

# Advertising with us

**Rates and mechanical details 2021**



## Chemistry World

### Display advertising in *Chemistry World*

	£	\$	€
Content marketing double page spread*	10,000	13,500	11,600
Content marketing page*	6,250	8,450	7,250
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
Quarter page	1,600	2,160	1,856
Eighth page	850	1,150	986

### Premium print solutions in *Chemistry World*

	£	\$	€
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\*

	£	\$	€
Editor's Choice - third page	495	670	575
Featured Product - standard sixth page	350	475	405

### Inserts in *Chemistry World*

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

\*All Content Marketing 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

### Direct mailing (cost per 1,000 contacts)

	£	\$	€
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)

	£	\$	€
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)

	£	\$	€
Interstitial dimmed popup	2,500	3,375	2,900
E-newsletter banner	550	750	640

### *Chemistry World* lead capture and content opportunities

	£	\$	€
Webinar sponsorship	10,500	13,500	12,000
Whitepaper upload	4,750	6,400	5,450
Digital content marketing (supplied)	2,850	3,850	3,305
Digital content marketing (created for you)	3,500	4,500	4,000
Video hosting and marketing	1,850	2,500	2,145

## Chemistry World

### Chemistry World recruitment (magazine)

Commercial	£	\$	€
Full page	8,360	11,290	9,700
Half page	4,380	5,915	5,080
Quarter page	2,260	3,050	2,620
Single column centimetre (SCC)	95	128	110

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	£	\$	€
Premium	700	945	805
Standard	600	810	690

Upgrades and enhancements	£	\$	€
Sponsored top job	500	675	580
Sponsored top job by sector	350	475	405
Leaderboard - 728 x 90 pixels	850	1150	985
MPU - 300 x 250 pixels	600	810	700
Platinum job package	1,400	1,890	1,625
Includes: premium job, homepage featured upgrade, featured recruiter and top job			
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	1,500	2,025	1,725
MPU (Top) - Targeted to journal category - 300 x 250	1,200	1,620	1,380
MPU (Lower) - Run of site - 300 x 250	1000	1350	1150
MPU (Lower) - Targeted to journal category - 300 x 250	800	1080	920

### Royal Society of Chemistry website, www.rsc.org (30 days)

Banner dimensions	£	\$	€
MPU (top of page)	1,800	2,430	2,080

## ChemSpider

ChemSpider (30 days) Please contact us to discuss annual sponsorship opportunities

Banner dimensions (pixels)	£	\$	€
MPU - 300 x 250 pixels	1,500	2,025	1,740
Leaderboard - 728 x 90 pixels	1,200	1,620	1,390
3:1 banner - 300 x 100 pixels	975	1,315	1,130
Vendor catalogue upload (12 months)	2,000	2,700	2,300

## Education in Chemistry

Display advertising

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

Education website

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

## 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

### 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](mailto:advertising@rsc.org)
- For FTP details and other general production queries please email the above address

#### Discounts available when you book:

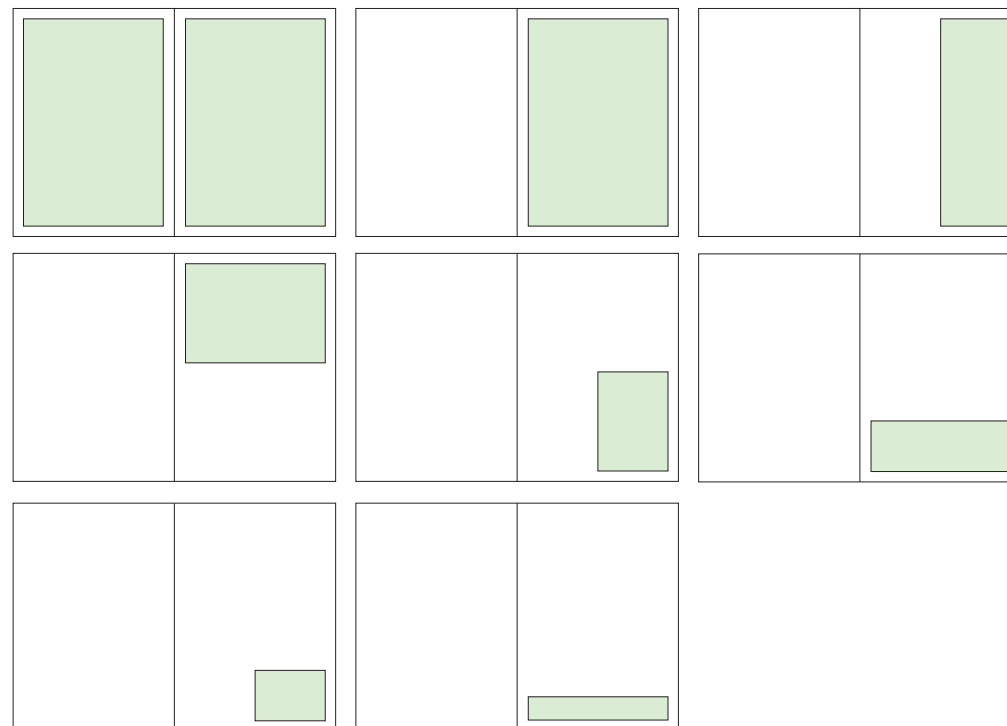
3 months - 5%  
6 months - 10%  
12 months - 25%

#### Premium positions

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

### *Chemistry World 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
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)

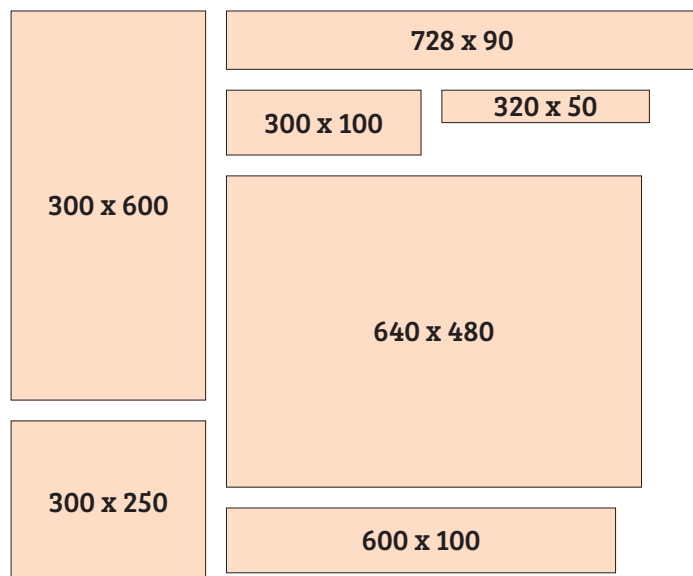
Banner type	dimensions (pixels)
MPU	300 x 250
Leaderboard	728 x 90
Responsive Leaderboard	320 x 50
Half page	300 x 600
3:1 banner	300 x 100
Interstitial Pop Up	640 x 480
E-newsletter banner	600 x 100

### Required banner format

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

### Interstitial Pop Up

Supply link to your image location. We do not require jpeg, gif attachment. The banner does not need a linking URL embedded. That will be set up for you.



Electronic Direct Mail design and formatting

### Please supply:

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

The screenshot shows an advertisement for Shimadzu UV-Vis Spectroscopy Solutions. The ad features the Chemistry World logo and the Shimadzu logo. The main headline is "True Colors" and the sub-headline is "UV-vis Spectroscopy Solutions from Shimadzu". The ad lists three products: UV-1900, UV-2600/2700, and UV-3600 Plus. Each product is accompanied by a small image and a "Read More" button. The UV-1900 is described as a new standard for UV-Vis spectroscopy. The UV-2600/2700 is described as a single monochromator UV-2000 capable of near-infrared measurements. The UV-3600 Plus is described as the world's first UV-Vis-NIR spectrophotometer with three detectors. The ad also mentions "LabSolutions UV-Vis Software: enhanced possibilities" and provides contact information for Shimadzu UK Limited.

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

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