

ACS DIVERSITY E-BRIEF

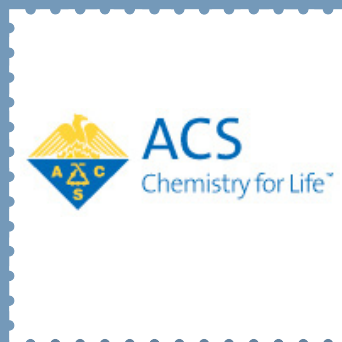
REACH

99,300

CHEMISTS

BI-WEEKLY

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the ACS website interface with several advertising spots highlighted by letters A through F:

- A:** A large banner at the top for "AFFINITY BIOSENSORS PARTICLE CHARACTERIZATION on a whole new scale".
- B:** A vertical skyscraper ad on the right side for "ACS Diversity eBrief".
- C:** A horizontal banner for "Clinical Laboratory Excellence" and "Thermo Scientific".
- C/1:** A small banner for "Polymedco, Inc." with the tagline "Blood Coagulation Control - Get Stronger!".
- D:** A product showcase section featuring three items: "NeoFox Phase Measurement System", "e-corder from EDAQ Inc.", and "Magellan XHR Scanning Electron Microscope".
- E:** A callout text ad for "PYREX Heavy Duty Griffin 250ml Beaker" with a small image and text.
- F:** A traditional text ad for "accelrys" located in the bottom right corner.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 7 emails to the 99,300 Chemistry Professionals (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi. **More**

Product Showcase
\$3950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis. **More**

Callout Text Ad
\$3000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. **More**

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

THE ACS DIVERSITY E-BRIEF, POWERED BY MULTIBRIEFS, PROVIDES BI-WEEKLY NEWS AND INFORMATION TO CHEMISTS WORLDWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of a diverse membership, from aspiring scientists at the high school level, to veteran chemists, the ACS Diversity eBrief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ACS DIVERSITY E-BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN ACS DIVERSITY E-BRIEF:



CREDIBLE SOURCE

For over 130 years, our members have turned to the association as the informational authority of the industry. Advertising in ACS Diversity eBrief solidifies your place among bi-weekly information provided to ACS members.



TARGETED DISTRIBUTION

Advertising in ACS Diversity eBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to ACS Diversity eBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a bi-weekly publication, ACS Diversity eBrief ensures your ad will be seen every week by our 99,300 subscribers.



AFFORDABLE

Advertising in ACS Diversity eBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of ACS Diversity eBrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in ACS Diversity eBrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.