



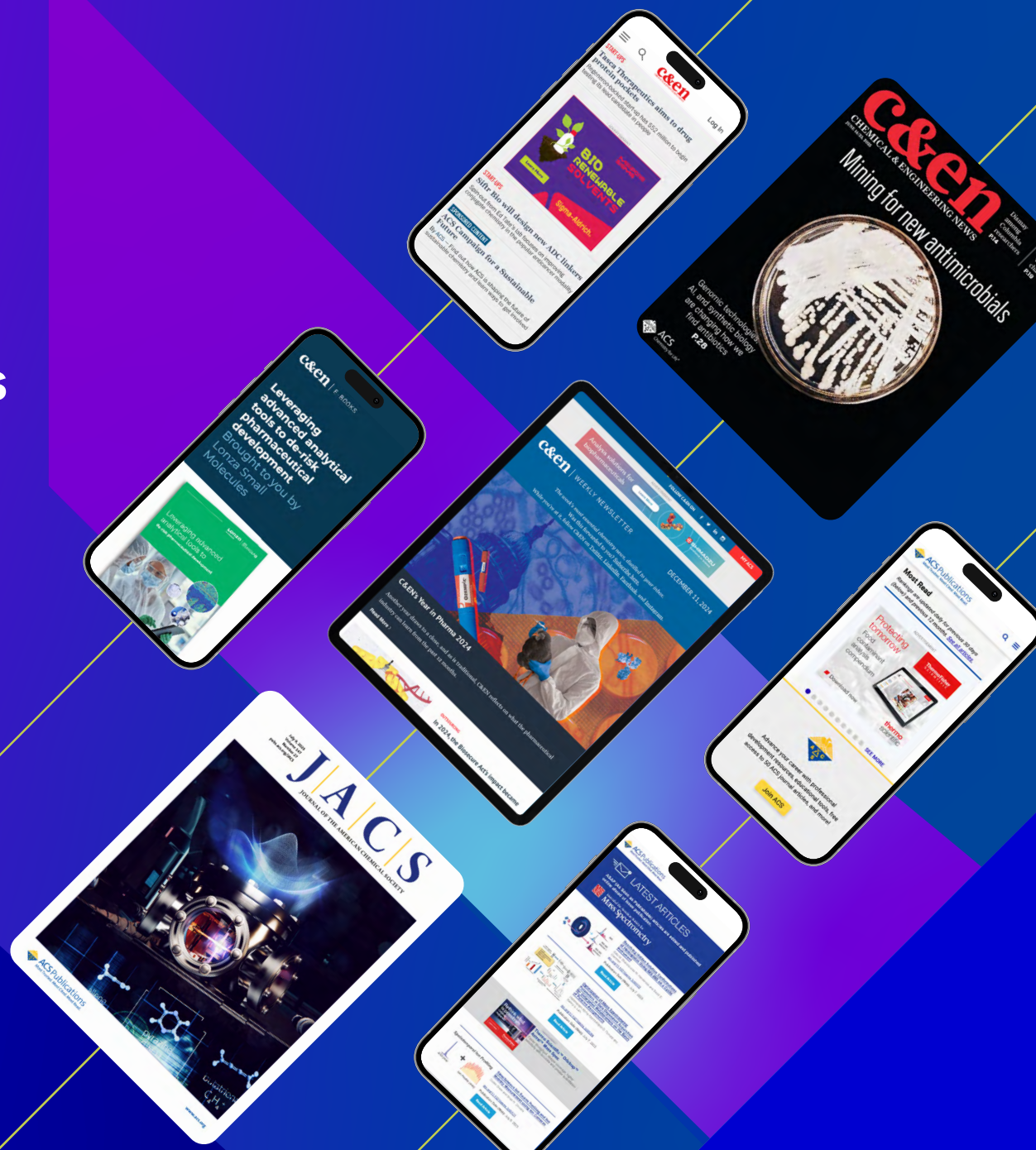
2026 Media Kit

Integrated Advertising Solutions with ACS and C&EN

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

acsmediakit.org

AMERICAN CHEMICAL SOCIETY



2026

Media Kit

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Explore our interactive media kit to find the ideal advertising solution for your needs.

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WELCOME TO THE ACS 2026 MEDIA KIT





ACS150
Chemistry is Everything

This year, the American Chemical Society (ACS) marks 150 years of advancing chemistry and empowering the global scientific community. As a trusted, celebrated, and globally-recognized voice, ACS offers unparalleled opportunities for brands to connect with a highly engaged audience of chemical and engineering professionals. Whether you're launching a product, building brand awareness, or recruiting top talent, ACS media channels deliver the reach and credibility you need to meet your goals.

ACS is more than a scientific society — it's a dynamic ecosystem of discovery and dialogue. This media kit equips you with the tools to lead the conversation and engage our audience across influential platforms, including Chemical & Engineering News (C&EN), ACS Journals, CAS Common Chemistry, and ACS Chemistry Careers.

Inside, you'll find audience insights, advertising formats, and content marketing strategies — from high-impact display ads and lead-generating webinars to native storytelling by C&EN BrandLab and more. Dive in to discover how partnering with ACS can elevate your brand in 2026 and beyond.

WHY SCIENCE BUYERS RELY ON ACS:

-  C&EN's daily analysis of the issues most important to labs around the world
-  Trusted, authoritative, and inspiring research from peer-reviewed journals that serve as the voice of record across more than 90 specialized scientific disciplines
-  CAS solutions and technologies that fuel scientific innovation
-  Connection with professionals, future leaders, and the global scientific community when it matters most



GET IN TOUCH: [ACSMEDIAKIT.ORG/CONTACT](https://acsmediakit.org/contact)

TRUSTED BY
96%
OF SURVEY RESPONDENTS
FOR SCIENTIFIC AND
NEW PRODUCT
INSIGHTS

BRANDS WE WORK WITH

ThermoFisher
SCIENTIFIC

SARTORIUS

spectrum
CHEMICAL MFG CORP

MILLIPORE
SIGMA

WuXi AppTec
药明康德

DASSAULT
SYSTEMES

GRACE
Talent | Technology | Trust™

BRUKER

THE Welch
FOUNDATION

Pfizer

USB
UNITED SOYBEAN BOARD

PerkinElmer
For the Better

REACH THE PROFESSIONALS WHO DRIVE PURCHASES

Professionals within the American Chemical Society (ACS) audience are deeply connected within their industries and work at some of the most influential organizations in science and technology. With a **global community of over 230,000 individuals**, ACS represents a powerful network of experts and innovators who are shaping the future of science and technology. These professionals are not only experts in their fields, they're also key decision-makers, with **81% influencing or holding final purchasing authority**.

To better understand their needs and buying behaviors, we conducted a survey of our audience, which confirmed their high engagement and trust in ACS platforms like **C&EN, CAS Common Chemistry, and ACS Journals**. The results show that our audience doesn't just consume ACS content — they consider it a valuable source for discovering new products, services, and innovations.

When you advertise with ACS, you're reaching a highly targeted, receptive audience that's ready to take action.

WHAT PRODUCT DETAILS ARE MOST IMPORTANT TO BUYERS?

57%	Product quality
55%	Competitive price
48%	Technical specifications
46%	Product reliability
28%	Application-specific product information
24%	Referrals or recommendations

WHAT COMPANY DETAILS ARE MOST IMPORTANT TO BUYERS?

58%	Technical support
54%	Past experience with supplier
44%	Brand or company reputation
43%	Customer service
25%	Quick and easy ordering process
24%	Quick delivery/shipping

WHAT SOURCES DRIVE THE SCIENTIST-BUYER? Top sources for keeping abreast of new products and technologies:

66%	Journal articles
64%	Articles in magazines such as C&EN
52%	Internet searches
46%	Scientific conferences and events
39%	Friends and colleagues
35%	E-newsletters from publishers, such as C&EN

REACH 188K ACS SUBSCRIBERS BY ADVERTISING

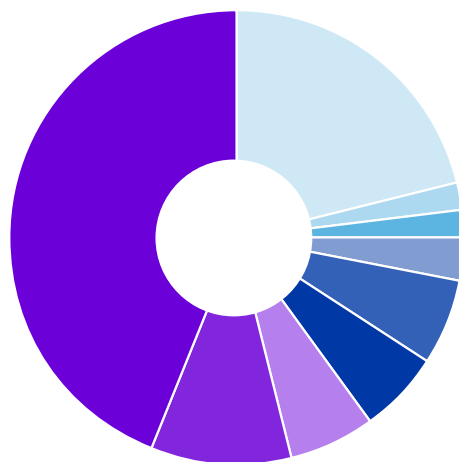
IN OUR ACS MATTERS E-NEWSLETTER!



TARGET YOUR IDEAL CUSTOMER WITHIN A DIVERSE, GLOBAL CHEMICAL COMMUNITY

JOB TITLES

- **44%** Researcher/Scientist
- **10%** Lab/Department Manager
- **6%** PostDoc
- **6%** Consultant
- **6%** Student
- **3%** Administrator
- **2%** Technician
- **2%** Between Jobs
- **21%** Other



TOP AREAS OF RESEARCH			
Members of the ACS audience often work in or study:			
28%	Analytical Chemistry	15%	Education
24%	Organic Chemistry	14%	Applied Chemistry
23%	Materials Science	13%	Chemical Engineering
18%	Green/Sustainable Chemistry	13%	Inorganic Chemistry
15%	Biochemistry	13%	Life Science, Medicine

TOP PRODUCTS			
The ACS audience actively shops for these instruments:			
54%	Balances	38%	Measurement Instruments
53%	UV/Visible Spectroscopy	37%	Microscopy
46%	Centrifuges	36%	NMR Spectroscopy
44%	Infrared Spectrometry	35%	Chemical Synthesis
44%	Lab Workstations	35%	HPLC

WORK SECTORS			
The ACS audience leads R&D globally:			
60%	University/Academic	6%	Government
15%	Industry/Manufacturing	5%	Consulting
10%	BioTech/Pharma/CRO	3%	Nonprofit

*1% of respondents chose "other" as their work sector.

ANNUAL BUDGETS

- **7%** \$1,000,000+
- **16%** \$250,000–\$999,999
- **28%** \$50,000–\$249,999
- **49%** \$49,999 AND UNDER

70%
EXPECT 2026 LAB BUDGETS TO INCREASE OR STAY THE SAME

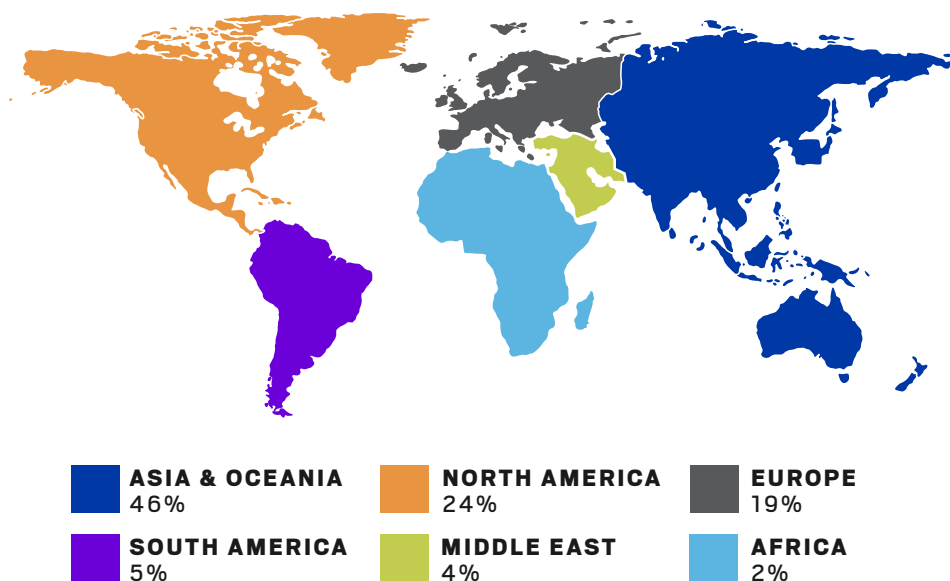
Source: ACS 2025 Buying Power Survey

CORE RESPONSIBILITIES			
What the ACS audience does day in and out:			
44%	Conduct Research	9%	Manage Researchers
25%	Conduct Research and Manage Researchers	13%	Other Role in Scientific Setting, Primarily Educators

*9% of respondents chose "Do not work or study in scientific setting."

CONNECT WITH INDUSTRY R&D ACROSS 90+ VERTICALS IN THE CHEMICAL SCIENCES

SHARE OF READERSHIP BY REGION



Includes pubs.acs.org readership across 90+ publications

ONLINE TRAFFIC STATS PER MONTH

16,091,433	Unique Visitors
33,367,010	Total Visits
64,187,190	Total Page Views
4:01	Average Time on Site

TOTAL REACH

334M	# of Times ACS Journals Accessed in the Past Year
125M	# of Researchers Reached in the Past Year
290K	# of Articles Accessed by ACS Members in the Past Year
399K	# of Unique E-TOC Email Subscribers

Source: Google Analytics, January-June 2025

ACS JOURNALS WITH LARGEST REACH PER MONTH

JOURNAL TITLE	DISCIPLINES	UNIQUE VISITORS	PAGEVIEWS	E-TOC SUBSCRIBERS
Journal of the American Chemical Society	●●●●●●●●	84,867	247,791	50,823
Environmental Science & Technology	●	42,921	106,441	23,632
ACS Applied Materials & Interfaces	●	40,347	81,603	31,981
ACS Nano	●●	35,886	81,209	29,690
ACS Omega	●●●●●●●●	35,443	58,912	22,460

● ENERGY ● PHARMACEUTICALS ● SYNTHESIS ● MATERIALS ● BIOLOGICAL CHEMISTRY ● ENVIRONMENT ● ANALYTICAL CHEMISTRY ● PHYSICAL CHEMISTRY

AUDIENCE INSIGHTS: CAS COMMON CHEMISTRY

DIGITAL ADVERTISING NOW AVAILABLE ON CAS COMMON CHEMISTRY



CAS Common Chemistry is a trusted, open community resource featuring nearly **500K** chemical substances from the CAS REGISTRY® and attracting over **67K** monthly visitors seeking curated chemical information.

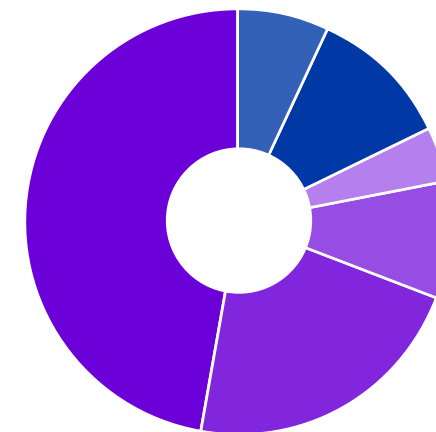
TOP AUDIENCE INDUSTRIES			
26%	Environmental Health & Safety/Regulatory Affairs	6%	Information/Data Analytics
10%	Academic Research	5%	Scientific R&D Services/CROs
10%	Pharmaceuticals/Medicine	5%	Technology (Programming, AI/ML)
6%	Biotechnology and Biological Products	5%	Diversified/Specialty Chemicals (Organic/Inorganic)
6%	Analytical/Bioanalytical Services	5%	Paints, Coatings, or Adhesives
6%	Agriculture	3%	Energy

ONLINE TRAFFIC STATS PER MONTH	
67,751	Unique Visitors
68,017	Total Visits
746,990	Total Page Views
4:50	Average Time on Site

TOP AUDIENCE ROLES			
38%	Scientist	5%	Formulator
15%	Engineer	3%	Director
14%	Academic	3%	Executive
12%	Manager	3%	Sales

WORK PLACES

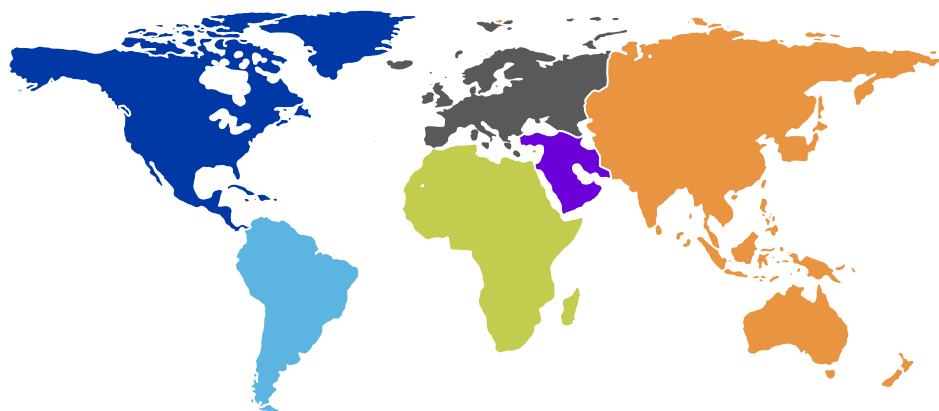
- 47%** Commercial
- 22%** Academic
- 9%** Not-for-profit
- 4%** Government
- 11%** Not affiliated
- 7%** Prefer not to say



Sources: Google Analytics, January–August 2025; CAS Common Chemistry User Survey 2025

TAP INTO AN INFORMED, INFLUENTIAL AUDIENCE ACROSS PRINT AND DIGITAL CHANNELS

SHARE OF READERSHIP BY REGION



■ NORTH AMERICA 60%	■ ASIA & OCEANIA 19%	■ EUROPE 16%
■ MIDDLE EAST 2%	■ AFRICA 2%	■ SOUTH AMERICA 1%

Includes online, print, and e-magazine readership

C&EN ONLINE TRAFFIC STATS PER MONTH

307,985	Unique Visitors
386,160	Total Visits
582,906	Total Page Views
00:59	Average Time on Article Pages

C&EN NEWSLETTER SUBSCRIBERS

256,494	C&EN Weekly Newsletter
85,308	C&EN Digital Magazine E-Blast

C&EN PRINT MAGAZINE READERSHIP

94K ⇄ **225K**

Print and E-Magazine Subscribers Pass-Along Readership

TOP TOPICS ON CEN.ACS.ORG

1 Policy	6 Materials
2 Business	7 People
3 Environment	8 Safety
4 Biological Chemistry	9 Physical Chemistry
5 Pharmaceuticals	10 Energy

Source: Google Analytics, January–June 2025



MAXIMIZE VISIBILITY WITH EDITORIAL ALIGNMENT

Chemical & Engineering News (C&EN) is the definitive voice of the chemical sciences — trusted by scientific leaders and decision-makers worldwide. Our powerful mix of print, digital, and in-person channels gives your brand direct access to a global community that drives innovation, influences policy, and shapes industry trends.



NEW & UPCOMING OPPORTUNITIES WITH C&EN:

- ✓ **Scrollytelly:** Immersive visual storytelling on the new C&EN website
- ✓ **Periodic Graphics:** Infographics with strong social media engagement
- ✓ **Columns:** Fresh perspectives with “Eye on Patents” and “Green Chemistry”
- ✓ **Games:** Interactive content to engage curious readers

ACTIVATE YOUR AUDIENCE THROUGH C&EN’S MULTI-CHANNEL PLATFORMS:

C&EN ONLINE

Reach **307K+** monthly visitors with timely, trusted scientific content that is updated daily.

C&EN PRINT MAGAZINE

Put your brand in the hands of **94K subscribers** monthly, and extend your impact to **225K individuals** through pass-along readership.

SPECIAL FEATURES

Elevate your visibility by sponsoring high-profile packages like **Global Top 50 Chemical Companies**, **Talented 12**, and **10 Start-Ups to Watch**.

PODCASTS

Build brand affinity with a loyal listener base through C&EN Podcasts including **Inflection Point**, **Uncovered**, and **Nobel Prize specials**.

WEBINARS AND EVENTS

Position your brand as a thought leader and engage industry decision-makers through trusted, topic-driven programming.

E-NEWSLETTERS

Deliver your message to **256K subscribers** with weekly curated scientific updates.

EXPLORE EDITORIALY LED ADVERTISING OPPORTUNITIES BY

DOWNLOADING THE 2026 C&EN EDITORIAL CALENDAR AT: [ACSMEDIKIT.ORG/EDCAL26](https://acsmediakit.org/edcal26)

FROM INTEREST TO INVESTMENT: CONVERT YOUR AUDIENCE

Our lead-generation campaigns are built to showcase your expertise, engage scientific audiences, and drive measurable ROI. Collaborate with our expert team to create customized campaigns using ACS's trusted platform — complete with production support, hosting services, and targeted audience outreach. We provide strategic guidance, clear workflows, and performance metrics to ensure your message resonates and delivers results.

LEARN MORE BY DOWNLOADING OUR LEAD GENERATION PLAYBOOK: [ACSMEDIAKIT.ORG/LEADGENPLAYBOOK](https://acsmediakit.org/leadgenplaybook)

The image shows the cover of the '2026 Lead Generation Playbook' by ACS (American Chemical Society). The cover features the ACS logo and the text 'Solutions for generating quality leads with C&E and ACS Serving the Chemical, Life Sciences, Recruitment, and Laboratory Worlds'. Below the cover is a results dashboard with the following data:

THE RESULTS
607+ RELEVANT TITLES
4,260 RELEVANT PAPERS
186,544 RELEVANT RESEARCHERS

E-BOOKS

E-Books effectively showcase how your product or service solves key issues. Collaborate with our expert science writers and editors to create a high-value editorial piece that educates your target audience on important industry topics. We'll help you craft a targeted marketing campaign to reach decision-makers.

The image shows the cover of an e-book titled 'Researchers' Guide to R for ADME-Tox Testing' by BrandLab. The cover features a scientist in a lab coat and safety glasses. A purple circular callout contains the text: 'ASK ABOUT OUR SUPPLIED WHITE PAPER AND E-BOOK PROGRAMS'.

LEAD GENERATION PRODUCTS:

- ✓ Webinars
- ✓ White Papers and E-Books
- ✓ Post-Webinar Executive Summary
- ✓ App Notes

The image shows a computer monitor displaying a white paper titled 'New life for recycled plastic: Characterizing post-consumer resin with materials analysis'. Below the monitor is a form for downloading the white paper, with fields for Email Address, First Name, Last Name, Company, Job Title, Address, City, State, Zip, and Country. A 'DOWNLOAD' button is visible.

WHITE PAPERS

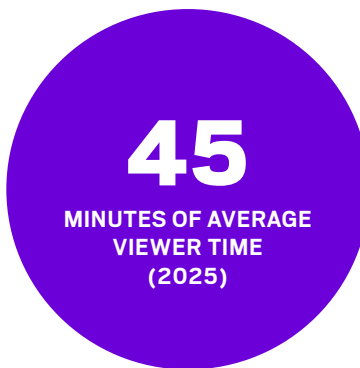
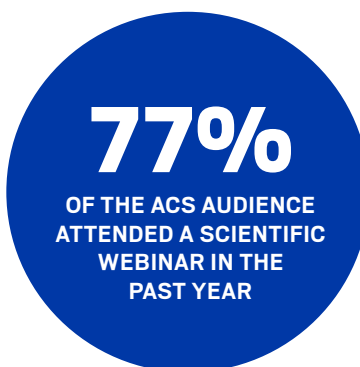
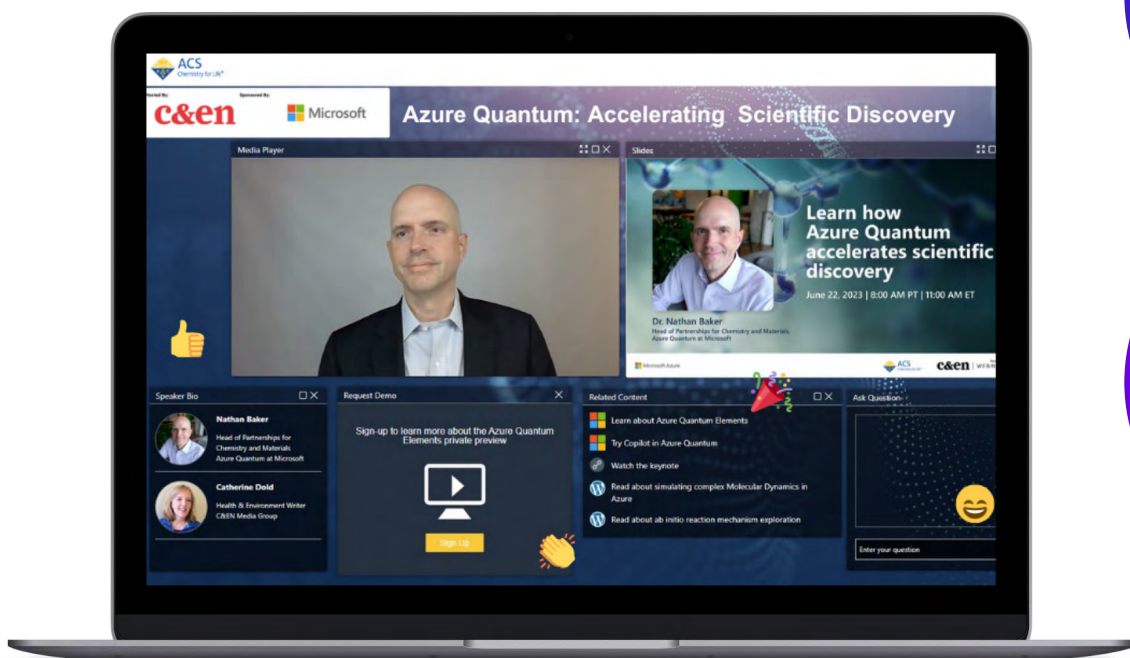
Our recent survey shows that **52% of buyers research new products or services online**. Stay at the top of your customer's mind by utilizing our white paper services. Developed by BrandLab's expert science writers and editors, custom white papers attract your target audience and provide valuable thought leadership on key industry topics.

WEBINARS THAT DELIVER: ENGAGE, EDUCATE, AND CONVERT

Our sponsored webinars consistently exceed lead guarantees, attracting a global scientific audience with high engagement and registration rates.






We simplify the production process with a turnkey approach, covering everything from marketing strategy to lead generation, and reaching ACS members and C&EN readers. We offer exclusive editorial insights, a streamlined workflow, and a superior user experience with interactive features to keep audiences engaged. Our sophisticated reporting dashboards help you score, analyze, and nurture top sales targets.

Already planning a webinar or recently completed one? Ask us how you can extend its reach by sharing it on our platform for maximum visibility and lead generation.



WEBINAR PROGRAM OVERVIEW

Our webinar program includes:

-  45 minutes of presentation time and 15 minutes of live Q&A
-  Event hosting and technical support
-  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

DRIVE MORE LEADS AND ENGAGEMENT WITH A

POST-WEBINAR EXECUTIVE SUMMARY

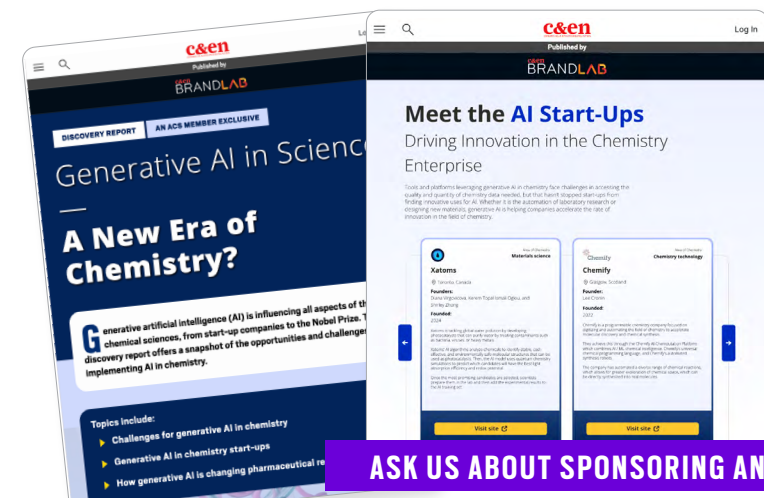
UNLEASH THE POWER OF YOUR SCIENCE WITH STORYTELLING

We believe in the power of storytelling for effective science marketing and communications. Our team of PhD-level editors and writers craft accurate, custom content including native features, white papers, and interactive infographics.

You can be certain of your impact, with content backed by lead or impression guarantees. By partnering with BrandLab, you get your technology, science, and/or thought leadership into the minds of skeptical, hard-to-reach scientific audiences.

BrandLab has supported organizations across the chemical enterprise, including clients offering scientific software, chemical equipment, and pharmaceutical manufacturing services as well as advocacy organizations and philanthropic foundations.

Learn more about how BrandLab can bring your story to scientists:
acsmediakit.org/brandlab



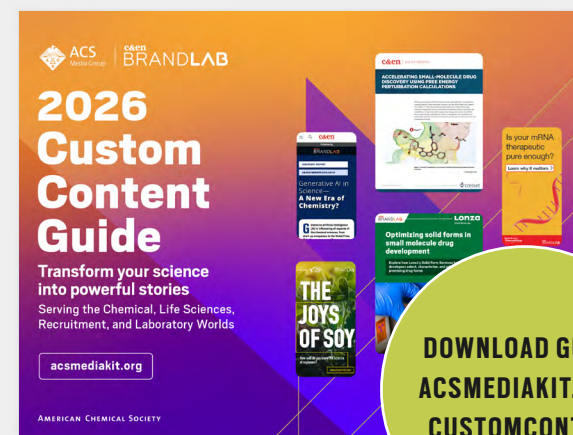
ASK US ABOUT SPONSORING AN
ACS DISCOVERY REPORT PUBLISHED BY BRANDLAB!

OUR CLIENTS INCLUDE:



EXPLORE THE BRANDLAB SUITE OF PRODUCTS

- ✓ White Papers
- ✓ E-Books
- ✓ Native Features
- ✓ Infographics
- ✓ Email Series
- ✓ Quizzes
- ✓ ACS Discovery Report
- ✓ Surveys



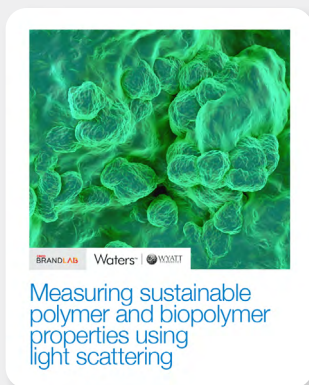
DOWNLOAD GUIDE:
[ACSMEDIKIT.ORG/
CUSTOMCONTENT](https://acsmediakit.org/customcontent)

EXPLORE BRANDLAB SUCCESS STORIES

With a robust portfolio of custom content solutions, we tailor our offerings to meet each client’s unique goals. Explore four successful BrandLab campaigns below or discover more about our products at acsmediakit.org/brandlab.

E-BOOK

Drive quality leads with eye-catching design and multipart storytelling that captivates and converts.



EXAMPLE

This e-book showcased the utility and impact of Wyatt Technology’s analytical instrumentation through storytelling — exploring how light scattering techniques characterize sustainable and bio-derived polymers in the pharmaceutical and medical products, packaging, and personal care products industrial sectors.

RESULTS: 720+ LEADS

NATIVE FEATURE

Increase brand affinity with compelling and interactive content that blends seamlessly into the editorial environment.



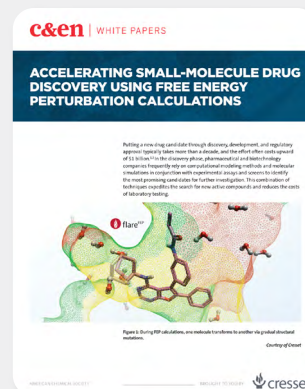
EXAMPLE

Lonza Advanced Synthesis has developed and manufactured over 20% of all cancer drugs in recent years and partnered with BrandLab to demonstrate this expertise. Interviews with Lonza scientists and multimedia assets supported an analysis of the past, present, and future of small-molecule oncology drugs, which was published as a custom native article in C&EN.

RESULTS: 1 MIL+ IMPRESSIONS

WHITE PAPER

Elevate your lead generation strategy by helping scientists stay on top of their game with technical explanations, case studies, and thought leadership.



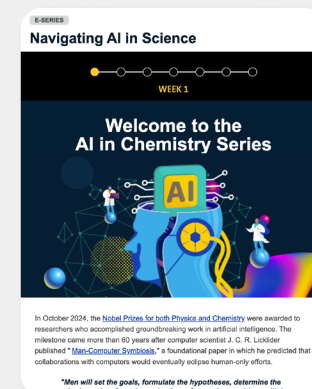
EXAMPLE

Cresset aimed to showcase user experiences and highlight how its drug discovery tool, Flare™ FEP, outperforms competitors. This white paper provided detailed insights into drug discovery processes and exceeded our C&EN audience’s lead guarantee by 320%.

RESULTS: 630+ LEADS

E-SERIES

Ignite brand engagement with educational content delivered directly to our audience’s inboxes.



EXAMPLE

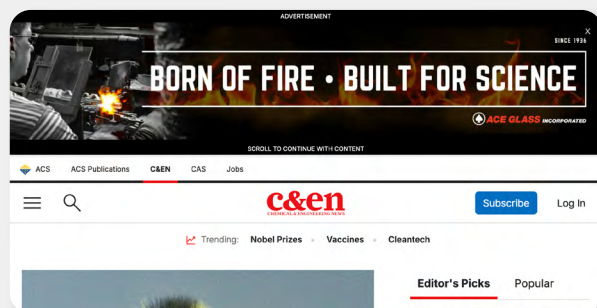
CAS, a leader in scientific data management, wanted to showcase how their tools and expertise intersect with AI technology. BrandLab developed an email series, sponsored by CAS, featuring insights from industry thought leaders. The seven-part series equipped readers with practical guidance on navigating AI in the sciences and showed strong engagement.

RESULTS: 900+ LEADS

REACH THE RIGHT AUDIENCE. GET THE RIGHT RESULTS.

Unlock higher ROI with digital advertising that targets precisely and tracks performance effortlessly. Choose from 90+ ACS Journals, C&EN Online, and CAS Common Chemistry to connect with a global audience in the chemical and life sciences. With millions of chemists and R&D leaders engaging daily, your message lands exactly where it matters most — driving awareness, engagement, and results.

RICH MEDIA



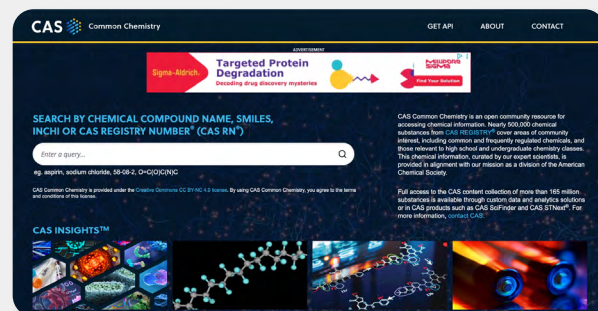
Enhance your digital campaign with rich media ad units that deliver high visibility and a click-through rate (CTR) that is over 70% higher than traditional banners. Options include:

- ✓ Header Revealer
- ✓ In-Article Billboard
- ✓ Expandable Display

1.09%
AVERAGE CTR
OF HEADER
REVEALER ADS

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

DIGITAL DISPLAY ADS

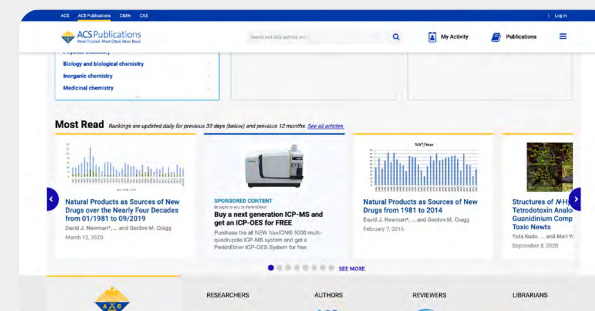


Digital display ads appear alongside premium editorial and research content — maximizing visibility and brand awareness. Formats include:

- ✓ Leaderboard
- ✓ Medium Rectangle
- ✓ Half Page Units

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

NATIVE ADS



Native ad units seamlessly deliver your message in engaging, non-intrusive formats. These units are optimized for performance, and feature headlines, descriptions, and images or videos. Options include:

- ✓ Native Display
- ✓ Native Video

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

E-NEWSLETTERS: YOUR MESSAGE + THEIR INBOX = REAL ENGAGEMENT

Tap into a trusted channel that delivers your message directly to a community of tech-savvy chemists and science professionals. With above-average open and click-through rates (CTR), ACS e-newsletter placements offer consistent visibility, measurable performance, and access to a global audience spanning scientific organizations, niche industries, and the entire ACS membership.

E-NEWSLETTER OPTIONS

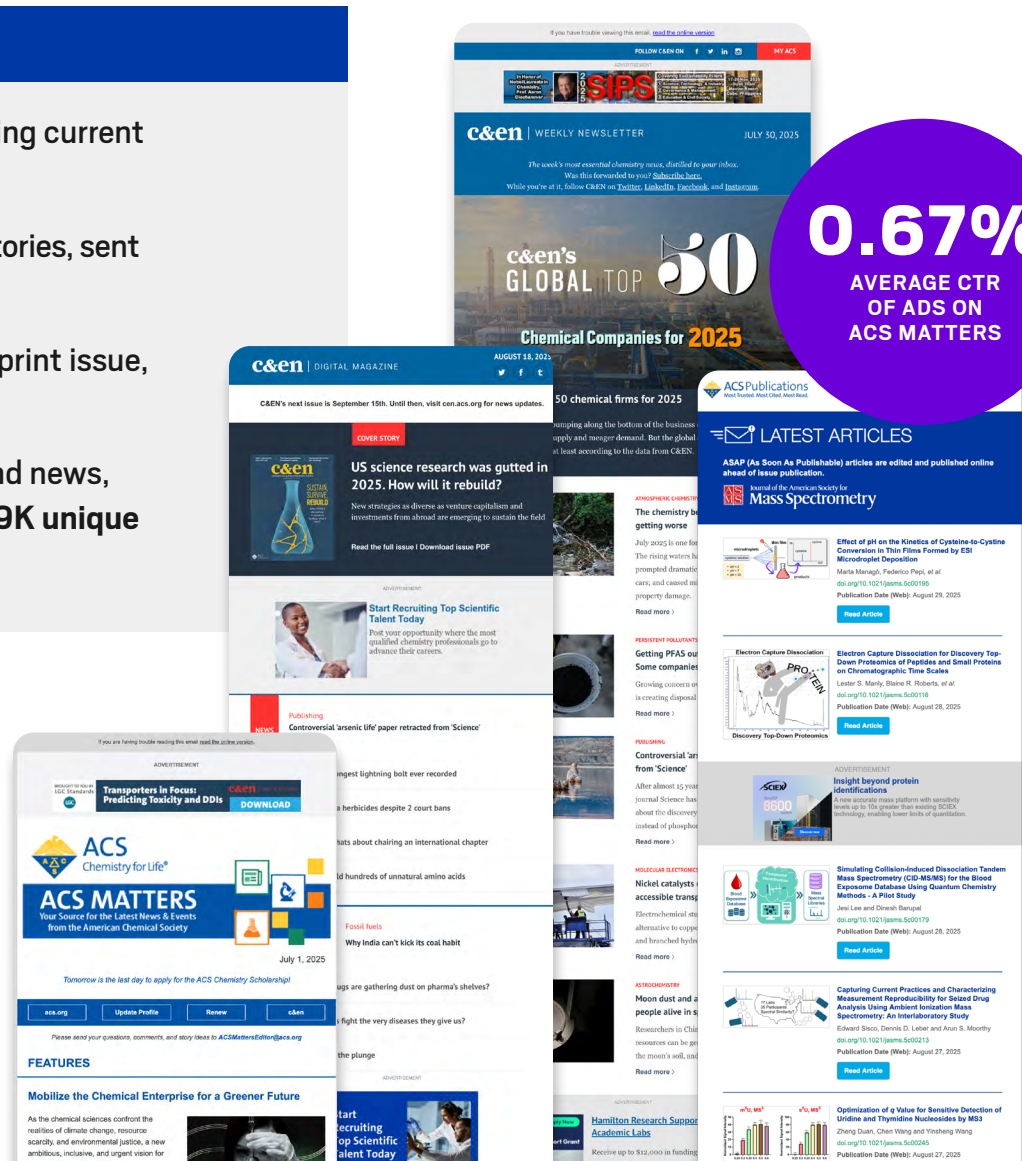
- ✓ **ACS Matters:** Delivered every Tuesday to **188K subscribers**, featuring current news, events, meetings, products, and services
- ✓ **C&EN Weekly Newsletter:** A curated selection of must-read C&EN stories, sent to **256K subscribers**, sparking conversations throughout the week
- ✓ **C&EN Digital Magazine E-Blast:** The digital edition of our monthly print issue, shared with **85K e-magazine subscribers**
- ✓ **ACS Journal E-TOCs:** Timely digests of the latest journal articles and news, segmented by **90+ publications** and delivered to an audience of **399K unique subscribers**

0.67%
AVERAGE CTR
OF ADS ON
ACS MATTERS



NAVIGATE DIGITAL CHANNELS LIKE A PRO.

DOWNLOAD OUR TOOLKIT: [ACSMEDIAKIT.ORG/TOOLKIT](https://acsmediakit.org/toolkit)



GET IN TOUCH: [ACSMEDIAKIT.ORG/CONTACT](https://acsmediakit.org/contact)

PRECISION INDUSTRY TARGETING ACROSS SCIENTIFIC DISCIPLINES



ACS publishes over 90 peer-reviewed journals, delivering cutting-edge research across chemistry, physics, biology, and beyond. These journals are accessible globally at **5,000+** academic, business, and corporate institutions — reaching over **125 million researchers** annually. No other publisher matches the depth, breadth, and trust of ACS Journals.

Our suite of advertising solutions on ACS Journals allows you to precisely target decision-makers in your brand’s key scientific verticals, ensuring your message reaches the right audience with maximum impact.

ACS JOURNALS ADVERTISING OPTIONS:

- ✓ **Digital Tactics:** Collectively, ACS Journals reach over **16 million unique viewers** each month. Find and target your ideal client among this powerful audience by segmenting by journal title or discipline.
- ✓ **Rich Media Ads:** Enhance your digital ads and improve engagement by leveraging the power of rich media options like our high-performing header reveal unit.
- ✓ **E-TOC Newsletters:** Each of our ACS Journals sends out an email digest of journal articles. Select from our **90+ journals** to reach an audience aligned with your industry and expertise.

JOURNAL	DISCIPLINES
Accounts of Chemical Research	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
Accounts of Materials Research	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
ACS Agricultural Science & Technology	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
ACS Applied Bio Materials	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
ACS Applied Electronic Materials	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
ACS Applied Energy Materials	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
ACS Applied Engineering Materials	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
ACS Applied Materials & Interfaces	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics
ACS Applied Nano Materials	Energy, Synthesis, Biological Chemistry, Analytical Chemistry, Materials, Environment, Physics

FIND YOUR
BEST FIT

Download our Digital Advertising Toolkit to access a complete list of ACS Journal titles, disciplines, and audience statistics: acsmmediakit.org/toolkit

INVEST IN DEPENDABLE TALENT — FROM STUDENTS TO LATE-CAREER PROFESSIONALS

Post your job where the industry’s most qualified professionals go to advance their careers — **ACS Chemistry Careers** and **Classified Ads with C&EN**. Leverage the trust and visibility of ACS and C&EN within the chemical enterprise and academic communities to attract top-tier candidates.

ONLINE JOB POSTINGS

With 30-day listings on chemistryjobs.acs.org, your job gets premium exposure to thousands of chemistry professionals. Package options include:

- ✓ **Resume Access:** Search and connect with active jobseekers
- ✓ **Job Flash™ Email:** Featured in targeted emails to thousands of qualified candidates
- ✓ **TalentBoost Upgrade:** Distribute your job to top-tier job sites and search engines
- ✓ **Expanded Reach:** Options to target diverse candidates, veterans, and amplify visibility across aggregators and social media

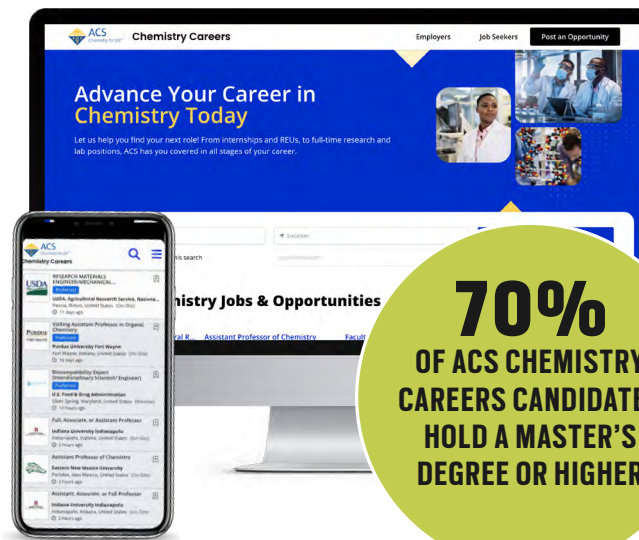
To purchase a posting package, visit: chemistryjobs.acs.org/employer/pricing

C&EN ADVERTISING

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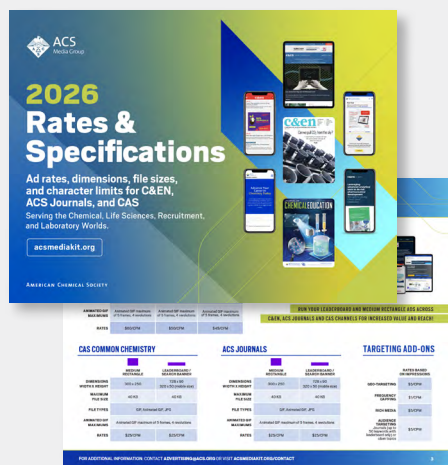
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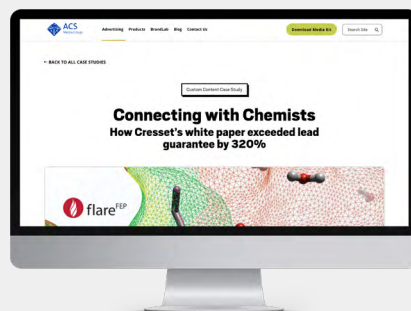
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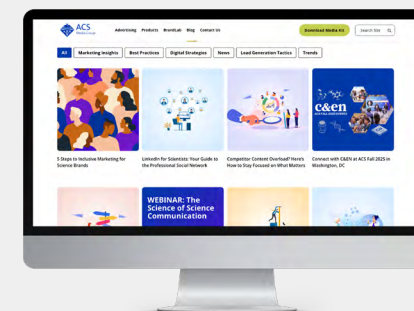
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Don't Chase Your Competitors

There's a temptation in marketing to track competitors so closely that you start mimicking their every move. I've seen this firsthand when I worked at an organization in the financial industry. We'd test a change our homepage, and the next week, our competitor's homepage would look suspiciously similar. Flattering? Maybe. But it'd also say it was a distraction from the real goal of serving their audience.

“ Think of competitive analysis as finding the Big Dipper in the night sky. Your audience is your North Star: the point you're steering toward. But to find it, you need to understand the broader landscape.”

— Shanna Jimenez, ACS Director of Society

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