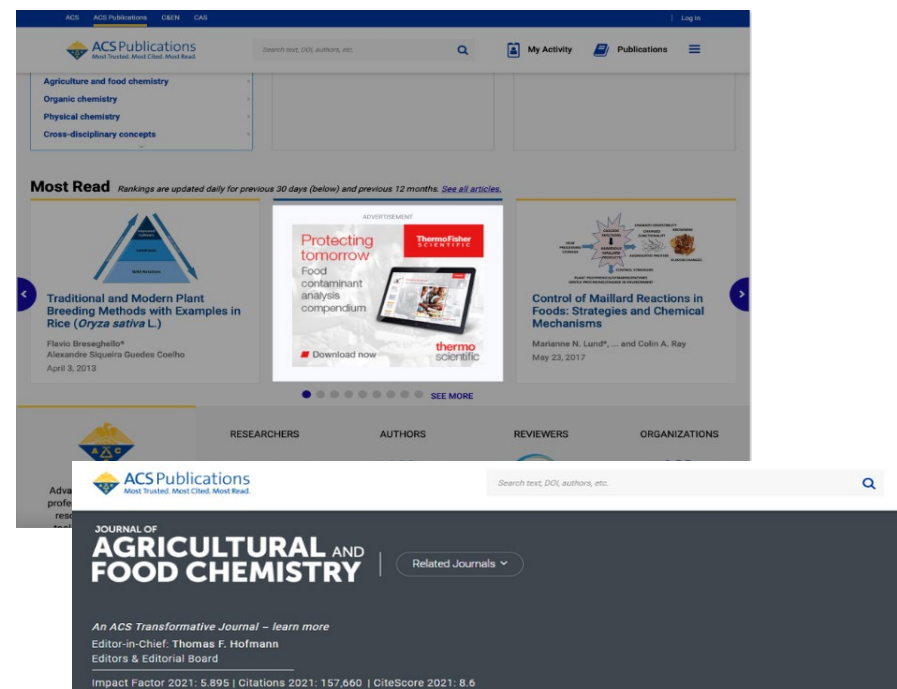
Thermo Fisher Scientific instruments, equipment, software, services and consumables aim to empower scientists to solve for complex analytical challenges to enable their customers to make the world better, cleaner and safer.

The company needed a digital strategy to distribute their report on food contaminant and to enhance awareness of their chromatography and mass spectrometry technology.

THE SOLUTION

Thermo Fisher's campaign ran banners of two sizes within the Journal of Agricultural and Food Chemistry. The ads prompted users to download their recent analytical report on food contamination.

Appearing prominently alongside most read research articles, Thermo's creatives were highly visible to users.






THE RESULTS


 **174,997**
TOTAL IMPRESSIONS

 **0.18%**
CLICK THROUGH RATE (SITE AVG CTR: 0.07%)

C&EN ONLINE



			
	HALF PAGE	LEADERBOARD	MEDIUM RECTANGLE
DIMENSIONS WIDTH X HEIGHT	300 x 600	728 x 90 320 x 50 (mobile size)	300 x 250
MAXIMUM FILE SIZE	100 KB	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG, PNG		
ANIMATED GIF MAXIMUMS	Animated GIF maximum of 5 frames, 4 revolutions		
RATES	\$60/CPM	\$50/CPM	\$45/CPM

81%
OF THE ACS AUDIENCE
IS INVOLVED IN THE
PURCHASING PROCESS






**RUN YOUR LEADERBOARD AND MEDIUM RECTANGLE ADS ACROSS
C&EN, ACS JOURNALS AND CAS CHANNELS FOR INCREASED VALUE AND REACH!**

CAS COMMON CHEMISTRY

		
	MEDIUM RECTANGLE	LEADERBOARD / SEARCH BANNER
DIMENSIONS WIDTH X HEIGHT	300 x 250	728 x 90 320 x 50 (mobile size)
MAXIMUM FILE SIZE	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG, PNG	
ANIMATED GIF MAXIMUMS	Animated GIF maximum of 5 frames, 4 revolutions	
RATES	\$25/CPM	\$25/CPM

ACS JOURNALS

		
	MEDIUM RECTANGLE	LEADERBOARD / SEARCH BANNER
DIMENSIONS WIDTH X HEIGHT	300 x 250	728 x 90 320 x 50 (mobile size)
MAXIMUM FILE SIZE	40 KB	40 KB
FILE TYPES	GIF, Animated GIF, JPG, PNG	
ANIMATED GIF MAXIMUMS	Animated GIF maximum of 5 frames, 4 revolutions	
RATES	\$25/CPM	\$25/CPM

TARGETING ADD-ONS

	RATES BASED ON IMPRESSIONS
GEO-TARGETING	\$5/CPM
FREQUENCY CAPPING	\$1/CPM
RICH MEDIA	\$5/CPM
AUDIENCE TARGETING Journals (up to 50 keywords with leaderboard only) or c&en topics	\$5/CPM

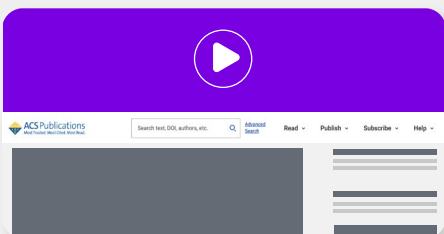
Reach your customers through multiple interactive touch points

Rich media ads leverage advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content. By creating ad content that is much more dynamic, audiences are more likely to engage more frequently and for longer periods of time. According to eMarketer, rich media click-through rates (CTR) outperform standard banner ads by 267%!

At ACS Media Group, our rich media ad units outperform the click-through rates of traditional banners by 70%. Get increased conversions, click-through and view-through rates by engaging your audience with this approach that delivers superior results.



HEADER REVEAL



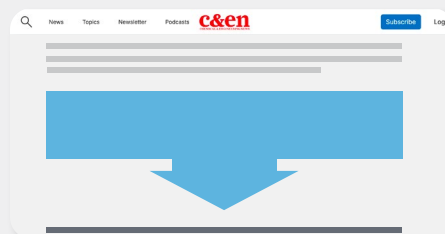
Make your ad the first thing users see before accessing editorial content.
Available on cen.acs.org and pubs.acs.org

IN-ARTICLE BILLBOARD



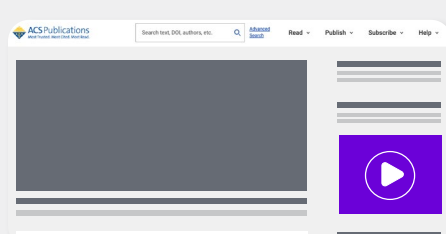
An non-intrusive, in-feed ad unit that supports interactive elements such as animation and video to capture readers' attention and enhance engagement.
Available on cen.acs.org

EXPANDABLE DISPLAY



These high-visibility, expandable leaderboard and skyscraper ads offer a more interactive approach. C&EN can host videos within its display, rich media and native ad units..
Available on cen.acs.org and pubs.acs.org

CUSTOM VIDEO



Video display ads take banner ads to the next level by adding video — making your ads much more interesting and interactive for your viewer.
Available on cen.acs.org and pubs.acs.org

Driving Results with an Integrated Digital Ad Campaign

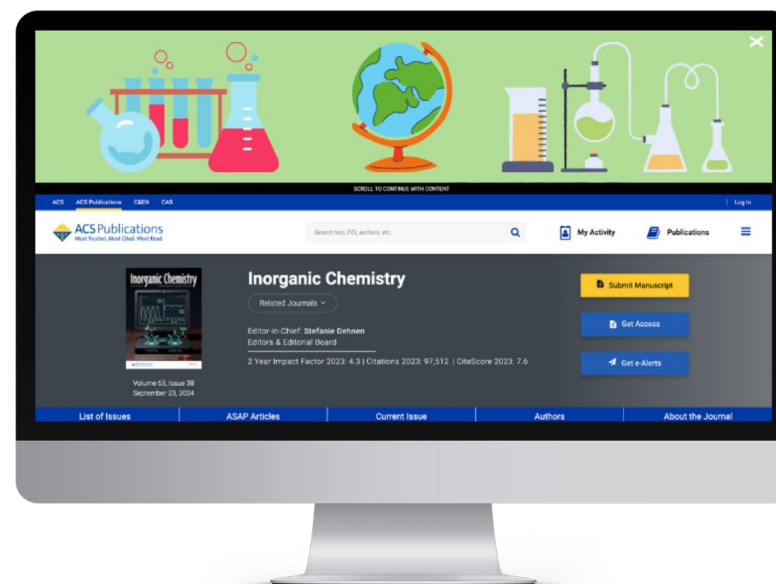
THE CHALLENGE

A global life sciences company contacted the ACS Media Group with an idea for a highly targeted, multi-faceted global campaign to run throughout the summer. The company's goal was to promote their sustainable chemistry solutions and environmentally friendly products, and to engage scientists around the world who are interested in sustainability and organic chemistry.

THE SOLUTION

To reach their specific audience, the company chose to run their advertisements on C&EN online and ACS Journals in the following topics: Organic & Inorganic Chemistry, Sustainable Chemistry, Physical Chemistry, Materials Science, and Analytical Chemistry. On each journals' homepage, audiences could view their colorful header revealers. As viewers navigated the sites, they could engage with their eye-catching multi-sized display banners. This multi-faceted approach gave the company different ways to promote their message at once.

The company's display banners and header revealer campaigns achieved remarkable success, generating over 7,000 total clicks to their site!



THE RESULTS



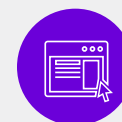
955,046

IMPRESSIONS IN TARGETED JOURNALS



2.10%

JOURNALS HEADER REVEALER CTR



7,620

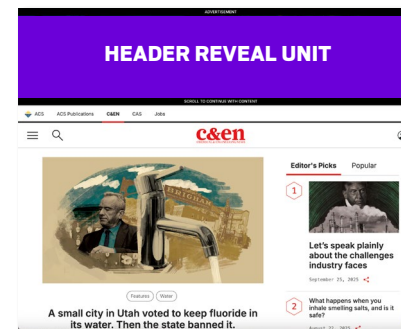
TOTAL CLICKS RECEIVED

HEADER REVEAL UNIT

	DESKTOP	TABLET	MOBILE
CANVAS SIZE	2500 x 450	1490 x 300	736 x 320
STATIC AD RATE		\$100/CPM	
ANIMATED AD RATE		\$130/CPM	

Available on cen.acs.org and pubs.acs.org

1.09%
AVERAGE CTR OF
HEADER REVEALER



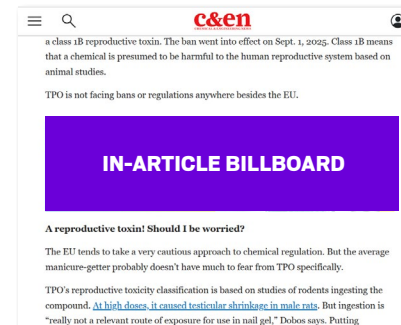
HEADER REVEAL

The header reveal unit offers a large space to promote your advertising message. It will be the first thing readers see as they log onto our site at the very top of cen.acs.org.

IN-ARTICLE BILLBOARD UNIT

	DESKTOP, TABLET, AND MOBILE
CANVAS SIZE	970 x 250
STATIC AD RATE	STATIC AD RATES \$75/CPM
ANIMATED AD RATE	ANIMATED AD RATES \$100/CPM

Available on cen.acs.org



IN-ARTICLE BILLBOARD

Seamlessly integrated within C&EN articles, this ad unit supports interactive elements such as animation and video to capture readers' attention and enhance engagement.

AD SUBMISSION GUIDELINES

- **Ad Format:** Individual jpeg file per ad size (.psd files may be requested if needed)
- **Ad Type:** Static or animated
- **Audio/Video:** Videos can be submitted as mp4, vast, youtube, or vimeo links. for ads with video, a placeholder area must be included in the design of the ad where the video file will be dropped in.
- **Max Video File Size:** 30 MB
- **3rd Party Click Tracker:** Yes
- **Animation:** Fade, rotate, scale, or slide can be built into an ad

Please keep edges clear of content. Our ad server will place a close 'x' button in the top right corner of your ad.

**READ OUR BLOG ON RICH MEDIA
ADVERTISING FOR SCIENCE BRANDS**



EXPANDABLE DISPLAY UNITS



HALF PAGE



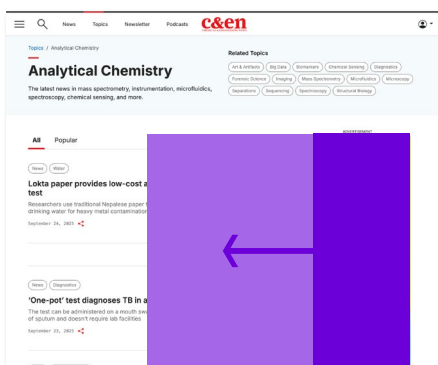
LEADERBOARD



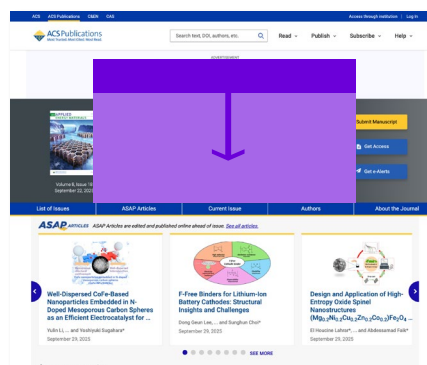
MEDIUM RECTANGLE

	HALF PAGE	LEADERBOARD	MEDIUM RECTANGLE
DIMENSIONS	300 x 600 Expands left to 380 x 600	728 x 90 Expands down to 728 x 270	300 x 250 Expands left to 600 x 250
INITIAL FILE SIZE	100 KB	40 KB	40 KB
SECONDARY FILE SIZE	200 KB	100 KB	100 KB
AUDIO/VIDEO	Yes	Yes	Yes
3RD PARTY 1X1	Yes	Yes	Yes
RATES	\$65/CPM	\$55/CPM	\$50/CPM

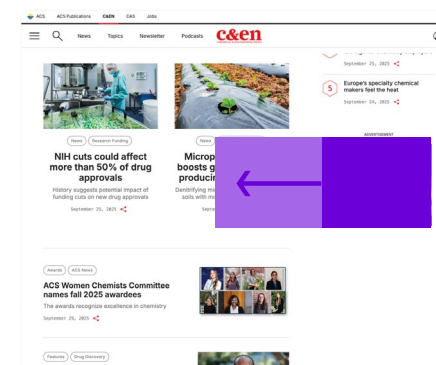
HALF PAGE



LEADERBOARD



MEDIUM RECTANGLE



RICH MEDIA AD GUIDELINES

GENERAL AD GUIDELINES

- Ad materials are due a minimum of ten business days prior to campaign launch.
- ACS reserves the right of final approval on creative assets. All creative changes must be approved by ACS or risk being removed from the site.
- Any advertisement which has a detrimental impact on the site, or causes a negative user experience will be pulled from the site without notice.
- All creatives must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.
- The advertising content must be clearly identifiable as an advertisement, as opposed to a link within site content. Advertisers must be clearly identified by name in at least one frame of the advertising content.
- Ad units that have a white or partially white background must be bound by a visible one (1) pixel non-white box built into the graphic. Creative must still meet size specifications with border.
- Ad units must have a linking URL that resolves to an active page.

RICH MEDIA AD GUIDELINES

- Please allow ten business days for testing and review of all rich media.
- C&EN accepts advertising from a pre-approved set of rich media providers. All other Rich Media Providers considered are subject to testing and approval.
- Back up image file (JPEG or GIF) must be submitted with all flash and rich media placements.
- All third party creative must open a new window.
- Expandable rich media ads will not be served to mobile devices.

CONTROLS

- Expand: Must be user-initiated
- Expand: Panels must close in same method as expanded and include a close button
 - Expand on mouse-over must collapse on mouse-off
 - Expand on-click may collapse on-click
- Audio: Must be user-initiated on click and include a “Mute” button. Audio must stop when the panel is closed.
- Video: May be user-initiated on click; if auto-play video cannot exceed 30 seconds, file size: 2.2 megs.
- Video: Must include “Play” and “Stop” buttons.

AD SERVING

- Rich Media ad units must be served by an accepted third party vendor. Please contact onlineads@acs.org for a list of approved vendors.



150 MEASURABLE ELEMENTS INCLUDING:
Impressions, clicks, mouse-overs,
completion, and video-initiation

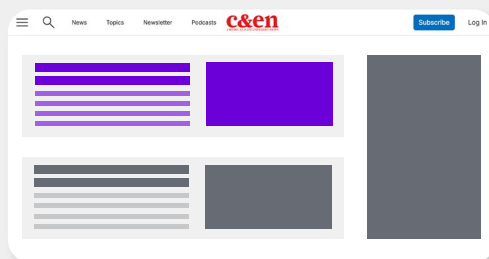
INCREASE YOUR CLICK THROUGH RATES: RICH MEDIA ADS CONSISTENTLY

OUTPERFORM STANDARD BANNER ADS IN BOTH C&EN AND OUR ACS JOURNALS

Integrated Messaging That Creates Authentic Impact

ACS native advertising units blend seamlessly into editorial content, delivering valuable information in a trusted environment. Your sponsored content appears directly in the reader viewport — alongside top scientific news — capturing attention without disruption. With targeted campaigns across multiple properties and automatic optimization, your brand reaches the right audience at the exact moment they're seeking relevant scientific insights.

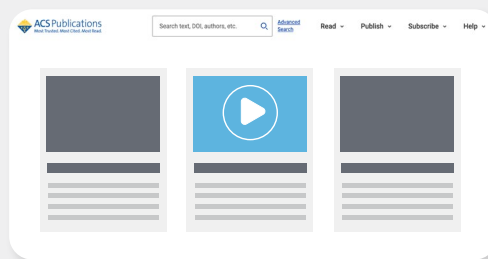
NATIVE DISPLAY



Native display units showcase your content through compelling imagery and engaging headlines, guiding users to a relevant landing page on your site that inspires them to take action.

Available on cen.acs.org and pubs.acs.org

NATIVE VIDEO



Educate and entertain readers with the most easily consumed and shared format — native video. Integrated seamlessly into the editorial feed, these ad units deliver high-quality, click-to-play content in a way that entertains without interrupting the experience.

Available on cen.acs.org and pubs.acs.org



Custom Native Feature

Partner with C&EN BrandLab to bring your brand story to life through custom articles published in C&EN magazine, both in print and online. This long-form content appears within or alongside editorial features, delivering compelling, interactive storytelling that blends seamlessly into the editorial environment and strengthens brand affinity.

ACS's native advertising units offer versatile formats to fit your campaign needs. Within a single campaign, you can serve multiple ads by providing a variety of headlines, decks, and images to maximize performance. Depending on your package, choose from text-only, image-plus-text, or video-and-text placements. ACS's native ad server automatically optimizes delivery, ensuring the highest-performing ads — those with the strongest click-through rates — reach your audience.

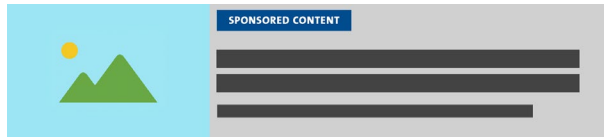
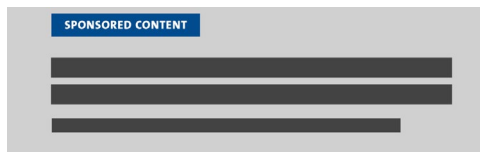


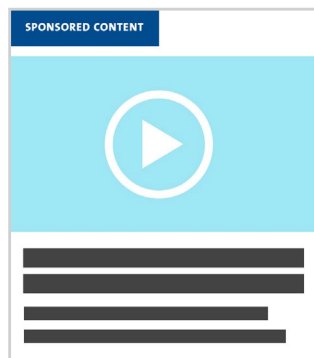
IMAGE + TEXT

- Image: Must be 800px wide and 800px tall.
- Max file size for image: 3 MB / 3,072K max.
- Accepted format: PNG, JPG, JPEG, GIF. Image must not have any text or logo on top. No overlaying text.
- Animation: Animated GIF maximum of 5 frames, 4 revolutions.
- Headline: Max of 50 characters (including spaces).
- Deck: Max of 100 characters (including spaces). Text must be in sentence case.
- URL: URL must be valid.



TEXT ONLY

- Text: Text character max includes spaces.
- Headline: Max of 50 characters (including spaces).
- Deck: Max of 100 characters (including spaces). Text must be in sentence case.
- URL: URL must be valid.



VIDEO

- Video: Recommended dimensions: 800x450.
- Max file for image: 3 MB / 3,072K max.
- Aspect ratio: 16:9.
- Video format: MP4, MOV, WebM Files or Youtube & Vimeo Links.
- Animation/video: Video must be click to play. Max 30 sec, 15 sec preferred.
- Max file size video: 2GB.
- Headline: Max of 50 characters (including spaces).
- Deck: Max of 100 characters (including spaces). Text must be in sentence case.
- URL: URL must be valid.

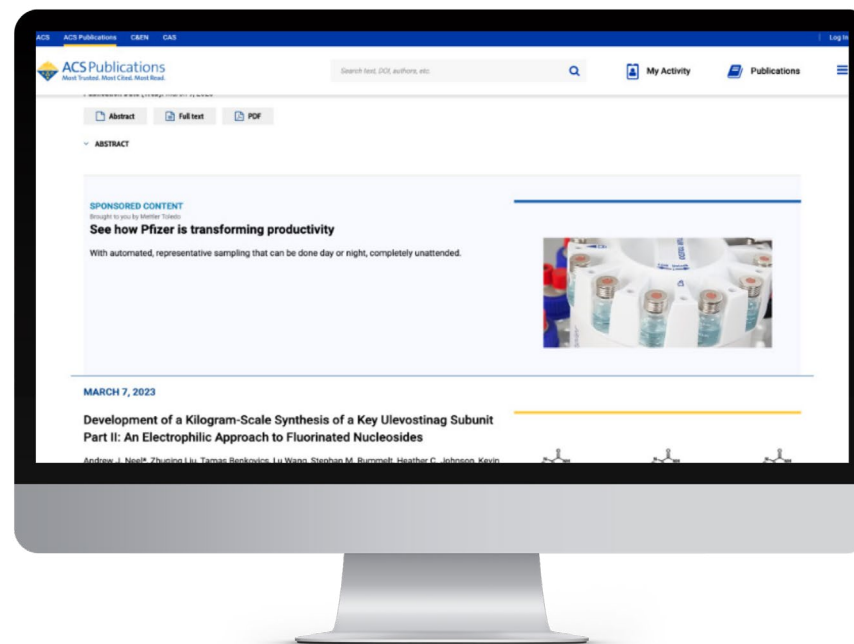
Promoting High Value Content in Native and Rich Media Ad Units

THE CHALLENGE

Mettler-Toledo AutoChem, a leading global manufacturer of precision instruments and services for use in laboratories and manufacturing, was looking for the best strategy to promote a white paper geared towards their automated representative sampling solutions.

THE SOLUTION

Mettler-Toledo selected ACS's native style ad units to seamlessly align their campaign with OPR&D journal content. These placements paired an image with a headline and description, blending naturally into the editorial environment to drive engagement. In addition, ACS worked with Mettler-Toledo to feature header revealer ads at the very top of the site — ensuring they were the first element readers encountered. Within this rich media unit, Mettler-Toledo incorporated a video and a clear call-to-action to download a white paper highlighting a case study with high-profile client Pfizer. Together, these two digital offerings delivered optimal exposure across the journal.



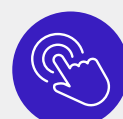
THE RESULTS



109,997
TOTAL IMPRESSIONS



0.39%
NATIVE CTR



1.90%
HEADER
REVEALER CTR



44.44%
HEADER REVEALER VIDEO
ENGAGEMENT RATE

NATIVE ADS RATES & SPECIFICATIONS

NATIVE ADVERTISING PACKAGES



NATIVE ADS



NATIVE ADS WITH VIDEO

PACKAGE COMPONENTS	4 Native Ads provided for optimization (A/B Testing)	4 Native Ads provided for optimization (A/B Testing) + 1 Video Placement
FORMAT TYPES	800 x 800 image only + 50: Headline 100: Text	800 x 800 image only + 50: Headline 100: Text
MINIMUM BUY	\$5,000	\$5,000
C&EN RATES (CPM)	\$50/CPM	\$60/CPM
ACS JOURNAL RATES (CPM)	\$25/CPM	\$40/CPM

TARGETING ADD-ONS

RATES BASED ON IMPRESSIONS

GEO-TARGETING

FREQUENCY CAPPING

\$5/CPM

\$1/CPM

AUTOMATICALLY OPTIMIZED!

C&EN Newsletters

C&EN readers are tech-savvy and hungry for the latest insights. Positioning your message alongside their email alerts keeps your brand front-and-center at the moment critical information lands. With premium ad placements, you can reach highly responsive readers, and connect with key industry segments. Your message appears right next to the trusted news and updates they anticipate each week.

1 C&EN ELEMENTS NEWSLETTER

0.19% Average Click Through Rate on Ads

C&EN Elements Newsletter, formerly the C&EN Weekly Newsletter, presents the latest in chemistry news to over 256,000 American Chemical Society (ACS) members and subscribers. Published twice weekly, the newsletter features short, easy-to-digest editorial content in an online format that allows members to access breakthrough stories in science and chemistry, all optimized for the convenience of their mobile, tablet or computer.

Top Banner 468 x 60

Sponsored Content 180 x 150 (plus text)

2 C&EN DIGITAL MAGAZINE eBLAST

0.13% Average Click Through Rate on Ads

Be the first thing chemists see when they receive their digital copy of C&EN magazine, delivered to over 85,000 subscribers. Editorial content is driven by current events and relevant industry issues and trends that are of interest to our subscribers. And with our digital magazine, readers spend an average of close to 9 minutes online, increasing your ad's exposure.

Sponsored Content 180 x 150 (plus text)

Medium Rectangle 300 x 250

1

ADVERTISEMENT

468 X 60

c&en | ELEMENTS


Dear readers,

Today, we meet 2 molecules that stretch the limits of molecular geometry, marvel at a 3D-printed tiny elephant in a living cell, and learn how US air strikes dealt a blow to Venezuela's science infrastructure.

Severe ice and snow have blanketed much of the Northern Hemisphere in recent weeks. Need to keep the streets slip-free? [Here's the science behind road salt and which salt to choose.](#)

Newsletter Editor,
Tiffany Chen

Display screens that stretch like skin



- **Stretchable displays got an upgrade:** Researchers designed a stretchable organic light-emitting diode (OLED) that stretches to twice its original size without cracking or dimming. Technology like this has long been a dream of engineers working on wearable electronics.
- **The secret behind the feat?** Electrodes designed using MXenes and a newly developed flexible light-emitting layer.

[Read more](#)

ADVERTISEMENT

180 X 150


50 Character Headline
100 Character Text

2

c&en | DIGITAL MAGAZINE AUGUST 18, 2025

C&EN's next issue is September 15th. Until then, visit cen.acs.org for news updates.

COVER STORY



US science research was gutted in 2025. How will it rebuild?

New strategies as diverse as venture capitalism and investments from abroad are emerging to sustain the field

[Read the full issue](#) | [Download issue PDF](#)

ADVERTISEMENT

180 X 150

50 Character Headline
100 Character Text

NEWS

Publishing
Controversial 'arsenic life' paper retracted from 'Science'

Atmospheric Chemistry
The science behind the longest lightning bolt ever recorded

Pesticides
EPA to allow new dicamba herbicides despite 2 court bans

ACS News
Mohammad N. Siddiqui chats about chairing an international chapter

Biocatalysis
Modular reaction can build hundreds of unnatural amino acids

FEATURES

Fossil fuels
Why India can't kick its coal habit

Drug development
What potential drugs are gathering dust on pharma's shelves?

Infectious disease
Could bats help us fight the very diseases they give us?

Business
Data centers take the plunge

ADVERTISEMENT

300 X 250

ACS Newsletters

ACS members turn to us for timely, trusted insights — and our newsletters put your brand exactly where they're already engaged. Whether you're launching a new product, promoting an event, or highlighting a scientific achievement, our e-newsletter solutions deliver your message alongside the content readers know and trust — keeping your brand top-of-mind the moment new insights arrive.

1 ACS INDUSTRY ELEMENTS

21,000 Subscribers

ACS Industry Elements, formerly "Industry Matters," is an exclusive weekly intelligence briefing for chemistry professionals in industry roles. Every Thursday, this C&EN newsletter delivers a reporter and editor-curated roundup of top business news, emerging market developments to watch, and key policy and regulatory updates affecting the chemistry enterprise, all in a concise, easily digestible format.

Top Banner 468 x 60

Sponsored Content 180 x 150 (plus text)

2 ACS MATTERS

38.26% Average Open Rate

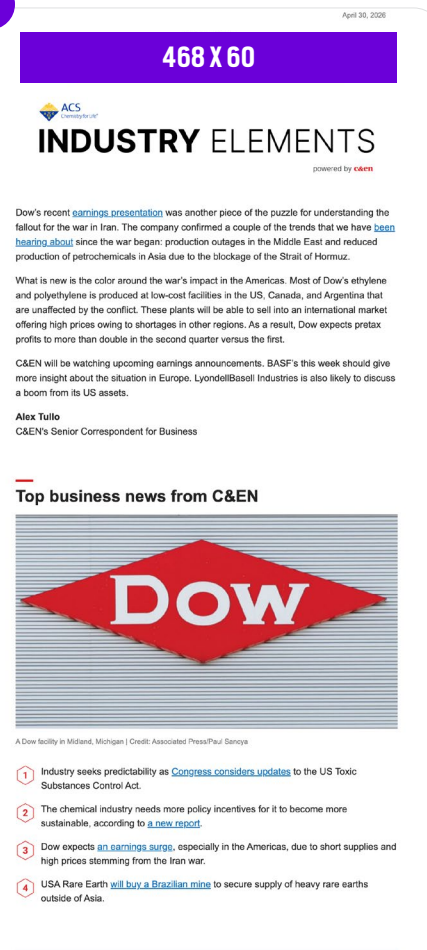
0.30% Average Click Through Rate on Ads

ACS Matters is the only electronic newsletter sent to the entire American Chemical Society membership, reaching more than 188,000 subscribers every week. With strong engagement and premium ad placements, it offers unmatched visibility across the chemistry community.

Top Banner 468 x 60

Sponsored Content 180 x 150 (plus text)

1



April 30, 2020

468 X 60

ACS Chemistry for Life

INDUSTRY ELEMENTS
powered by **c&en**


Dow's recent [earnings presentation](#) was another piece of the puzzle for understanding the fallout for the war in Iran. The company confirmed a couple of the trends that we have [been hearing about](#) since the war began: production outages in the Middle East and reduced production of petrochemicals in Asia due to the blockage of the Strait of Hormuz.

What is new is the color around the war's impact in the Americas. Most of Dow's ethylene and polyethylene is produced at low-cost facilities in the US, Canada, and Argentina that are unaffected by the conflict. These plants will be able to sell into an international market offering high prices owing to shortages in other regions. As a result, Dow expects pretax profits to more than double in the second quarter versus the first.

C&EN will be watching upcoming earnings announcements. BASF's this week should give more insight about the situation in Europe. LyondellBasell Industries is also likely to discuss a boom from its US assets.

Alex Tullio
C&EN's Senior Correspondent for Business

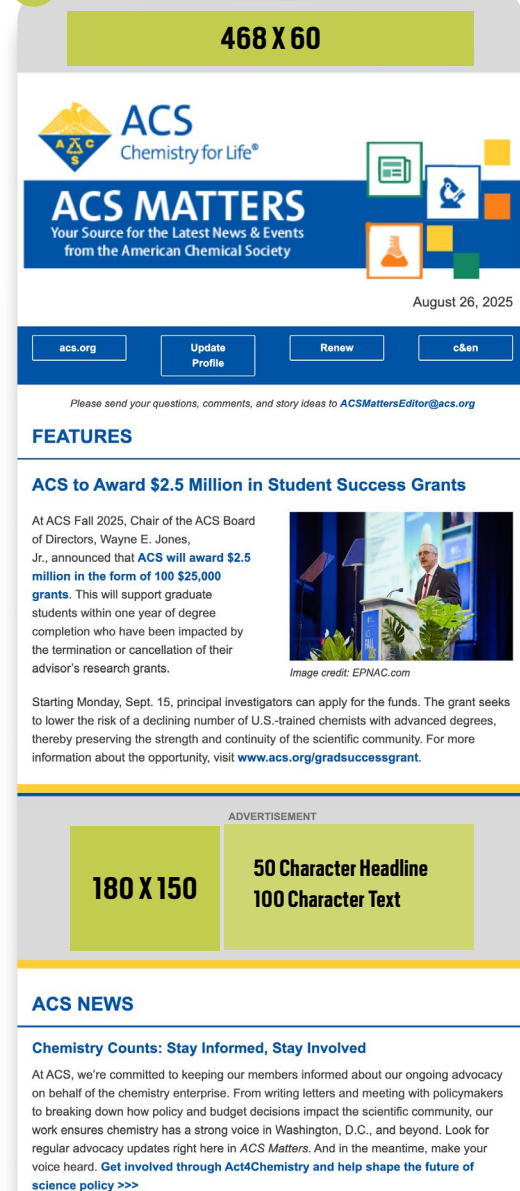
Top business news from C&EN



A Dow facility in Midland, Michigan | Credit: Associated Press/Paul Senzys

- 1 Industry seeks predictability as [Congress considers updates](#) to the US Toxic Substances Control Act.
- 2 The chemical industry needs more policy incentives for it to become more sustainable, according to a [new report](#).
- 3 Dow expects an [earnings surge](#), especially in the Americas, due to short supplies and high prices stemming from the Iran war.
- 4 USA Rare Earth [will buy a Brazilian mine](#) to secure supply of heavy rare earths outside of Asia.

2



ADVERTISEMENT

468 X 60

ACS Chemistry for Life

ACS MATTERS
Your Source for the Latest News & Events
from the American Chemical Society

August 26, 2025

acs.org Update Profile Renew c&en

Please send your questions, comments, and story ideas to ACSMattersEditor@acs.org

FEATURES

ACS to Award \$2.5 Million in Student Success Grants

At ACS Fall 2025, Chair of the ACS Board of Directors, Wayne E. Jones, Jr., announced that **ACS will award \$2.5 million in the form of 100 \$25,000 grants**. This will support graduate students within one year of degree completion who have been impacted by the termination or cancellation of their advisor's research grants.




Image credit: EPNAC.com

Starting Monday, Sept. 15, principal investigators can apply for the funds. The grant seeks to lower the risk of a declining number of U.S.-trained chemists with advanced degrees, thereby preserving the strength and continuity of the scientific community. For more information about the opportunity, visit www.acs.org/gradsuccessgrant.

ADVERTISEMENT

180 X 150 **50 Character Headline**
100 Character Text

ACS NEWS

Chemistry Counts: Stay Informed, Stay Involved

At ACS, we're committed to keeping our members informed about our ongoing advocacy on behalf of the chemistry enterprise. From writing letters and meeting with policymakers to breaking down how policy and budget decisions impact the scientific community, our work ensures chemistry has a strong voice in Washington, D.C., and beyond. Look for regular advocacy updates right here in *ACS Matters*. And in the meantime, make your voice heard. **Get involved through Act4Chemistry and help shape the future of science policy >>>**

Expanding Campaign Reach and Driving Conversions with Newsletters

THE CHALLENGE

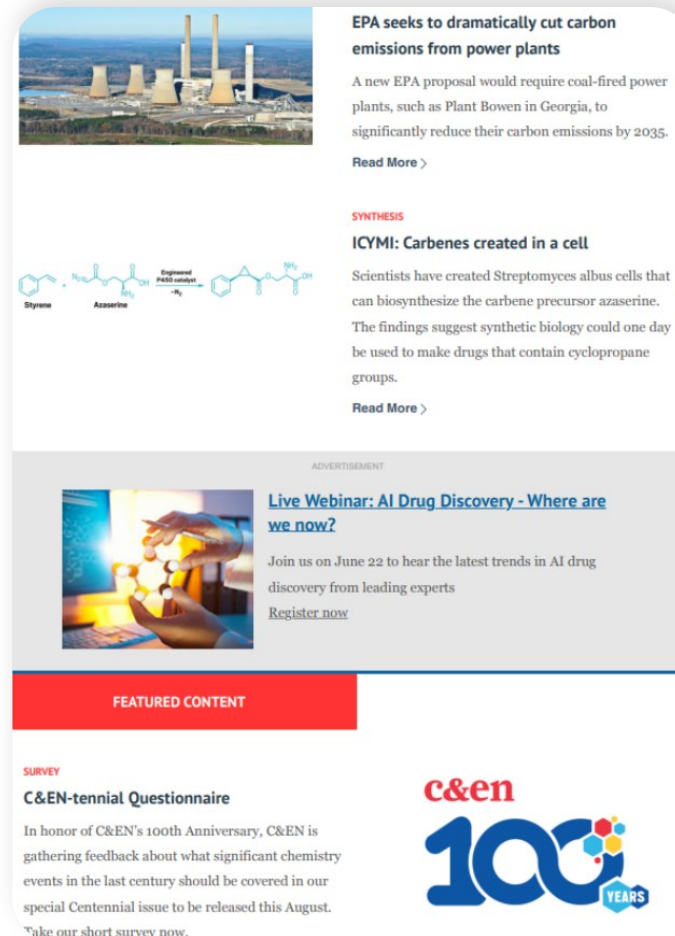
A web-based database solutions provider aimed to address the problem of inefficient data management in the field of biological and chemical research. The company was planning to host a webinar discussing the latest trends in drug discovery, featuring thought leaders in the industry who utilize AI to model and predict medicinal and biological properties.

They needed a digital campaign strategy to reach a global audience invested in the company and build a solid pipeline for the future.

THE SOLUTION

The client selected a sponsored content ad placement for the campaign. The C&EN Newsletter was the ideal placement opportunity to promote a topic such as AI Drug Discovery, where more than 256K readers are accustomed to reading such engaging topics.

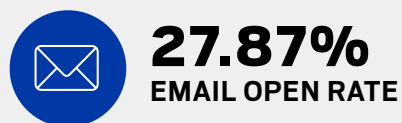
With a high engagement on the first ad placement, the client promoted the webinar ad in three additional issues.



The screenshot shows an email newsletter with the following content:

- Top Image:** A photograph of a large industrial power plant with several cooling towers.
- Text:** "EPA seeks to dramatically cut carbon emissions from power plants". Below it, a paragraph explains a new EPA proposal for coal-fired power plants like Plant Bowen in Georgia, aiming to reduce carbon emissions by 2035. A "Read More >" link is provided.
- Section Header:** "SYNTHESIS" in red.
- Text:** "ICYMI: Carbenes created in a cell". Below it, a paragraph describes scientists creating *Streptomyces albus* cells to biosynthesize the carbene precursor azaserine. It suggests synthetic biology could be used to make drugs containing cyclopropane groups. A "Read More >" link is provided.
- Chemical Diagram:** A reaction scheme showing the conversion of Styrene and Azaserine to a cyclopropane-containing product, with "Enzymatic photo-cycloaddition" and "hv" noted.
- Section Header:** "ADVERTISEMENT" in small red text.
- Image:** A photograph of hands holding several glowing yellow spheres, representing AI drug discovery.
- Text:** "Live Webinar: AI Drug Discovery - Where are we now?". Below it, a paragraph invites users to join on June 22 to hear the latest trends in AI drug discovery from leading experts. A "Register now" link is provided.
- Section Header:** "FEATURED CONTENT" in white text on a red background.
- Section Header:** "SURVEY" in red.
- Text:** "C&EN-ennial Questionnaire". Below it, a paragraph explains that in honor of C&EN's 100th Anniversary, the publication is gathering feedback about significant chemistry events in the last century for a special Centennial issue. A "Take our short survey now." link is provided.
- Image:** The C&EN 100 Years logo, featuring the letters "c&en" in red and "100 YEARS" in blue with a colorful molecular structure.

THE RESULTS



E-NEWSLETTERS

E-NEWSLETTER AD RATES & SPECS				
	MEDIUM RECTANGLE	SPONSORED CONTENT	TOP BANNER	SPONSORED NATIVE CAMPAIGN
E-NEWSLETTER	Digital Edition eBlast	C&EN Elements, Digital Edition eBlast, ACS Matters, or ACS Industry Elements	C&EN Elements, ACS Matters, or ACS Industry Elements	C&EN Elements or ACS Industry Elements
DIMENSIONS WIDTH X HEIGHT	300 x 250	180 x 150	468 x 60	275 x 150
MAXIMUM FILE SIZE	50 KB			
FILE TYPES	JPG, PNG, GIF, or Animated GIF			
CHARACTER LIMIT FOR TEXT AD*	N/A	50: Headline 100: Text	N/A	50: Headline 400 Text
RATES	\$2,500/mailing	\$3,500/mailing	\$4,500/mailing	\$3,500/mailing

*CHARACTER LIMIT includes spaces

Please note rates are reflected as NET.

**ASK US HOW TO GET 100% SHARE OF
VOICE WITH ROADBLOCK E-NEWSLETTERS!**

Chain Reaction by ACS

ACS' newest podcast, [Chain Reaction](#), connects chemistry's rich history to the innovations shaping our future. Through conversations with chemists, engineers, historians, and other expert voices from the scientific community, the show will uncover the surprising ways chemistry influences our daily lives, the environment, and emerging technologies.

- **Engaged Audience:** Target curious learners and seasoned professionals. Chain Reaction is promoted through ACS' global network, connecting advertisers with a science-literate audience that trusts ACS content.
- **Award-Winning Team:** Led by executive producer Sam Jones, Ph.D., and the same award-winning team behind Tiny Matters — a top-5% science podcast worldwide — Chain Reaction brings proven creative and editorial excellence from day one.



[Watch the trailer](#)



acs.org/chainreaction

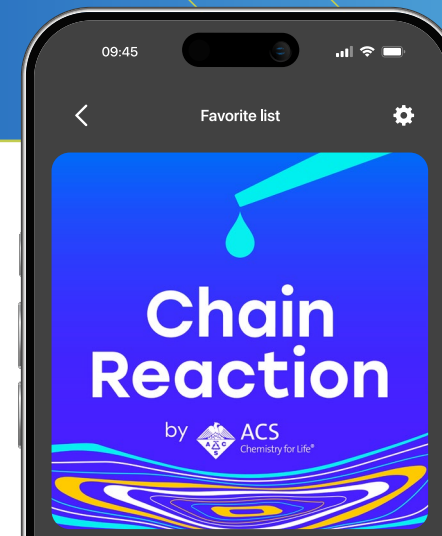


[@acspodcasts](#)

2026 PODCAST SCHEDULE

Episodes of the show are released as miniseries. Each miniseries focuses on a major theme and consists of four episodes plus one bonus episode, hosted by Margot Wohl, Ph.D., alongside a co-host and guest subject-matter experts.

MINISERIES 1 The Origin Story of Chemistry 			MINISERIES 4 The Chemicals that Shape Us 		
1.	From Alchemy to Atoms	March 19	1.	Antibiotics and Where to Find Them	Aug. 13
2.	The Chemists' Wars	March 19	2.	Contraception Inception	Aug. 20
3.	The Modern Chemist	March 26	3.	Depression: From Lobotomies to SSRIs	Aug. 27
4.	150 Years of ACS	April 2	4.	GLP-1s: How the Hottest Pharmaceuticals Made it to Market	Sept. 3
	Bonus Episode	April 9		Bonus Episode	Sept. 17
MINISERIES 2 The Chemistry of Pollution 			MINISERIES 5 BrandLab: Core Values 		
1.	The Air We (Want to) Breathe	April 23	1.	Passion for Science	Oct. 8
2.	It's a Watery World	April 30	2.	Lifelong Learning	Oct. 15
3.	The Soil and Superfund Sites Beneath Us	May 7	3.	Sustainability	Oct. 22
4.	Planetary Boundaries — Does Earth Have Limits?	May 14	4.	Inclusion and Belonging	Oct. 29
	Bonus Episode	May 28		Bonus Episode	Nov. 12
MINISERIES 3 BrandLab: Chemistry is Everyone 			MINISERIES 6 The Chemicals that Drive Us 		
1.	Chemistry in Space	June 18	1.	The Coal to Oil Pipeline	Dec. 3
2.	Leadership & Innovation	June 25	2.	Biofuels: From Plants to Power	Dec. 10
3.	Journeys Through Chemistry	July 2	3.	EV Batteries: The Science Keeps Going and Going	Dec. 17
4.	Chemistry is Everything	July 9	4.	Roadmap to Cleaner Fuel	Dec. 24
	Bonus Episode	July 23		Bonus Episode	Jan. 7



SPONSORSHIP AND ADVERTISING OPPORTUNITIES*

PRODUCT	DETAILS	SPECS/MATERIALS	TIME	RATE
HOST READ				
PRE OR POST-ROLL	Company name and a brief description	Provide script of up to 75 words	30s	\$2,000
MID-ROLL	A story about the brand/product	Provide script of 150-200 words	60s	\$2,700
MINI-SERIES EXCLUSIVE SPONSOR	4 episodes plus bonus episode - pre, mid, and post roll	Provide script for each of the 3 spots	10 mins total - 5x (30s, 60s, 30s)	\$4,160
SUPPLIED				
PRE OR POST-ROLL	Recording provided by sponsor Company name and a brief description	MP3 or WAV file	30s	\$1,500
MID-ROLL	Recording provided by sponsor A story about the brand/product	MP3 or WAV file	60s	\$2,250
MINI-SERIES EXCLUSIVE SPONSOR	4 episodes plus bonus episode - pre, mid, and post roll	Provide MP3 or WAV files for each of the 3 spots	10 mins total - 5x (30s, 60s, 30s)	\$3,375

* Introductory Rates valid until August 2026



**SCIENCE IS THE FASTEST-GROWING
PODCAST CATEGORY IN THE UNITED STATES**

Source: Spotify Wrapped 2025



MARGOT WOHL, PHD
PRODUCER, HOST



SAM JONES, PHD
EXECUTIVE PRODUCER

ADVERTISING & SALES CONTACTS

MANAGING DIRECTOR OF SALES & STRATEGIC PARTNERSHIPS

Cynthia Graham-Tappan
c_graham@acs.org



UNITED STATES

MIDWEST, NORTHEAST EAST COAST & CANADA SALES

Chris Nolan
c_nolan@acs.org

EAST COAST & SOUTHEAST SALES

Jim Beckwith
j_beckwith@acs.org

WEST COAST SALES

Beth Kurup
b_kurup@acs.org

EUROPE

UNITED KINGDOM

Lisa Chadderton
l_chadderton@acs.org

GERMANY, AUSTRIA, SWITZERLAND, THE NETHERLANDS, IRELAND, SCANDINAVIA, BELGIUM, FRANCE, ITALY, SPAIN, PORTUGAL, EAST CENTRAL EUROPE & THE MIDDLE EAST

Uwe Riemeyer
riemeyer@intermediapartners.de

ASIA/PACIFIC

AUSTRALIA & NEW ZEALAND

Chris Nolan
c_nolan@acs.org

CHINA

Sammi Wang
sammi@echinachem.com

CHINA: U.S. CONTACT

Minghua Lu
minghua@echinachem.com

INDIA

Faredoon Kuka
kuka@rmamedia.com

KOREA, JAPAN, SINGAPORE & THAILAND

acsmediagroup@acs.org

ADDITIONAL CONTACTS

C&EN BRANDLAB

CENBrandLab@acs.org

AD PRODUCTION INFORMATION

displayads@acs.org

DIGITAL AD TRAFFICKING

onlineads@acs.org

RECRUITMENT & CLASSIFIEDS

classifieds@acs.org

GENERAL SALES INQUIRIES

acsmediagroup@acs.org

Visit acsmediakit.org to learn more about our integrated advertising solutions.