

# Advertising with us

Rates and mechanical details



## Chemistry World

### Display advertising in *Chemistry World*

	£	\$	€
Advertorial double page spread*	10,000	15,500	13,200
Advertorial page*	6,250	9,688	8,250
Double page spread	8,000	12,400	10,560
Full page	5,000	7,750	6,600
Half page	2,750	4,263	3,630
Quarter page	1,600	2,480	2,112
Eighth page	850	1,318	1,122
For content marketing pricing please email solutions@rsc.org			

### Premium print solutions in *Chemistry World*

	£	\$	€
Bellyband (prices from)	7,500	11,625	9,900
Cover tip-on (prices from)	7,000	10,850	9,240
Internal tip-on (prices from)	5,000	7,750	6,600

### Classified advertising in *Chemistry World*

	£	\$	€
Full page	2,700	4,185	3,564
Half page	1,400	2,170	1,848
Quarter page	760	1,178	1,004
Centimetre rate (SCC)	35	55	47

### Chemistry World Marketplace\*

	£	\$	€
Editor's Choice - third page	495	768	654
Featured Product - standard sixth page	350	543	462

\*All advertorial and Marketplace adverts are designed in house with the text and images supplied. A proof will be sent prior to publication. Please contact us for more details

### Inserts in *Chemistry World*

	£
Loose inserts up to 10g, UK only	£50 per '000
More than 10g and/or international	Price on application
Bound inserts	from 3,750

### Direct mailing

	£	\$	€
Email - price per '000 names (minimum order £1000)	395	613	522
For a postal quotation please email solutions@rsc.org			

### www.chemistryworld.com (cost per 1,000 impressions)

	£	\$	€
Leaderboard - 728 x 90 pixels	28	44	37
MPU (top of page) - 300 x 250 pixels	24	38	32
MPU (middle of page) - 300 x 250 pixels	19	29	25
Half page banner - 300 x 600 pixels	38	59	50

### www.chemistryworld.com (cost per month)

	£	\$	€
Digital content marketing	2,750	4,263	3,630
Video hosting	1,750	2,713	2,310
Interstitial dimmed popup	3,500	5,450	4,620
Super leaderboard rolling footer	2,500	3,875	3,300

### Chemistry World Webinars

	£	\$	€
Webinar sponsorship packages are now available from	8,500	13,175	11,220

## Chemistry World recruitment (magazine)

Commercial	£	\$	€
Full page	8,360	12,958	11,036
Half page	4,380	6,789	5,782
Quarter page	2,260	3,503	2,984
Single column centimetre (SCC)	95	148	126

Courses	£	\$	€
Full page	3,875	6,007	5,115
Half page	2,040	3,162	2,693
Quarter page	1,120	1,736	1,479
Single column centimetre (SCC)	44	68	58

Academic	£	\$	€
Full page	7,600	11,780	10,032
Half page	3,980	6,169	5,254
Quarter page	2,090	3,240	2,759
Single column centimetre (SCC)	87	135	115

**Recruitment additional charges** – • Four colour - 15% • Two colour - 10%

[www.chemistryworldjobs.org](http://www.chemistryworldjobs.org)

30 day listings	£	\$	€
Premium	590	915	779
Standard	490	760	647

Upgrades and enhancements	£	\$	€
Sponsored top job	500	775	660
Sponsored top job by sector	350	543	462
Target job email (logo + five jobs)	1,600	2,480	2,112
Target job email (logo + one job)	500	775	660

Leaderboard - 728 x 90 pixels	850	1,318	1,122
MPU - 300 x 250 pixels	600	930	792
Platinum job package	1,300	2,015	1,716
Includes: premium job, homepage featured upgrade, featured recruiter and top job			
Minisite (prices from)	3,000	4,650	3,960
Showcase your company and current job opportunities with additional branding and stand out from other recruiters			

## Royal Society of Chemistry

Display advertising in Royal Society of Chemistry journals

Display	£	\$	€
Full page	920	1,426	1,215
Half page	550	853	726

Publishing website, [pubs.rsc.org](http://pubs.rsc.org) (30 days)

Banner dimensions (pixels)	£	\$	€
Skyscraper - 120 x 240 pixels	1,200	1,860	1,584
Square button - 125 x 125 pixels	800	1,240	1,056
Small button - 120 x 90 pixels	600	930	792

e-TOC

	£	\$	€
e-TOC alerts (prices from)	750	1,163	990
For journal e-TOC alert advertising options please contact your representative or email <a href="mailto:solutions@rsc.org">solutions@rsc.org</a>			

Royal Society of Chemistry website, [www.rsc.org](http://www.rsc.org) (30 days)

Banner dimensions	£	\$	€
Leaderboard	1,950	3,023	2,574
MPU (top of page)	1,800	2,790	2,376
MPU (middle of page)	1,500	2,325	1,980

## ChemSpider

### ChemSpider (30 days)

Banner dimensions (pixels)	£	\$	€
MPU - 300 x 250 pixels	1,400	2,170	1,848
Leaderboard - 728 x 90 pixels	1,100	1,705	1,452
3:1 banner - 300 x 100 pixels	900	1,395	1,188

Please contact us to discuss Adopt a Molecule and other sponsorship options

## Education in Chemistry

### Display advertising

Display	£	\$	€
Full page	920	1,426	1,215
Half page	550	853	726
Quarter page	350	543	462

### Sponsorship packages

#### Gold - £8,000 (maximum of three)

- Company recognition on Sponsors page online - 12 months
- Six cover page adverts in EIC magazine
- Six months' worth of banner advertising (300 x 250 pixels)

#### Silver - £5,000

- Company recognition on Sponsors page online - 12 months
- Three full page adverts in EIC magazine
- Six months' worth of banner advertising (300 x 100 pixels)

#### Bronze - £3,000

- Company recognition on Sponsors page online - 12 months
- Two full page adverts in EIC magazine
- Three months' worth of banner advertising (300 x 100 pixels)

## Events

### Venue hire at Burlington House, London

#### Room capacities

Event (by type)	Hinshelwood Room	Priestley Room	Fish Room	Council Room	Science Room	Library
Boardroom/ u - shape	10	20	25	26	35	35
Lecture style	20	30	50	60	100	100
Cabaret	N/A	N/A	20	25	50	50
Formal dinner	10	20	30	60	90	90
Drinks reception	20	35	60	80	150	120

#### Room hire rates

Rooms	Day (£)	Half Day (£)	Evening (£)
Library	1,500	850	1,500
Science Room	1,350	750	1,350
Science Suite*	1,900	1,000	1,900
Council Room	950	500	950
Fish Room	850	475	1,000
Priestley Room	500	375	750
Hinshelwood Room	350	250	650

\* Science Suite is comprised of both the Science and Fish rooms.

#### Special rates for charities

If you are a member of the Royal Society of Chemistry, or a charity, you automatically receive a 10% discount on any room hire at Burlington House. If your meeting relates to one of our Special Interest Groups, please let us know.

## Print - mechanical details

Dimensions are given as follows:  
width x height in mm. All dimensions refer  
to display advertising unless otherwise  
stated.

### Production instructions

- All advertisement materials must be supplied in digital format only
- Please supply as press-quality PDF files with all fonts and graphics (cmyk) embedded and 300dpi
- Please make sure the file is cropped to the correct size with no printer registration marks or bleeds
- Send by email to [advertising@rsc.org](mailto:advertising@rsc.org)
- For FTP details and other general production queries please email the above address

#### Discounts available when you book:

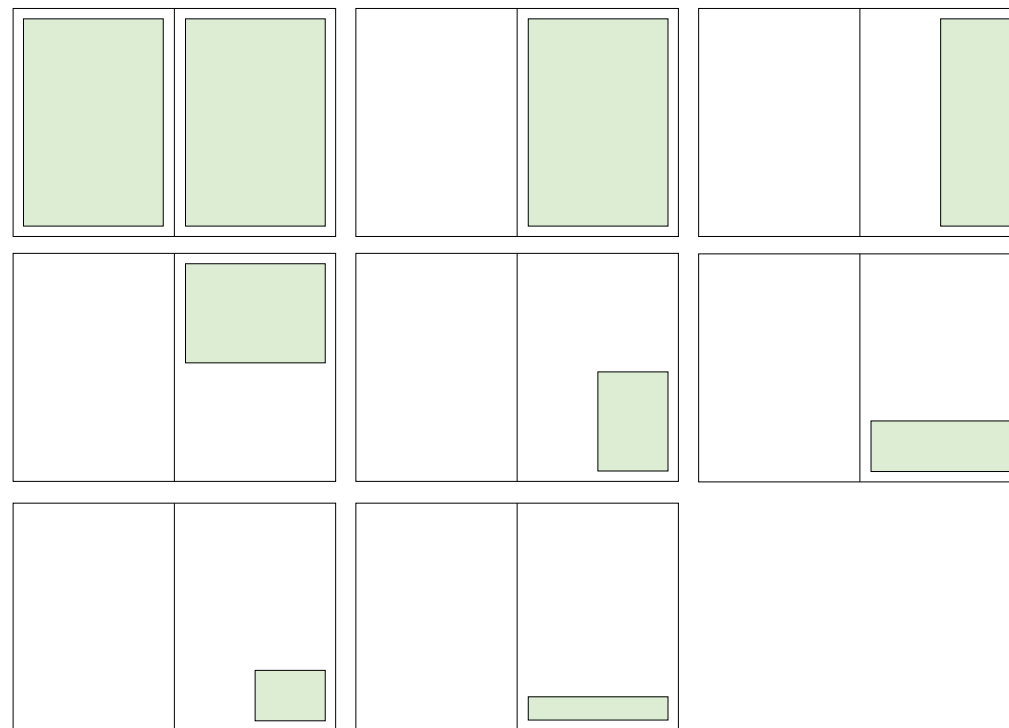
3 months -5%  
6 months -10%  
12 months -25%

#### Premium positions

Inside front cover/inside back cover/outside back cover 25% surcharge.  
All other guaranteed positions 10%

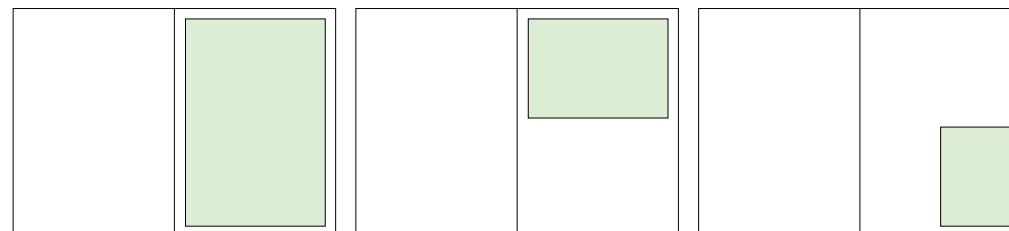
### Chemistry World

Double page spread	
Type area	396 x 252
Trim	420 x 275
Bleed	426 x 281
Full page	
Type area	188 x 252
Trim	210 x 275
Bleed	216 x 281
Half page	
Portrait	92.5 x 250
Landscape	188 x 124
Quarter page	
Portrait	92.5 x 124
Landscape	188 x 60
Eighth page	
Type area	92.5 x 60
Eighth page strip	
Type area	188 x 30



### Education in Chemistry and Royal Society of Chemistry journals

Full page	
Type area	188 x 252
Half page	
Landscape	188 x 124
Quarter page	
Portrait	92.5 x 124



## Tap into the world's leading chemistry community

### Paul Minett

Commercial Sales Manager

Tel: +44 (0)1223 432181

Email: minettp@rsc.org

### Juliette Chapple

Senior Commercial Sales Executive

Tel: +44 (0)1223 432230

Email: chapplej@rsc.org

### Toni Moon

Senior Commercial Sales Executive,  
Recruitment

Tel: +44 (0)1223 432395

Email: moont@rsc.org

### Harriet Gould

Commercial Sales Executive

Tel: +44 (0)1223 432693

Email: gouldh@rsc.org

### Sam Mann

Commercial Sales Executive

Tel: +44 (0)1223 432333

Email: manns@rsc.org

### Kate Morey

Commercial Sales Administrator

Tel: +44 (0)1223 432407

Email: moreyk@rsc.org

## USA sales contacts

### Ken Carroll

President, Sales

Email: carrollk@rsc.org

### Bob LaPointe

West Coast Sales

Email: lapointer@rsc.org

### Tom Scanlan

Mid-West Sales

Email: scanlant@rsc.org

### Chuck Wilson

East Coast Sales

Email: wilsonc@rsc.org

### Royal Society of Chemistry

[www.rsc.org](http://www.rsc.org)

Registered charity number: 207890  
© Royal Society of Chemistry 2016

Thomas Graham House  
Science Park, Milton Road  
Cambridge, CB4 0WF, UK

T +44 (0) 1223 420066

Burlington House  
Piccadilly, London  
W1J 0BA, UK

T +44 (0) 20 7437 8656

### International offices

São Paulo, Brazil  
Beijing, China  
Shanghai, China  
Berlin, Germany

Bangalore, India  
Tokyo, Japan  
Philadelphia, USA  
Washington, USA