


1ST HALF 2004 CHEMICAL & ENGINEERING NEWS ADVERTISING PLANNER

Month	Issue	Topic	Ad Closing	Bonus Distribution At
JANUARY	5	ACS PRESIDENT'S MESSAGE	Ad Closing - December 19	
	12	WORLD CHEMICAL OUTLOOK	Ad Closing - December 26	
FEBRUARY	2	CHEMICAL R&D AND CAPITAL SPENDING <i>ACS Spring Meeting Preliminary Program</i>	Ad Closing - January 19	
	9	DRUG DISCOVERY	Ad Closing - January 26	Bonus Distribution At: Drug Discovery Europe
MARCH	1	DRUG DELIVERY	Ad Closing - February 16	Bonus Distribution At: Drug Discovery Europe, DCAT, Pittcon
	8	MERGERS & ACQUISITIONS <i>ACS Spring Meeting Final Program</i>	Ad Closing - February 23	Bonus Distribution At: NPRA
APRIL	5	PHARMACEUTICAL OUTSOURCING	Ad Closing - March 22	Bonus Distribution At: CPhI Japan, BioFine
	12	NANOTECHNOLOGY 1st Quarter Stock Performance <i>ACS Spring Meeting Review</i>	Ad Closing - March 29	Bonus Distribution At: CSPA Tradeworx
MAY	3	PERSONAL CARE	Ad Closing - April 19	Bonus Distribution At: Pittsburgh Chemical Day, SCC Suppliers Day
	10	BIOPHARMACEUTICALS	Ad Closing - April 26	Bonus Distribution At: BIO 2004
JUNE	7	RESPONSIBLE CARE	Ad Closing - May 24	Bonus Distribution At: ACC Annual Meeting
	14	CHIRAL CHEMISTRY (CHEMSPEC PREVIEW)	Ad Closing - May 28	Bonus Distribution At: ChemSpec Europe, Chiral Europe <i>Ad Readership Study</i>
JULY	19	CUSTOM CHEMICALS 4th Quarter Stock Performance	Ad Closing - January 5	Bonus Distribution At: INFORMEX <i>Ad Readership Study</i>
	26	SOAPS & DETERGENTS Congressional Outlook <i>C&EN Calendar/Events/Meetings</i>	Ad Closing - January 12	Bonus Distribution At: SDA
AUGUST	16	PHARMACEUTICAL BUSINESS (INFORMEX REVIEW) Federal R&D Budget	Ad Closing - February 2	Bonus Distribution At: Drug Discovery Europe, Pittcon
	23	4th Quarter Sales & Earnings (Chemical Companies)	Ad Closing - February 9	
SEPTEMBER	15	PETROCHEMICALS <i>4th Quarter Sales & Earnings (Pharmaceutical & Biotech)</i>	Ad Closing - March 1	Bonus Distribution At: NPRA
	22	INFORMATION TECHNOLOGY In The Chemical & Pharmaceutical Industries	Ad Closing - March 8	Bonus Distribution At: ACS Spring Meeting
OCTOBER	29	PITTCON REVIEW Priestley Medal	Ad Closing - March 15	
	5	PHARMACEUTICAL BUSINESS <i>1st Quarter Sales & Earnings (Pharmaceutical & Biotech)</i>	Ad Closing - March 22	Bonus Distribution At: NPRA
NOVEMBER	19	SPECIALTY CHEMICALS <i>ACS Starting Salary Survey</i>	Ad Closing - April 5	Bonus Distribution At: CSPA Tradeworx
	26	COMPUTERS IN CHEMISTRY	Ad Closing - April 12	Bonus Distribution At: BioFine
DECEMBER	3	PERSONAL CARE	Ad Closing - April 19	Bonus Distribution At: Pittsburgh Chemical Day, SCC Suppliers Day
	10	BIOPHARMACEUTICALS	Ad Closing - April 26	Bonus Distribution At: BIO 2004
JANUARY	17	TOP 50 CHEMICAL PRODUCERS <i>1st Quarter Sales & Earnings (Chemical & Pharmaceutical Companies)</i>	Ad Closing - May 3	
	24	DRUG DISCOVERY	Ad Closing - May 10	Bonus Distribution At: ChemSpec Europe, Chiral Europe, BIO 2004
FEBRUARY	7	RESPONSIBLE CARE	Ad Closing - May 24	Bonus Distribution At: ACC Annual Meeting
	14	CHIRAL CHEMISTRY (CHEMSPEC PREVIEW)	Ad Closing - May 28	Bonus Distribution At: ChemSpec Europe, Chiral Europe <i>Ad Readership Study</i>
MARCH	21	PLASTICS	Ad Closing - June 7	
	28	SPECIALTY CHEMICALS (ELECTRONIC CHEMICALS) <i>ACS Fall Meeting Preliminary Program</i>	Ad Closing - June 14	Bonus Distribution At: Semicon West

Color Legend

	Special Report
	Study Issue (Blue Type)

Ad closing 2 weeks before issue date.

2ND HALF 2004 CHEMICAL & ENGINEERING NEWS ADVERTISING PLANNER

JULY	<p>5</p> <p>FACTS & FIGURES</p> <p>Ad Closing - June 21</p>	<p>12</p> <p>CHEMSPEC REVIEW</p> <p>2nd Quarter Stock Performance <i>C&EN Calendar/Events/Meetings</i></p> <p>Ad Closing - June 28</p>	<p>19</p> <p>GLOBAL TOP 50</p> <p>Ad Closing - July 3</p>	<p>26</p> <p>DRUG DISCOVERY TECHNOLOGY</p> <p>Ad Closing - July 12</p> <p>Bonus Distribution At: Drug Discovery Technology</p>	
AUGUST	<p>2</p> <p>ACS SALARY & EMPLOYMENT FEATURE</p> <p><i>ACS Fall Meeting Final Program</i></p> <p>Ad Closing - July 19</p> <p>Bonus Distribution At: ACS Fall Meeting</p>	<p>9</p> <p>LIFE SCIENCES MOLECULES (CARBOHYDRATES)</p> <p>Ad Closing - July 26</p> <p>Bonus Distribution At: Drug Discovery Technology, ACS Fall Meeting</p>	<p>16</p> <p>CHRONICLES OF CHEMISTRY SUPPLEMENT</p> <p>Ad Closing - August 2</p> <p>Bonus Distribution At: ACS Fall Meeting, SOCMA, AAPS, Chiral USA, CPhI, ICE (Paint Show), CSPA</p>	<p>23</p> <p><i>2nd Quarter Sales & Earnings (Chemical & Pharmaceutical Companies)</i></p> <p>Ad Closing - August 9</p>	<p>30</p> <p>NEW MATERIALS</p> <p>Ad Closing - August 16</p>
SEPTEMBER	<p>6</p> <p>FINE & INTERMEDIATE CHEMICALS</p> <p>Ad Closing - August 23</p> <p>Bonus Distribution At: DCAT Fall Meeting, SOCMA Annual Meeting</p>	<p>13</p> <p>RUBBER</p> <p>Ad Closing - August 30</p> <p>Bonus Distribution At: Plastics USA, Rubber Mini Expo</p>	<p>20</p> <p>BIOTECHNOLOGY</p> <p>Ad Closing - September 3</p> <p>Bonus Distribution At: Chiral USA</p>	<p>27</p> <p>COMPUTERS IN CHEMISTRY</p> <p>Ad Closing - September 13</p>	
OCTOBER	<p>4</p> <p>COMBINATORIAL CHEMISTRY</p> <p>Ad Closing - September 20</p> <p>Bonus Distribution At: Chiral USA</p>	<p>11</p> <p>PROCESS CHEMICALS</p> <p>3rd Quarter Stock Performance</p> <p>Ad Closing - September 27</p> <p>Bonus Distribution At: ICE (Paint Show)</p>	<p>18</p> <p>PAINTS & COATINGS</p> <p>Ad Closing - October 4</p> <p>Bonus Distribution At: ICE (Paint Show)</p>	<p>25</p> <p>DRUG DEVELOPMENT</p> <p>Ad Closing - October 11</p> <p>Bonus Distribution At: AAPS <i>Ad Readership Study</i></p>	
NOVEMBER	<p>1</p> <p>EMPLOYMENT OUTLOOK</p> <p>Ad Closing - October 18</p>	<p>8</p> <p>SPECIALTY CHEMICALS</p> <p>Ad Closing - October 25</p> <p>Bonus Distribution At: SOCMA, CSPA, CPhI</p>	<p>15</p> <p><i>3rd Quarter Sales & Earnings (Chemical & Pharmaceutical Companies)</i></p> <p>Ad Closing - November 1</p>	<p>22</p> <p>PHARMACEUTICALS (CPhI PREVIEW)</p> <p>Ad Closing - November 8</p> <p>Bonus Distribution At: CPhI/ICSE</p>	<p>29</p> <p>Ad Closing - November 15</p>
DECEMBER	<p>6</p> <p>Ad Closing - November 22</p>	<p>13</p> <p>Ad Closing - November 29</p>	<p>20</p> <p>CHEMICAL YEAR IN REVIEW (CPhI REVIEW)</p> <p>Bonus Distribution At: INFORMEX</p> <p>Ad Closing - December 6</p>	<p>27</p> <p>NO ISSUE</p>	

AD SALES:

Centcom, Ltd.
676 E. Swedesford Road, Suite 202
Wayne, PA 19087, U.S.A.
Phone: 610-964-8061
Fax: 610-964-8071



AD PRODUCTION:

Centcom, Ltd.
676 E. Swedesford Road, Suite 202
Wayne, PA 19087, U.S.A.
Phone: 610-964-8061
Fax: 610-964-8071