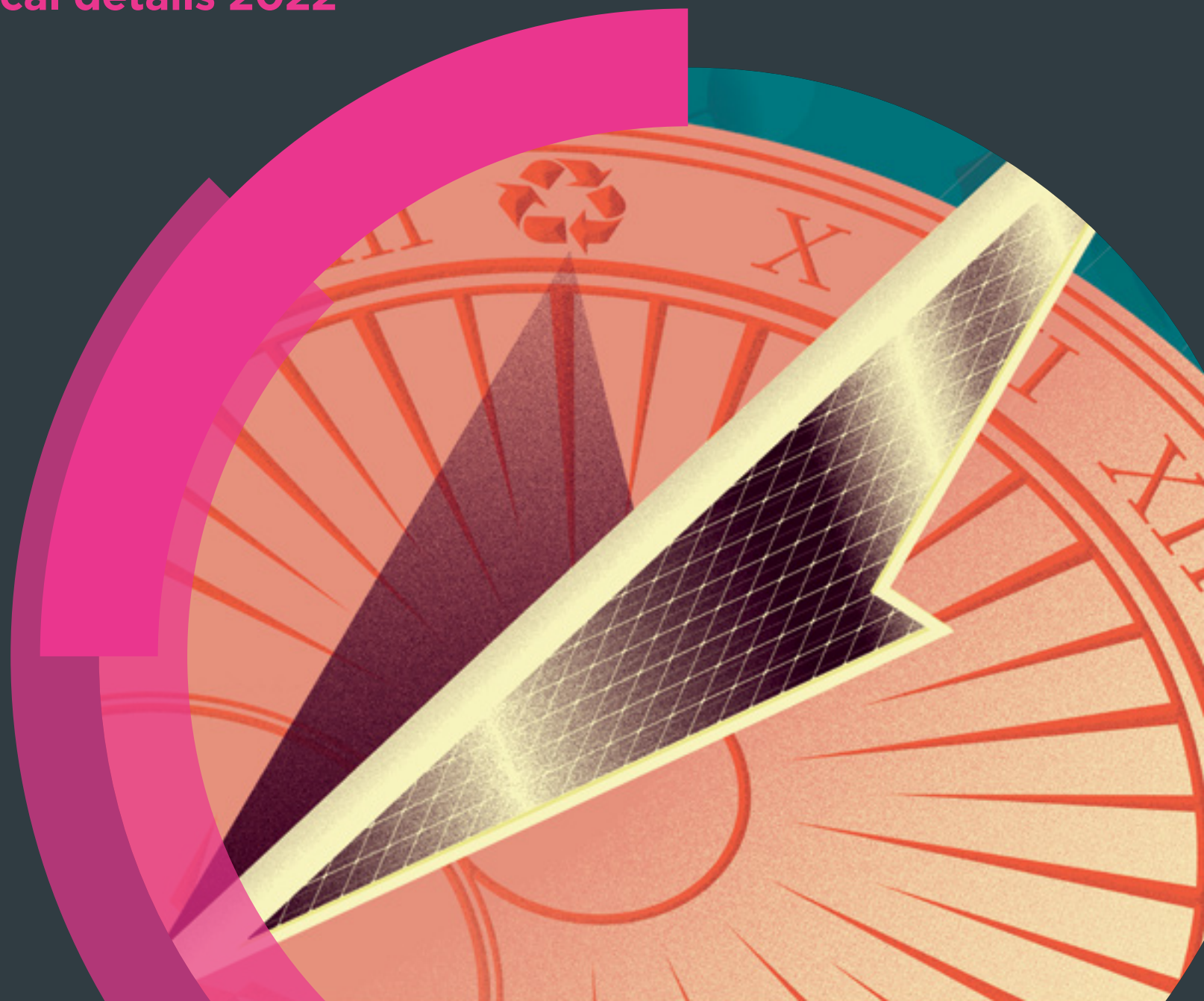


Advertising with us

Rates and mechanical details 2022



Chemistry World

Display advertising in *Chemistry World*

Print	£	\$	€
Double page spread	8,000	10,800	9,280
Full page	5,000	6,750	5,800
Half page	2,750	3,715	3,190
Third page	2,000	2,700	2,300
Quarter page	1,600	2,160	1,856
Eighth page	850	1,150	986

Premium print solutions in *Chemistry World*

Print	£	\$	€
Bellyband (prices from)	7,500	10,125	8,700
Cover tip-on (prices from)	7,000	9,450	8,120
Internal tip-on (prices from)	5,000	6,750	5,800

Chemistry World Marketplace

Marketplace	£	\$	€
Editor's Choice - third page (230 words)	495	670	575
Featured Product - sixth page (120 words)	350	475	405

Sponsored content in *Chemistry World*

Product	£	\$	€
Double page print and online	10,000	13,500	11,600
Full page print and online	6,250	8,450	7,250
Online sponsored content	2,850	3,850	3,300
Content writing by Chemistry World (add-on)	1,000	1,350	1,160

Inserts in *Chemistry World*

Insert type	£
Loose inserts up to 10g, UK only	£60 per '000
More than 10g and/or international	Price on application
Bound inserts	from 3,750

Direct mailing (cost per 1,000 contacts)

Electronic direct mail	£	\$	€
Email - up to 4,000 contacts (minimum order £1000)	450	605	520
Email - 4,000-8,000 contacts	405	550	520
Email - 8,000+ contacts	360	490	420

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

Banner dimensions	£	\$	€
Leaderboard - 728 x 90 pixels	28	38	33
MPU (top of page) - 300 x 250 pixels	24	33	28
MPU (middle of page) - 300 x 250 pixels	19	26	22
Half page banner - 300 x 600 pixels	35	48	41

www.chemistryworld.com (cost per week)

Banner dimensions	£	\$	€
Interstitial dimmed popup - 640 x 480 pixels	2,500	3,375	2,900
e-newsletter - 600 x 100 pixels	550	750	640

Webinars, podcasts and white papers

Product	£	\$	€
Webinar sponsorship	10,500	13,500	12,000
Whitepaper upload	4,750	6,400	5,450
Podcast sponsorship (cost per month)	2,750	3,740	3,200
Custom podcast	9,500	12,850	11,000

Chemistry World

Chemistry World recruitment (magazine)

Commercial	£	\$	€
Full page	6,500	8,775	7,540
Half page	3,500	4,060	4,725
Quarter page	1,900	2,565	2,200
Single column centimetre (SCC)	79	106	91

Academic institutions qualify for a 10% discount

Courses	£	\$	€
Full page	3,875	5,230	5,230
Half page	2,040	2,750	2,370
Quarter page	1,120	1,515	1,300
Single column centimetre (SCC)	44	59	51

www.chemistryworldjobs.com

30 day listings	£	\$	€
Maximum impact	1,950	2,635	2,265
Platinum job package	1,400	1,890	1,625
Spotlight package	950	1,285	1,100
Premium	700	945	805
Standard	600	810	690

Banners and minisites	£	\$	€
Leaderboard - 728 x 90 pixels	850	1150	985
MPU - 300 x 250 pixels	600	810	700
Minisite (prices from)	3,000	4,050	3,500
Showcase your company and current job opportunities with additional branding and stand out from other recruiters			

Royal Society of Chemistry

Journals publishing website, pubs.rsc.org (30 days)

Banner dimensions (pixels)	£	\$	€
MPU (top) - Run of site - 300 x 250 pixels	1,600	2,160	1,850
MPU (top) - Journal category - 300 x 250 pixels	1,250	1,690	1,450
MPU (top) - Individual journal - 300 x 250 pixels	850	1,150	985
MPU (lower) - Run of site - 300 x 250 pixels	1,400	1,890	1,625
MPU (lower) - Journal category - 300 x 250 pixels	1,000	1,350	1,160
MPU (lower) - Individual journal - 300 x 250 pixels	700	945	815

Journal desktop seminars

Product	£	\$	€
Webinar sponsorship	2,250	3,000	2,600

ChemSpider

ChemSpider (30 days)

Banner dimensions (pixels)	£	\$	€
MPU (top) - 300 x 250 pixels	1,500	2,025	1,740
Leaderboard - 728 x 90 pixels	1,200	1,620	1,390
MPU (lower) - 300 x 250 pixels	975	1,315	1,130

ChemSpider vendors (12 months)

Catalogue size	£	\$	€
Vendor catalogue - 5m-20m compounds	4,500	6,000	5,250
Vendor catalogue - 1m-5m compounds	3,750	5,000	4,350
Vendor catalogue - 200k-1m compounds	3,000	4,000	3,480
Vendor catalogue - 50k-200k compounds	2,500	3,375	2,900
Vendor catalogue - up to 50k compounds	1,750	2,350	2,030

ChemSpider sponsorship (12 months)

Package	£	\$	€
Platinum	20,000	27,000	23,000
Includes logo on homepage, logo and 300 word description on sponsor page, 12 months MPU (top) and leaderboard banner advertising on ChemSpider, 200k MPU impressions on Chemistry World			
Gold	14,000	19,000	16,250
Includes logo and 200 word description on sponsor page, 12 months MPU (higher and lower) advertising on ChemSpider, 100k leaderboard impressions on Chemistry World			
Silver	9,000	12,500	10,500
Includes logo and 150 word description on sponsor page, 12 months MPU (lower) and leaderboard banner advertising on ChemSpider			
Bronze	5,000	6,750	5,800
Includes logo and 100 word description on sponsor page, 12 months MPU (lower) advertising on ChemSpider			

Education in Chemistry

Display advertising

Print	£	\$	€
Full page	920	1,250	1,070
Half page	550	745	640
Quarter page	350	475	405

Sponsored content

Product	£	\$	€
Double page print and online	2,700	3,640	3,130
Full page print and online	1,900	2,565	2,200
Online sponsored content	1,200	1,500	1,395
Content writing by EIC (add-on if applicable)	1,000	1,350	1,160

Education website

edu.rsc.org (30days)	£	\$	€
MPU (top) - 300 x 250 pixels	750	1,015	865
MPU (Lower) - 300 x 250 pixels	550	745	635

Direct mail

Electronic direct mail	£	\$	€
Email - price per 1,000 contacts	450	605	520

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	6 - 12	12 - 20	20 - 25	20 - 27	30 - 35	30 - 45
Lecture style	12 - 25	30 - 36	50 - 65	50 - 70	70 - 120	70 - 120
Cabaret	N/A	10 - 16	20 - 32	20 - 40	36 - 64	36 - 64
Formal Dining	N/A	16 - 20	30 - 40	50 - 60	60 - 100	60 - 100
Classroom	N/A	12 - 16	12 - 16	16 - 20	20 - 48	20 - 48
Reception	12 - 25	20 - 40	50 - 80	50 - 100	80 - 160	80 - 160

Conferences and symposia

Contact us to discuss exhibition and sponsorship opportunities at Royal Society of Chemistry events. Email advertising@rsc.org or speak with your Account Manager.

Room hire rates

Rooms	Day (£)	Half Day (£)	Evening (£)
Library Suite*	2,600	1,600	2,600
Science Suite**	2,300	1,200	2,300
Library	2,000	1,100	2,000
Science Room	1,600	900	1,600
Council Room	1,100	600	1,100
Fish Room	800	450	800
Priestley Room	500	350	500
Hinshelwood Room	400	250	400

Please note Burlington House can be booked for events on the weekend on an exclusive use basis.

* The Library Suite is comprised of both the Library and Council Room.

** 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 other-
wise 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
- For FTP details and other general production queries please email advertising@rsc.org

Discounts available when you book:

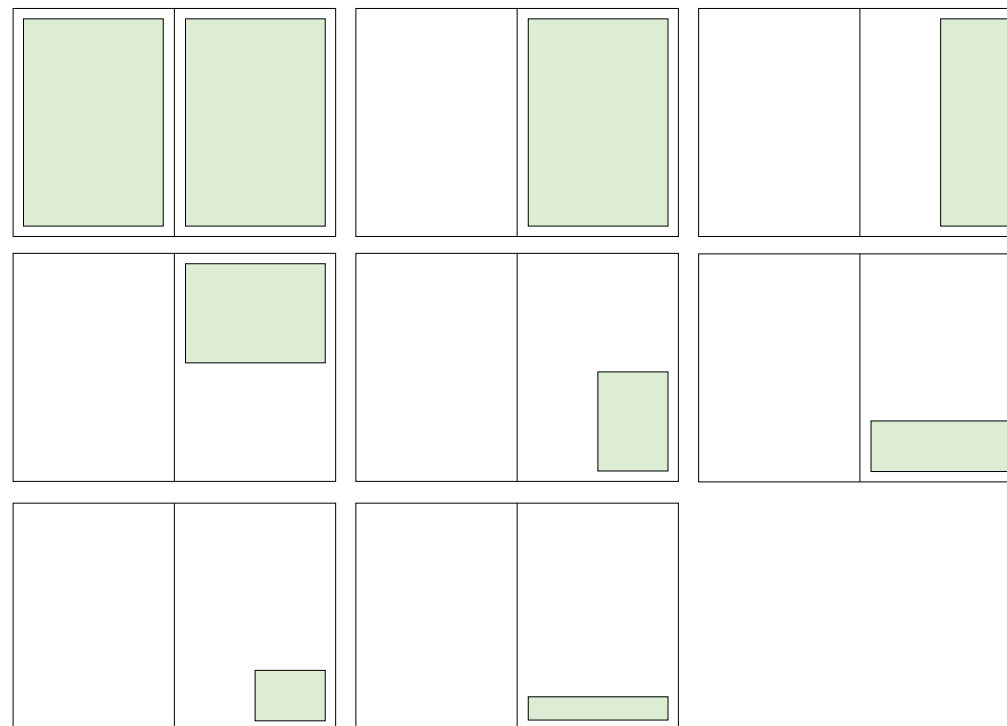
3 months – 5%
6 months – 10%
12 months – 25%

Premium positions

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

Chemistry World and Education in Chemistry

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
Third page	
Portrait	60.5 x 237
Landscape	188 x 77.6
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



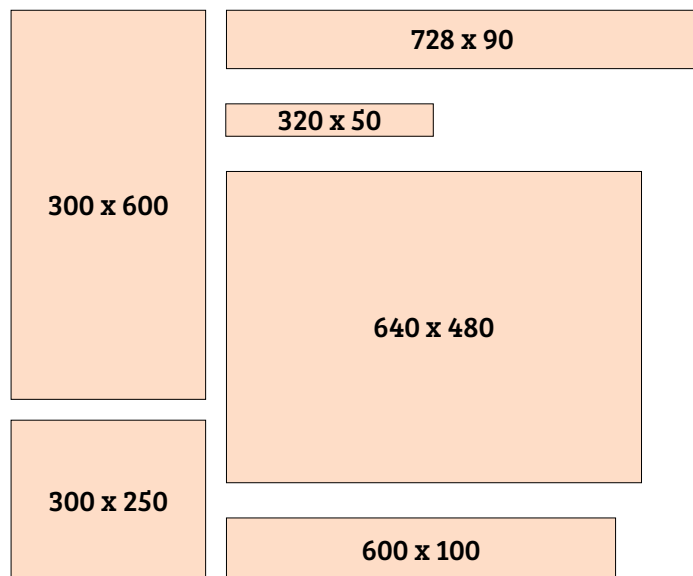
Digital advertising – mechanical details

Online banners (dimensions are given as width x height in pixels)

Banner type	dimensions (pixels)
MPU	300 x 250
Leaderboard	728 x 90
Responsive Leaderboard	320 x 50
Half page	300 x 600
Interstitial Pop Up	640 x 480
E-newsletter banner	600 x 100

Required banner format

JPG or GIF files no larger than 200kb
Please supply URL link destination for your banner



Electronic Direct Mail design and formatting

Please supply:

- Final HTML version (.html file)
- Plain text version (.txt file)
- Subject line for your mailing



HTML requirements:

- Place your HTML content within a <table> 600 pixels wide. This width includes borders. No heights are needed within the table tags.
- Resize your images before linking to them in your html and include "alt" tags for each image.
- All images must be called directly from your own server and referenced by the complete URL.
- The total saved .html size must not exceed 55kbs.
- We do not allow JavaScript or Flash animation.
- No attachments can be sent with your message.
- Do not include your company unsubscribe information on your mail. The message will be sent to our members and will therefore include our own unsubscribe details.
- We will send you a proof for approval before sending your message.

We are not able to create HTML for you but can refer you to a recommended design agency. Please enquire for details.

General terms:

- Digital ad materials are due a minimum of seven days prior to campaign launch.
- RSC reserves the right of final approval on creative assets.
- Any advertisement which has a detrimental impact on the site, or causes a negative user experience will be removed from the site without notice.
- Advertisers must be clearly identified by name in at least one frame of the advertising content.
- Ad units must have a linking URL that delivers to an active page.
- Pop up advertising controls are set so that the banner appears to users once every 8 hours.

Please send ad materials to
advertising@rsc.org

We look forward to hearing from you

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Royal Society of Chemistry

www.rsc.org

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