

Frequency	USD			EUR			GBP			
	1x	3x	6x	1x	3x	6x	1x	3x	6x	
<b>Global Weekly E-Newsletter</b>										
Weekly Spotlight/Showcase	\$4,284	\$3,641	\$3,213	€3,623	€3,080	€2,717	£3,150	£2,678	£2,363	
Leaderboard Banner	\$4,284	\$3,641	\$3,213	€3,623	€3,080	€2,717	£3,150	£2,678	£2,363	
Mid-Body Banner	\$3,570	\$3,035	\$2,678	€3,019	€2,566	€2,264	£2,625	£2,231	£1,969	
Product Profile/App Note/Special Promotions	\$2,570	\$2,185	\$1,928	€2,174	€1,848	€1,631	£1,890	£1,607	£1,418	
Roadblock	\$8,568	\$7,283	\$6,426	€7,245	€6,158	€5,434	£6,300	£5,355	£4,725	
<b>Global E-blast</b>										
Single Content	\$11,424	\$9,710	\$8,568	€9,660	€8,211	€7,245	£8,400	£7,140	£6,300	
Multi Content	\$11,424	\$9,710	\$8,568	€9,660	€8,211	€7,245	£8,400	£7,140	£6,300	
Bespoke E-newsletter Style	\$14,280	\$12,138	\$10,710	€12,075	€10,264	€9,056	£10,500	£8,925	£7,875	
<b>Website Advertising</b>										
MPU Banner	\$3,570	\$3,035	\$2,678	€3,019	€2,566	€2,264	£2,625	£2,231	£1,969	
Targeted Section Banner	\$2,142	\$1,821	\$1,607	€1,811	€1,539	€1,359	£1,575	£1,339	£1,181	
App Note or Product Profile	\$1,428	\$1,214	\$1,071	€1,208	€1,027	€906	£1,050	£893	£788	
Power List Overview Leaderboard Banner		\$3,386			€2,888			£2,625		
Power List Overview MPU Banner		\$3,386			€2,888			£2,625		
<b>Webinars / Virtual Events</b>										
Global Webinar	\$21,420	\$18,207	\$16,065	€18,113	€15,396	€13,585	£15,750	£13,388	£11,813	
Forum/Roundtable	\$8,568	\$7,283	\$6,426	€7,245	€6,158	€5,434	£6,300	£5,355	£4,725	
<b>Market Research Surveys</b>										
	POA - Our market research surveys are tailored to each project. Once we understand your specific requirements, we can provide a cost.									

Frequency	USD			EUR			GBP			
	1x	3x	6x	1x	3x	6x	1x	3x	6x	
Double Page Spread	\$16,651	\$14,153	\$12,488	€14,079	€11,968	€10,560	£12,243	£10,407	£9,182	
Full Page	\$9,839	\$8,363	\$7,379	€8,320	€7,072	€6,240	£7,235	£6,150	£5,426	
1/2 Page	\$7,190	\$6,111	\$5,393	€6,080	€5,168	€4,560	£5,287	£4,494	£3,965	
1/3 Page	\$5,676	\$4,825	\$4,258	€4,800	€4,080	€3,599	£4,174	£3,548	£3,130	
1/4 Page	\$4,162	\$3,539	\$3,122	€3,520	€2,991	€2,640	£3,061	£2,602	£2,295	
1/6 Page	\$1,892	\$1,609	\$1,420	€1,600	€1,360	€1,200	£1,391	£1,182	£1,044	
<b>Prime Position</b>										
Inside Front	\$12,110	\$10,293	\$9,083	€10,240	€8,703	€7,680	£8,904	£7,568	£6,678	
Outside Back	\$12,110	\$10,293	\$9,083	€10,240	€8,703	€7,680	£8,904	£7,568	£6,678	
Page 7 (1st right hand page)	\$10,596	\$9,007	\$7,946	€8,960	€7,616	€6,720	£7,791	£6,622	£5,843	
Page 9 (2nd right hand page)	\$10,218	\$8,685	\$7,663	€8,639	€7,344	€6,480	£7,513	£6,386	£5,634	
<b>Topic Sponsors (Mass Spec/Chromatography/Spectroscopy)</b>										
Primary Advertising Space	\$10,596	\$9,007	\$7,946	€8,960	€7,616	€6,720	£7,791	£6,622	£5,843	
Secondary Advertising Space	\$10,218	\$8,685	\$7,663	€8,639	€7,344	€6,480	£7,513	£6,386	£5,634	
<b>Mass Spec Annual Supplement</b>										
Full Page Advert/App Note		\$4,162			€3,520			£ 3,061		
Double Page App Note		\$7,568			€6,400			£ 5,565		
Prime Position Advert		\$4,800			€4,174			£ 4,174		

Initial

Chemistry educators, you could tell if your students were using ChatGPT, right?

Well, that's what Christopher Harrison thought, until he decided to test out some "similar" solutions to a solution of "X" problems. This AI solved the Henderson-Hasselbalch for the pH using the pKa for acid, despite his request for pH. But then it stalled on this:

"A group of students in my class had used that approach several times to solve similar homework problems, despite me never teaching it to them. Why would I, when that approach is so convoluted for getting a pH

	USD				EUR				GBP			
<b>Video Production Services</b>												
Animation	<p>POA - Our video production service is tailored to each project. Once we understand your specific production needs, we can provide a cost. Please <a href="#">contact us</a> for more details.</p>											
Exhibition Booth Interviews/Highlights												
Products Demos												
Symposium/Presentation Coverage												
Social Shorts												
Customer Testimonials												
Human Profiles												
Interviews (In-Person/Virtual)												
Site Tours												
<b>Social Media</b>												
POA - Our social media service is tailored to each campaign. Please <a href="#">contact us</a> for more details.												
<b>Content Marketing</b>												
Bespoke Interactive E-Book - Sole Sponsorship	\$21,420.00				€18,113				£15,750			
<b>The Application Note Book</b>	1x	3x	6x		1x	3x	6x		1x	3x	6x	
Full Page Advert/App Note	\$3,570	\$3,035			€3,019	€2,566			£2,625	£2,231		
Double Page Advert/App Note	\$5,712	\$4,855			€4,830	€4,106			£4,200	£3,570		
<b>Special Series E-Book</b>												
<b>Advert</b>	\$3,927	\$3,338	\$2,945		€3,321	€2,822	€2,491		£2,888	£2,455	£2,166	
DPS App Note	\$5,712	\$4,855	\$4,284		€4,830	€4,106	€3,623		£4,200	£3,570	£3,150	
2 Page Content plus Development	\$9,996	\$8,497	\$7,497		€8,453	€7,185	€6,340		£7,350	£6,248	£5,513	
1/3 Spotlight Product Profile	\$2,142	\$1,821	\$1,607		€1,811	€1,539	€1,359		£1,575	£1,339	£1,181	
<b>Sponsored Content</b>												
Full Page	\$17,136	\$14,566	\$12,852		€14,490	€12,317	€10,868		£12,600	£10,710	£9,450	
Double Page	\$21,420	\$18,207	\$16,065		€18,113	€15,396	€13,585		£15,750	£13,388	£11,813	