



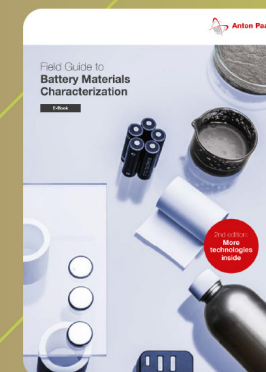
2026 Lead Generation Playbook

Solutions for generating quality leads with C&EN and ACS

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

acsmediakit.org

AMERICAN CHEMICAL SOCIETY



2026 Lead Generation Playbook

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WHY IS LEAD GENERATION IMPORTANT?

Reach Buyers Through Smart Content

Today's B2B buyers prefer a self-directed journey of digital discovery. According to our 2025 ACS Buying Power Survey, internet searches are the top method buyers use to evaluate suppliers. Lead generation content not only ensures your offerings appear in those search results but also positions your company as a trusted, credible choice.

The Edelman-LinkedIn B2B Thought Leadership Study reinforces this:

- **73%** of B2B buyers view thought leadership as a more trustworthy indicator of expertise than traditional marketing.
- **9 in 10** decision-makers and C-suite executives are more receptive to outreach from companies that consistently produce high-quality thought leadership.

ACS Media Group makes thought leadership easy. Our turnkey webinar, white paper, app note, and e-book programs transform your expertise into lead-generating content that builds trust and sparks interest among scientific buyers. With ACS's trusted platform, expert production support, and precision-targeted outreach, we deliver **successful campaigns** that connect, convert, and perform.

77% OF THE ACS AUDIENCE ATTEND SCIENTIFIC WEBINARS



OUR LEAD GENERATION SOLUTION STACK



CONSULTATION

Our campaign strategists work directly with your brand



CONTENT

Choose from webinars, white papers, e-books, app notes, and more custom options



AUDIENCE

Reach a scientific community that includes ACS members, C&EN readers, and researchers across ACS Journals



DISTRIBUTION

Exclusive platforms and channels to reach decision-makers



SEGMENTATION

Targeted communications to your buyers



RETURN ON INVESTMENT

Measurable results backed by lead guarantees

WHO ARE YOUR IDEAL PROSPECTS?

Access an unparalleled audience of scientists

JOB TITLES

Chemist
Principal Scientist
Engineer
Researcher
Professor/PhD
R&D Director
Lab Manager
CEO
President
Vice President

TOP COMPANIES

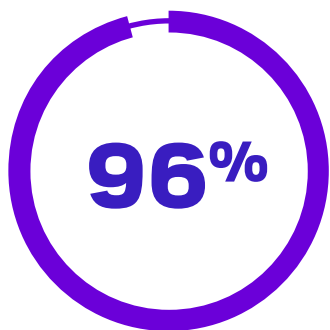
DowDuPont
Sanofi-Aventis
Pfizer
Amgen
Merck
Novartis
Dow
Glaxosmithkline
Sigma-Aldrich

TOP INTERESTS

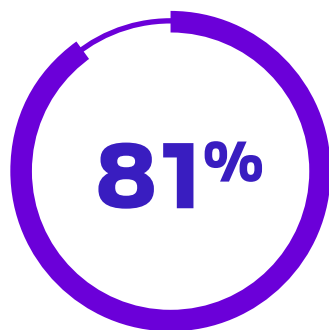
Drug Discovery/Development
Analytical Techniques (UV-Vis, GC, LC/MS)
Computational Chemistry (AI/ML)
Materials Chemistry (energy, nanotech, polymers)
Synthesis
Biochemistry
Sustainability
Environmental/Food & Ag
Cosmetic or Personal Care Chemistry

PURCHASING DECISIONS AND AUTHORITY

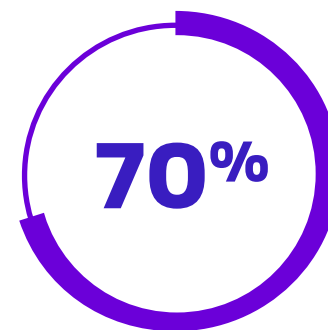
We recently surveyed our audience to see how they get their information and make purchases:



trust ACS and C&EN as a source for scientific and new product information



are involved in the purchasing process in their organizations



expect their 2026 lab budget to increase or stay the same

Source: ACS 2025 Buying Power Survey

HOW DO YOU GENERATE LEADS?

Focus on creating content that maps to the buying process

ACS Media Group can help increase your marketing ROI through engaging lead generation campaigns. We collaborate with our partners to craft valuable content that appeals to scientific audiences from top to bottom of the sales funnel. This is more important than ever. Our recent audience survey suggests **52%** of scientists do research on the internet when trying to learn about new products or services. By creating a strong digital presence with educational resources, companies can stay top of mind for prospects at each step of the funnel. Here's how:

YOUR NEED

THE OBJECTIVE

OUR TOP SOLUTIONS

BUILDING AWARENESS

Potential buyers need to be aware of your product to consider it.

GENERATE TRAFFIC

CUSTOM CONTENT

PRODUCT EDUCATION

Complex scientific sales require answers to many significant questions.

CAPTURE LEADS

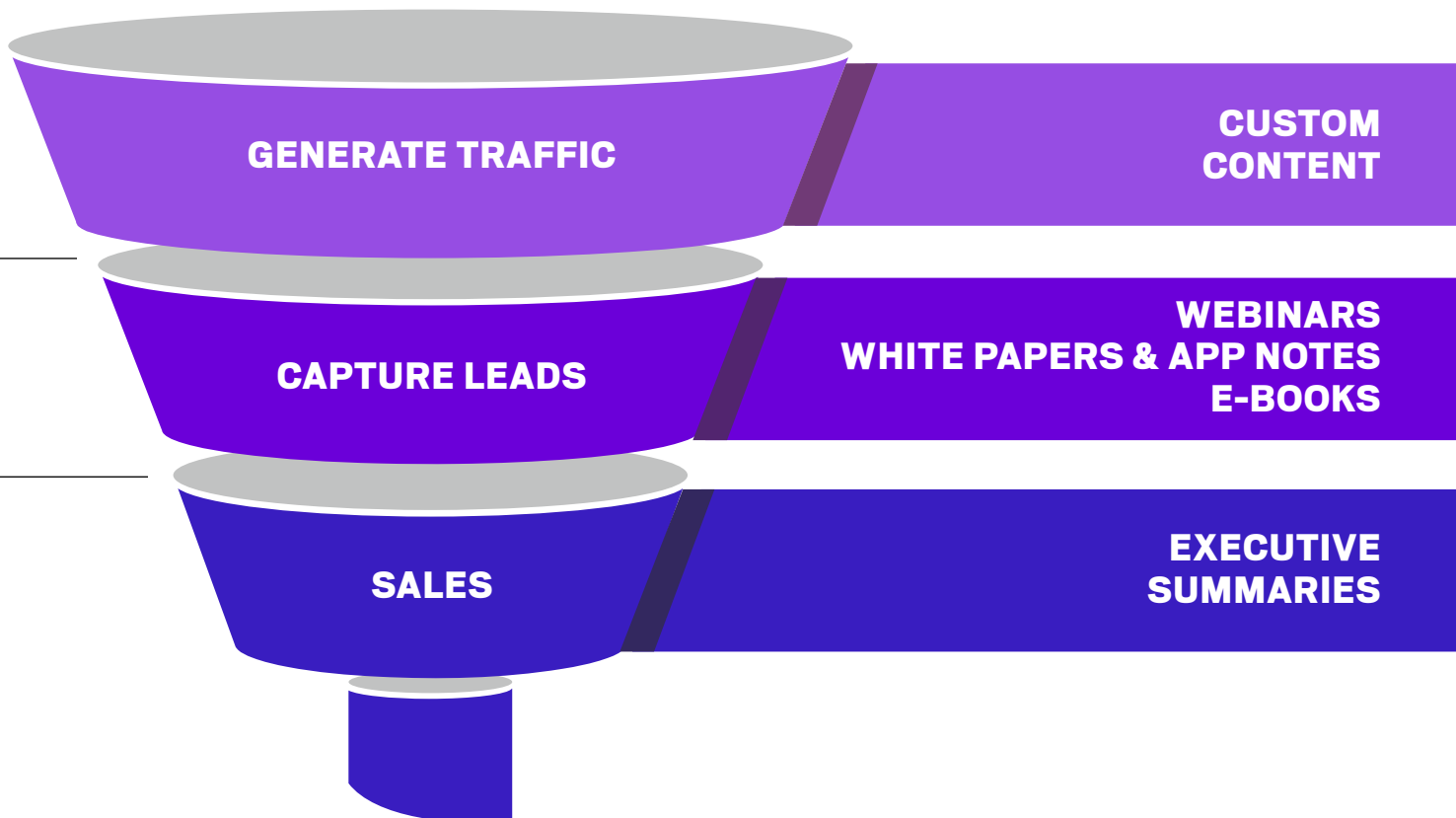
**WEBINARS
WHITE PAPERS & APP NOTES
E-BOOKS**

CLOSING CUSTOMERS

Value must be clearly demonstrated to earn the trust of new customers.

SALES

EXECUTIVE SUMMARIES



Why Webinars?

Webinars have consistently been the top-performing lead generation tactic for B2B marketers, helping brands connect with their audiences wherever they may be. Our 2025 ACS audience survey found that nearly **40%** of science professionals prefer attending hybrid or virtual formats, with even higher interest among those actively searching for the latest scientific research, applications, and technology. Recognizing this strong demand for flexible engagement helps science marketers identify and prospect the most engaged leads.

Our webinar engagement continues to remain high with an average of **513** webinar registrants.

- Highest performing webinar of 2025 had **1,287** registrants.
- Our (live and on demand) attendance rate averages **49%** and engagement continues to remain high.

Webinars are an effective instrument for science marketers to present informative and interactive content while connecting with their target market on a deeper and more personal level.



TOP 5 WEBINARS FROM 2025

Webinar Name	Sponsor	Exceeded Lead Guarantee By:
High-Performance Materials Discovery: A Decade of Cloud-Enabled Breakthroughs	Schrödinger, Inc.	64%
AI/ML-Powered Formulation Design: Accelerating Innovation	Schrödinger, Inc.	58%
Innovative LC/MS Techniques for Oligonucleotide Analysis Without Ion Pairing Reagents	Agilent Technologies	52%
One for All: Spinsolve NMR with Unlimited Nuclei and Variable Temperature Right on Your Bench	Magritek	48%
From Discovery to Cure: Addressing the Challenges of Oncology Drug Discovery	Eurofins Discovery Labs	45%

Your Experts, Our Audience: A Turnkey Webinar Solution for Maximum Impact

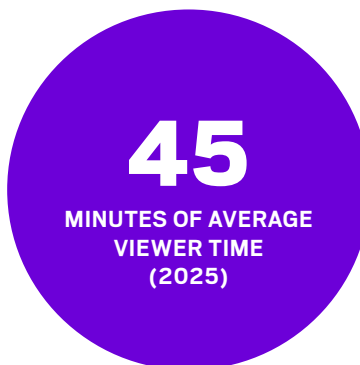
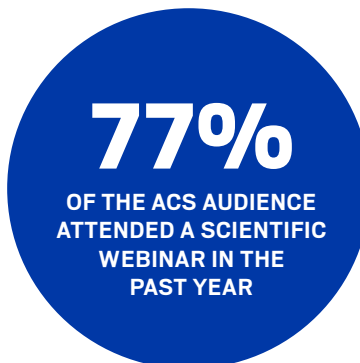
Our successful **webinar program** continues to attract registrations and engagement. Our approach to presenting webinars sets us apart from other publishers. We've implemented measures to ensure your campaign's success, including a guaranteed leads model, exclusive editorial insights on your webinar content, a streamlined production workflow, superior user experience, intelligent marketing operations, and access to an unrivaled audience. Our turnkey process handles all marketing materials and generates leads from our pool of interested and influential contacts. Meanwhile, your company's subject matter experts present the content.

We're dedicated to providing our audience with essential information for technology breakthroughs and services in the chemical, life sciences and laboratory domains.

TURN YOUR WEBINAR INTO A MULTI-CHANNEL CONTENT POWERHOUSE






Extend the reach of your webinar content a step further and transform it into a white paper or e-book, create an executive summary, or even a supporting infographic. Our **C&EN BrandLab** team can summarize the content of your webinar to reach a wider audience in multiple ways.

[Learn how Prochips turned their webinar into custom white paper.](#)



WEBINAR PROGRAM OVERVIEW

Our webinar program includes:

-  45 minutes of presentation time and 15 minutes of live Q&A
-  Event hosting and technical support
-  **NEW** A suite of optimization features including: AI-powered personalization tools, segment builder, key moment videos, polling, tracking URLs, resources for attendees to download, certification of attendance, video integration, mouse pointers, reactions tool, and lead scoring
-  Access to webinars on-demand for 1 year after the broadcast
-  Promotions through email, banners and online postings

[VIEW CUSTOM WEBINAR](#)

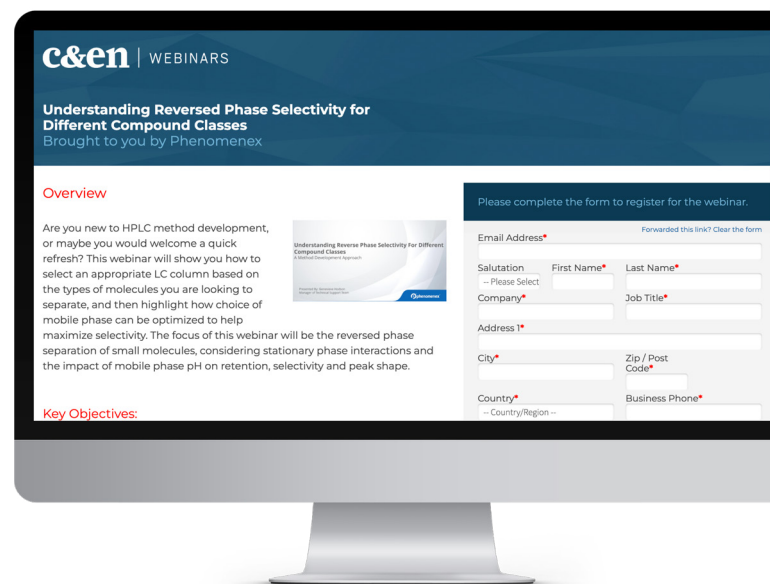
[PACKAGES AND RATES ON PAGE 15](#)

Proven Results: 100% of Supplied Webinar Campaigns Beat Expectations

Looking to extend the impact of your existing on-demand content and generate high-quality leads? ACS Media Group offers a turnkey solution to connect your MP4 webinar (of up to one hour duration) with your ideal audience.

In the last two years, every supplied webinar campaign we've launched has exceeded its lead guarantee.

Our expert marketing team will craft a targeted strategy using email and banner promotions to drive traffic and conversions. Your custom registration page and form will remain live for up to 8 weeks, maximizing exposure. At the end of the campaign, you'll receive a detailed lead report to measure performance and ROI.



LEARN HOW PHENOMENEX LEVERAGED AN EXISTING WEBINAR INTO A POWERFUL LEAD-GENERATION TOOL — SECURING HIGH-QUALITY LEADS AND PROSPECTS EAGER FOR FUTURE BUSINESS OPPORTUNITIES

Strategic Content Driving Brand Growth and Lead Conversion



THE CHALLENGE

With computational modeling and machine learning transforming materials science, the ability to scale digital simulations efficiently across diverse applications becomes critical. Schrödinger aimed to showcase how computational approaches combining physics-based molecular modeling with machine learning are advancing materials discovery across industries such as electronics, polymers, and thin film processing. Schrödinger needed to reach a targeted audience of key decision-makers and generate high-quality leads for their sales pipeline, demonstrating the impact of their solutions on real-world R&D.

THE SOLUTION

In collaboration with ACS Media Group, Schrödinger launched a webinar campaign that positioned the company as a thought leader in scalable materials discovery. The session featured detailed case studies and practical resources to help attendees apply high-throughput screening and de novo design in their own research. The campaign reinforced Schrödinger's brand positioning and generated a strong pipeline of qualified leads.



THE RESULTS



1,287
REGISTRATIONS



1,452,400
BANNER IMPRESSIONS



621
LIVE AND ON
DEMAND ATTENDEES



166
RESOURCE
DOWNLOADS

Why White Papers Or App Notes?

White papers are a proven format for sharing informative, relevant content with audiences interested in key trends, technologies, case studies, and expert insights. **Application notes**, by contrast, address specific problems and provide detailed, reproducible solutions using a product or technology. By leading with either white papers or app notes, you demonstrate thought leadership, build trust, and connect with prospects in a non-intrusive way, on their own time, while reinforcing your brand's credibility.



2025 TOP 5 CUSTOM WHITE PAPERS

Title	Sponsor	Leads
Practical AI in Chemistry and Materials R&D	NobleAI	869
Chemistry's Quantum Age is Nearly Here. What's on the Horizon?	Microsoft	516
Deconstructed Drug Discovery: How Sequence-Based AI Speeds and Expands the Search for New Therapeutics	Ainnocence, Inc.	499
Accelerating Chemical Discovery for All: How AI and high-performance computing transform research workflows	Microsoft	419
From PROTACs to DACs: How targeted protein degraders are breaking rules and boundaries in drug design	Revvity Signals Software	412

2025 TOP 5 SUPPLIED WHITE PAPERS & APP NOTES

Title	Sponsor	Leads
The Basics of UV-Vis-NIR Spectrophotometry	Agilent Technologies	1,370
Solubility: Importance, Measurements, and Application	Technobis	510
Machine learning for adaptive experimental design – Reducing experimental time and costs by 50–80%	Intellegens	495
Intelligence That Drives Performance: Agilent GC/MS Poster Compendium for ASMS	Agilent Technologies	253
8 Proactive LCMS Maintenance Strategies: How to Maximize Uptime for Your Lab	Zef Scientific, Inc.	245

OPTION #1: CUSTOM CONTENT



Tell us your topic of interest and our team at C&EN BrandLab will research and develop the content of your white paper or app note. This option is entirely turnkey – from the initial outline phase to the final design, we'll develop all the materials and get your feedback along the way. We'll also create a robust marketing campaign with digital banners and emails to promote your white paper or app note and generate leads.

OPTION #2: SUPPLIED CONTENT



If you already have an existing white paper or app note, ACS Media Group can help you create a targeted marketing campaign with your content at the center. In this setup, you're able to use materials you already have, but leverage ACS and C&EN's brand authority and distribution capabilities to push content to an engaged audience of key decision-makers.

VIEW SUPPLIED WHITE PAPER

AND APP NOTE RATES ON PAGE 16

c&en | WHITE PAPERS

CHEMISTRY'S QUANTUM AGE IS NEARLY HERE. WHAT'S ON THE HORIZON?

When new technologies emerge, chemistry evolves and grows along with those technologies. In the 1950s, computational chemistry emerged amid the rise of electronic computers. Supercomputers later allowed scientists to simulate individual atoms and molecules with unprecedented precision. Today, many believe that quantum computers have the potential to usher in a new generation of computational chemistry.


Quantum computers have long been anticipated, and while the field still has a long way to go, researchers have made significant practical advances in the last several years. Quantum algorithms and hardware have become more reliable, and engineers are developing quantum bits (qubits) and architectures that tap into more quantum computational power. In 2024, Microsoft and Atom Computing [announced](#) a machine with 28 error-correcting "logical qubits"—the largest number on record at the time.

Such milestones are quickly ushering in a time when quantum computers can solve problems more efficiently and effectively than classical computers. "We're interested in a practical, real-world advantage" from quantum computing, says Nathan Baker, who leads the applications engineering team at Microsoft.

Quantum mechanical simulation of chemical systems is one of the most promising avenues for achieving this advantage. Simulating a chemical system represents a complex problem with interconnected variables but one that also relies on a relatively small dataset—a type of problem that is ideal for quantum computers.¹ Improving chemical simulations with quantum computing has practical outcomes.

"Think about the challenges facing the planet; most of those challenges have solutions that are rooted in chemistry and material science," says Karol

AMERICAN CHEMICAL SOCIETY

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c&en | APP NOTES

Advancing RNA Therapeutics: Mass Spectrometric Analysis of Antibody-siRNA Conjugates

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310

AVERAGE
WHITE PAPER
DOWNLOADS



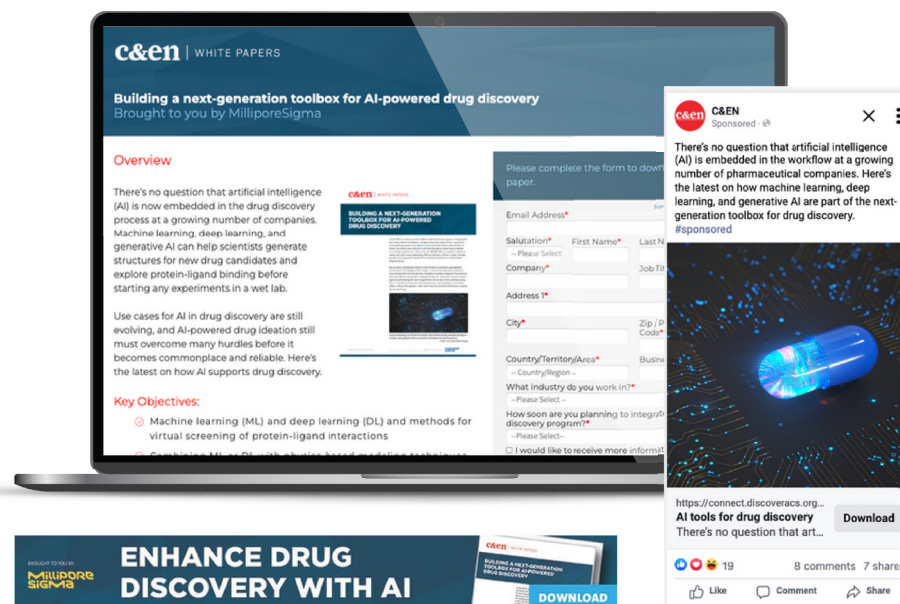
Building a Next-Generation Toolbox for AI-Powered Drug Discovery

THE CHALLENGE


AI is transforming the drug discovery process, offering powerful tools to accelerate research and innovation. As AI-powered drug ideation evolves, challenges such as ensuring reliable virtual screening, predictive modeling, and robust benchmarking remain key obstacles. MilliporeSigma recognized the value of providing insights into overcoming these hurdles and partnered with ACS Media Group to develop educational content. This collaboration aimed to raise awareness and drive leads for their innovative solutions in the pharmaceutical industry.

THE SOLUTION

ACS Media Group partnered with MilliporeSigma to create a custom white paper featuring a landing page, qualifier questions, email campaigns, social posts, and targeted banner ads. These materials highlighted MilliporeSigma's expertise in AI-powered drug discovery, focusing on solutions such as virtual screening and generative AI technologies. The marketing assets were designed to engage key audience groups, including computational chemists, R&D managers, and pharmaceutical researchers, encouraging them to download the white paper for actionable insights and further information.



THE RESULTS



607+
QUALIFIED LEADS



RELEVANT TITLES
COMPUTATIONAL CHEMIST,
R&D SCIENTIST,
PHARMACEUTICAL RESEARCHER



4,260
FACEBOOK REACH



186,544
BANNER IMPRESSIONS
(132 CLICKS)

Why E-Books?

E-books are long-form text narratives geared towards telling a story about how a specific product or service can successfully address an issue or solve a problem. Typically, e-books also incorporate more imagery that supports and substantiates the overall value proposition and associated benefits of the product or service. This type of content is best suited for end-of-funnel marketing campaigns, where more detailed information helps guide readers who are already researching a product or service toward a final purchase. This allows marketers to talk more directly about the benefits of their products than their white paper counterparts.

E-Book Solution

Leveraging our in-house experts and creative team, we will craft a compelling story about your company and how it solves problems, using real examples and leveraging display charts and key findings to effectively demonstrate your industry leadership. These elements have been proven to be key in influencing a scientific – and sometimes skeptical – audience.



**VIEW E-BOOK PACKAGES AND
PRICING ON PAGE 17**

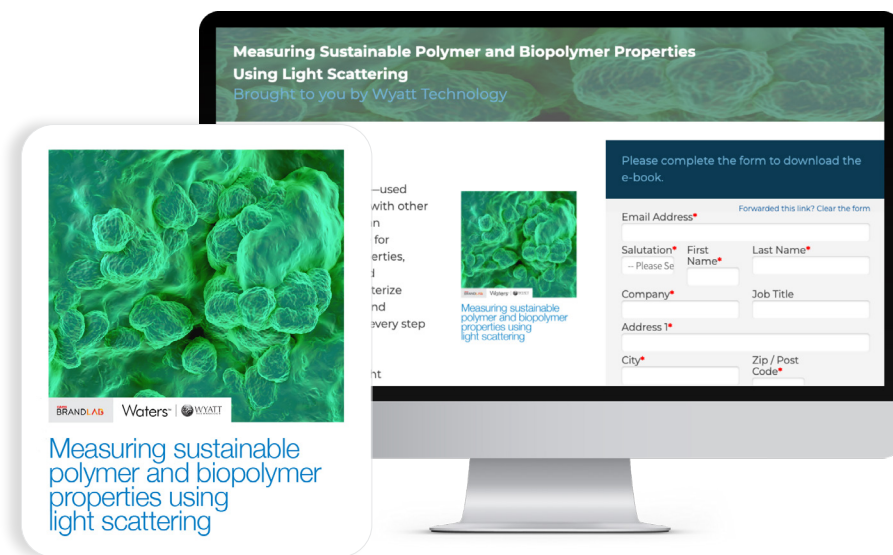
Uncovering Light-Scattering Solutions for Sustainable Polymers Across Multiple Industries

THE CHALLENGE


Sustainability is a central pillar across the pharmaceutical, packaging, and personal care industries. These sectors face mounting pressures to adopt biologically derived and sustainable polymer products. However, characterizing these materials presents several challenges, including a lack of standard evaluation methods. Wyatt Technology wanted to grow awareness of their light scattering technology as a solution for biopolymer analysis and identify interested contacts for their sales team.

THE SOLUTION

C&EN BrandLab proposed a custom e-book campaign showcasing Wyatt Technology's light-scattering instruments for analyzing biopolymer quality and properties. The e-book featured real-world applications across the pharmaceutical, packaging, and personal care sectors. It also included stories of how researchers used light-scattering techniques to overcome polymer analysis challenges. After creating the e-book for Wyatt Technology, C&EN BrandLab launched a campaign to promote it to scientists in targeted industries and generate qualified leads.




THE RESULTS

 **790**
DOWNLOADS

 **819,358**
BANNER
IMPRESSIONS

 **416**
BANNER
CLICKS

 **9%**
ASKED TO BE
CONTACTED BY
A SPECIALIST

 **136**
CLICKS ON
FACEBOOK

WEBINARS

	PLATINUM	GOLD	SILVER
CUSTOM WEBINAR	<ul style="list-style-type: none"> • 1,000 guaranteed leads • Custom email promo to webinar database • Standard registration fields and up to 5 additional qualifier questions • 500,000 impressions on C&EN Online/ACS Journals • Custom landing page & form 	<ul style="list-style-type: none"> • 600 guaranteed leads • Custom email promo to webinar database • Standard registration fields and up to 3 additional qualifier questions • 300,000 impressions on C&EN Online/ACS Journals • Custom landing page & form 	<ul style="list-style-type: none"> • 400 guaranteed leads • Custom email promo to webinar database • Standard registration fields and up to 2 additional qualifier questions • 150,000 Impressions on C&EN Online/ACS Journals • Custom landing page & form
	\$32,000	\$25,500	\$21,500
SUPPLIED WEBINARS	<ul style="list-style-type: none"> • 150 guaranteed leads • 1 custom email promo to webinar database • 150,000 impressions on C&EN Online/ACS Journals • Standard registration fields and up to 1 additional qualifier question • Custom landing page & form • Registrant will receive a link to the on-demand MP4 video of up to 1 hour duration • Video hosted on media player • Registration page will remain active on cen.acs.org for up to 8 weeks. The lead generation team will provide a copy of the lead report. 		
	\$13,650		

- Rates reflected as net. Rates reflected as net. Package changes or customizations may result in additional charges.
- Webinars, white papers and e-book guaranteed leads report includes: First Name, Last Name, Email Address, Company, Job Title, State, Country, Phone.
- All supplied content is subject to approval by ACS Media Group prior to campaign launch.

WHITE PAPERS AND APP NOTES

	PLATINUM	GOLD	SILVER
CUSTOM WHITE PAPER	<ul style="list-style-type: none"> • 400 guaranteed leads • Custom white paper written • Custom email promo to database • Standard registration fields and up to 2 additional qualifier question • 400,000 impressions on C&EN Online/ACS Journals • 2 social media posts • Custom landing page & form 	<ul style="list-style-type: none"> • 250 guaranteed leads • Custom white paper written • Custom email promo to database • Standard registration fields and up to 1 additional qualifier question • 250,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form 	<ul style="list-style-type: none"> • 150 guaranteed leads • Custom white paper written • Custom email promo to database • Standard registration questions • 150,000 impressions on C&EN Online/ACS Journals • Custom landing page & form
	\$20,000	\$17,500	\$15,500
SUPPLIED WHITE PAPER OR SUPPLIED APP NOTE	<ul style="list-style-type: none"> • 300 guaranteed leads • Standard registration fields and up to 2 additional qualifier question • 400,000 impressions on C&EN Online/ACS Journals • 2 social media posts • Custom landing page & form 	<ul style="list-style-type: none"> • 200 guaranteed leads • Standard registration fields and up to 1 additional qualifier question • 250,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form 	<ul style="list-style-type: none"> • 100 guaranteed leads • 150,000 impressions on C&EN Online/ACS Journals • Standard C&EN registration questions • Custom landing page & form
	\$18,000	\$14,500	\$11,500

- Rates reflected as net. Package changes or customizations may result in additional charges.
- Webinars, white papers and e-book guaranteed leads report includes: First Name, Last Name, Email Address, Company, Job Title, State, Country, Phone.
- All supplied content is subject to approval by ACS Media Group prior to campaign launch
- Custom products require a 12–16 week production timeline.

ASK US ABOUT BRANDLAB IDEATION

UPGRADES FOR OUR SUPPLIED WHITE PAPER PACKAGES

E-BOOKS AND INFOGRAPHICS

	PLATINUM	GOLD	SILVER
CUSTOM E-BOOK	<ul style="list-style-type: none"> • 400 guaranteed leads • Custom e-book written • Custom email promo to database • Standard registration fields and up to 3 additional qualifier questions • 500,000 impressions on C&EN Online/ACS Journals • 2 social media posts • Custom landing page & form 	<ul style="list-style-type: none"> • 250 guaranteed leads • Custom e-book written • Custom email promo to database • Standard registration fields and up to 1 additional qualifier questions • 250,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form 	<ul style="list-style-type: none"> • Custom e-book written only
	\$32,000	\$25,500	\$20,000
SUPPLIED E-BOOK	<ul style="list-style-type: none"> • 150 guaranteed leads • Standard registration page questions • 150,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form 		
	\$12,500		
SUPPLIED INFOGRAPHIC	<ul style="list-style-type: none"> • 75 guaranteed leads • 150,000 impressions on C&EN Online/ACS Journals • Standard registration questions • Custom landing page & form 		
	\$9,500		

- Rates reflected as net. Package changes or customizations may result in additional charges.
- Webinars, white papers and e-book guaranteed leads report includes: First Name, Last Name, Email Address, Company, Job Title, State, Country, Phone.
- All supplied content is subject to approval by ACS Media Group prior to campaign launch.
- Custom products require a 12–16 week production timeline.

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