



March 21, 2005

Dear Advertiser,

The American Chemistry Council (ACC) is pleased to announce the launch of *American Chemistry* magazine. Published in partnership with Kenilworth Media, Inc., *American Chemistry* is unlike any other publication in the market today.

No other industry has a greater impact on modern life than chemistry. In fact, Chemistry *makes* modern life *modern*. Chemistry improves health, helps keep us safe, preserves the food we eat, puts the color in our clothing, makes new buildings and cars more energy efficient and is responsible for tremendous economic growth. In the U.S. alone, the business of chemistry contributes more than \$500 billion to the national economy annually, creating more than five million jobs and employing the highest percentage of knowledge workers of *any* industry.

American Chemistry is the industry's celebratory voice, advocating a better understanding of the benefits of the business of chemistry, and detailing its positive impact on our world. While addressing some of the current challenges facing the business of chemistry today, *American Chemistry* seeks to highlight the essential nature of chemistry and its benefits to everyday life.

This publication already has a circulation with more than 11,000 industry decision makers, regulatory officials, and consultants who make and influence the decisions and the policies that govern the business of chemistry. And ACC has an aggressive plan to continue growing this circulation, making it a must-read for all industry leaders. *American Chemistry* provides you with a powerful tool to support your marketing strategy.

Initially, *American Chemistry* will be published six times a year, with an editorial focus on the key themes of life, safety, knowledge, progress and discovery. We invite you to be part of this exciting new magazine and to discover what makes *American Chemistry* unique in today's market.

Sincerely yours

A handwritten signature in black ink, which appears to read "Thom Metzger". The signature is fluid and cursive, with a prominent loop at the end.


Thom Metzger
Communications Director
American Chemistry Council



Responsible Care®


american chemistry

brings the essential
nature of chemistry to life!



American Chemistry is unlike any other publication. Formerly CHEMISTRY BUSINESS, *American Chemistry* magazine addresses the current challenges facing the business of chemistry and seeks to promote the essential nature of the chemical industry and its products.

Published six times a year, *American Chemistry* reaches the key executives, regulatory officials and policy makers that drive the chemistry industry. *American Chemistry* is the industry's voice in advocating responsible care, a better understanding of the benefits of the business of chemistry, and its positive impact on our health and well being. The business of chemistry is in fact an essential component to the processes of modern life.



Chemistry has a greater impact on the world than any other industry. Innovations and advancements in every industry owe their success in one way or another to chemistry. From health and safety products to fuel-efficient vehicles and recyclable construction materials, chemistry provides the fundamental building blocks of our society. Chemistry improves health, saves lives and is responsible for the economic growth of many world economies.

Chemistry contributes \$429 billion to the U.S. economy annually, supports a \$218.9 billion network of suppliers, creates more than five million jobs and employs the highest percentage of knowledge workers of any industry.

***American Chemistry* is your marketing tool to reach and influence the key players in the chemistry industry in America.**



What Makes Chemistry Essential?

The answer is simple. It's all around us. From antibiotics to plasma TVs, chemistry makes modern life possible. Did you know:

- Chemistry contributes \$429 billion to our annual national economy and accounts for 10 per cent of all U.S. exports.
- Chemistry generates over 5 million jobs and employs the highest percentage of knowledge workers of any industry.
- More than 14,000 lives have been saved thanks to airbag technology, made possible through innovations in chemistry.
- The business of chemistry spends \$14.3 billion each year on programs and projects that improve the environment, health and safety.
- Police officers and soldiers are made safer by protective vests and other equipment made possible by chemistry and plastics.
- Chemistry contributes to the long-term health and safety of kids everywhere thanks to products like child-safe toys, safety gear and safety belts.
- America's chemistry industry employs 80,000 chemists, other scientists and engineers that are developing new and better process technologies, new chemical compounds and products, and new applications for existing chemical products.

Circulation

- *American Chemistry* reaches 14,000 industry executives, regulatory officials, congressional leaders, and consultants who make and influence the decisions and the policies that govern the business of chemistry.

Editorial

- Our editorial focus will be on the key themes of life, safety, knowledge, progress, innovation and Responsible Care.

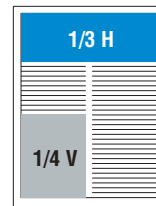
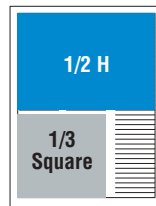
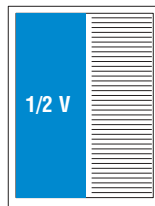
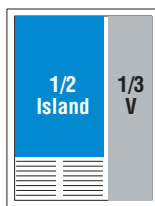
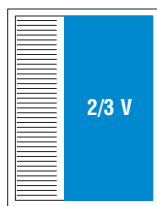


Closing Dates

ISSUE	SPACE CLOSING	MATERIAL DEADLINE
Jul./Aug. 2005	June 6, 2005	June 17, 2005
Sept./Oct. 2005	Aug. 17, 2005	Aug. 29, 2005
Nov./Dec. 2005	Oct. 17, 2005	Oct. 28, 2005
Jan./Feb. 2006	Dec. 14, 2005	Dec. 23, 2005
Mar./Apr. 2006	Feb. 10, 2006	Feb. 21, 2006

ADVERTISEMENT DIMENSIONS

Ads	WIDTH	X	HEIGHT
Double page spread	15 $\frac{1}{4}$ "	X	10"
Full page	7"	X	10"
$\frac{2}{3}$ page	4 $\frac{5}{8}$ "	X	10"
$\frac{1}{2}$ page island	4 $\frac{5}{8}$ "	X	7 $\frac{1}{2}$ "
$\frac{1}{2}$ page horiz.	7"	X	4 $\frac{7}{8}$ "
$\frac{1}{2}$ page vert.	3 $\frac{3}{8}$ "	X	10"
$\frac{1}{3}$ page square	4 $\frac{5}{8}$ "	X	4 $\frac{7}{8}$ "
$\frac{1}{3}$ page horiz.	7"	X	3 $\frac{1}{4}$ "
$\frac{1}{3}$ page vert.	2 $\frac{1}{4}$ "	X	10"
$\frac{1}{4}$ page horiz.	7"	X	2 $\frac{1}{4}$ "
$\frac{1}{4}$ page vert.	3 $\frac{3}{8}$ "	X	4 $\frac{7}{8}$ "
Bleed Unit Sizes			
Double page spread	16 $\frac{1}{2}$ "	X	11"
Full page	8 $\frac{3}{8}$ "	X	11"
$\frac{1}{2}$ page spread	16 $\frac{1}{2}$ "	X	5 $\frac{1}{2}$ "
$\frac{1}{2}$ page horiz.	8 $\frac{3}{8}$ "	X	5 $\frac{1}{2}$ "



ADVERTISING POLICIES

Material Required

- Files must be Mac-based.
- Software: QuarkXPress, Adobe Illustrator, Photoshop. For Corel Draw users, please export files in an EPS format and convert fonts to curves.
- Illustrator or Photoshop files must be saved as EPS or TIF files at 350 dpi with all fonts embedded as outlines.
- Color ads must be supplied with a hard copy color proof to ensure accurate press matching.
- Black & white ads must be supplied with a laser proof.
- Supporting graphics and images must be included with files. All fonts must be provided with files. Do not use true type fonts as they are not recognized by imagesetters.
- Do not compress placed graphics using JPEG or LZW. Include all placed graphics on disk.
- Do not embed images in your file without also supplying those original images.
- Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return material.
- Charges may apply for alterations we make to your files due to errors in ad size, type, or file format. Charges are subject to an hourly rate.
- We cannot accept any files created in office software packages, (i.e. MS Publisher) or any word processor, spread sheet, or presentation package (i.e. PowerPoint).
- Ad materials will be stored for 12 months and then destroyed unless otherwise advised in writing by advertiser or agency.
- For cross-border shipping, Advertiser is to mark "No Commercial Value" on all materials. All customs and brokerage charges are the responsibility of the Advertiser or their Agency.

Mechanical Specifications

Printing: Sheet-fed process

Binding: Saddle-stitched with two staples

Full Page Bleed: 8 $\frac{3}{8}$ " x 11" (allow $\frac{1}{8}$ " on all sides for trimming)

Trim Size: 8 $\frac{1}{8}$ " x 10 $\frac{3}{4}$ " **Live Image Area:** 7" x 10"

CONTRACT GUARANTEES: An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

All advertisements are non-cancellable after the space closing date.

PROTECTIVE CLAUSE: Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

PAYMENT TERMS: Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All receivable information is recorded in the international credit files.

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