



c&en MEDIA GROUP

# MONTHLY PRODUCT SHOWCASE 2018

Published exclusively each month, C&EN's popular product showcase features short, easy-to-digest editorial content and product images that allow readers to access product announcements, advancements and technical data. Available for 12 issues a year.

**MAXIMIZE YOUR EXPOSURE IN THIS MONTHLY SHOWPIECE, VIEWED BY OUR READERSHIP OF 300,000+ & DISTRIBUTED AT MAJOR SHOWS**

*To get started, select the predetermined integrated package and print issues, or let us customize a bundle for your marketing strategy.*

## PRODUCTS ON THE LIST FOR OUR READERS IN 2018

- 67% of buyers plan on purchasing instruments or equipment in the next 18-24 months. Including:
- High definition microscope and imaging systems
- Gas chromatographs
- Mass spectrometers
- Liquid chromatography systems
- NMR systems
- X-ray diffractometers



Print Issue of C&EN

**FOR SPECS AND GUIDELINES, SEE PAGE 2.**

## PRODUCT SHOWCASE CALENDAR

ISSUE DATE	AD CLOSING
29-JAN	15-Jan
26-FEB	12-Feb
26-MAR	12-Mar
23-APR	9-Apr
28-MAY	14-May
25-JUN	11-Jun
23-JUL	9-Jul
27-AUG	13-Aug
24-SEP	10-Sep
29-OCT	15-Oct
26-NOV	12-Nov
10&17-DEC	3-Dec

97%

OF C&EN  
READERS

ARE INVOLVED  
IN THE  
PURCHASING  
PROCESS

## PRODUCT SHOWCASE PACKAGES

	FREQUENCY	PACKAGE RATE
	5X	\$8,310
	3X	\$6,450
	1X	\$2,750

CONTACT A SALES REPRESENTATIVE AT [CENMEDIKIT.ORG/CONTACT](http://CENMEDIKIT.ORG/CONTACT) FOR THIS EXCLUSIVE OPPORTUNITY.

# MONTHLY PRODUCT SHOWCASE SPECS

## 1/6TH SPECS

- Width: 3.46 inches
- Height: 2.8 inches
- Short Headline
- Room for company logo (if provided)

- Image should run at 1.75 inches wide, 300 dpi
- Room for around 50–75 words of copy, depending upon size of headline and art
- Room for contact information and as well as url

**C&EN's product showcase**  
A special advertising section

**Metrohm**

**Metrohm's new OMNIS platform makes titration safer, faster, and easier**

Metrohm is proud to introduce OMNIS, its new titration platform of the future. OMNIS focuses on making titration faster, safer, and easier with innovative reagent handling and a graphical user interface. OMNIS is the only titration platform that delivers a 60% improvement in sample throughput efficiencies by automating four simultaneous analyses, processing up to 175 samples completely unattended.

► Learn more at [omnis.metrohm.com](http://omnis.metrohm.com).

**PICKERING LABORATORIES**

**Amino acid analysis without interference**

HPLC analysis with post-column derivatization is the method of choice for detecting amino acids in biological matrices, food products, and pharmaceuticals. It offers sensitive and reliable results that have been trusted by chemists for over 50 years. No other technique has been shown to match post-column ion-exchange methods in accuracy and reproducibility. This is because the retention mechanism in ion-exchange provides for chromatography that is matrix insensitive.

► For more information, visit [www.pickeringtestsolutions.com/or](http://www.pickeringtestsolutions.com/or) [www.pickeringlabs.com/pdf/Pickering\\_AminoAcid\\_Web.pdf](http://www.pickeringlabs.com/pdf/Pickering_AminoAcid_Web.pdf).

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**C&EN MAGAZINE**

## EXAMPLE SPECS



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2nd line if needed  
3rd line if needed

Picture of instrument or product



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Picture of instrument or product



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Picture of instrument or product



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Picture of instrument or product

**FOR SPECS-RELATED QUESTIONS, CONTACT US AT [DISPLAYADS@ACS.ORG](mailto:DISPLAYADS@ACS.ORG)**

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