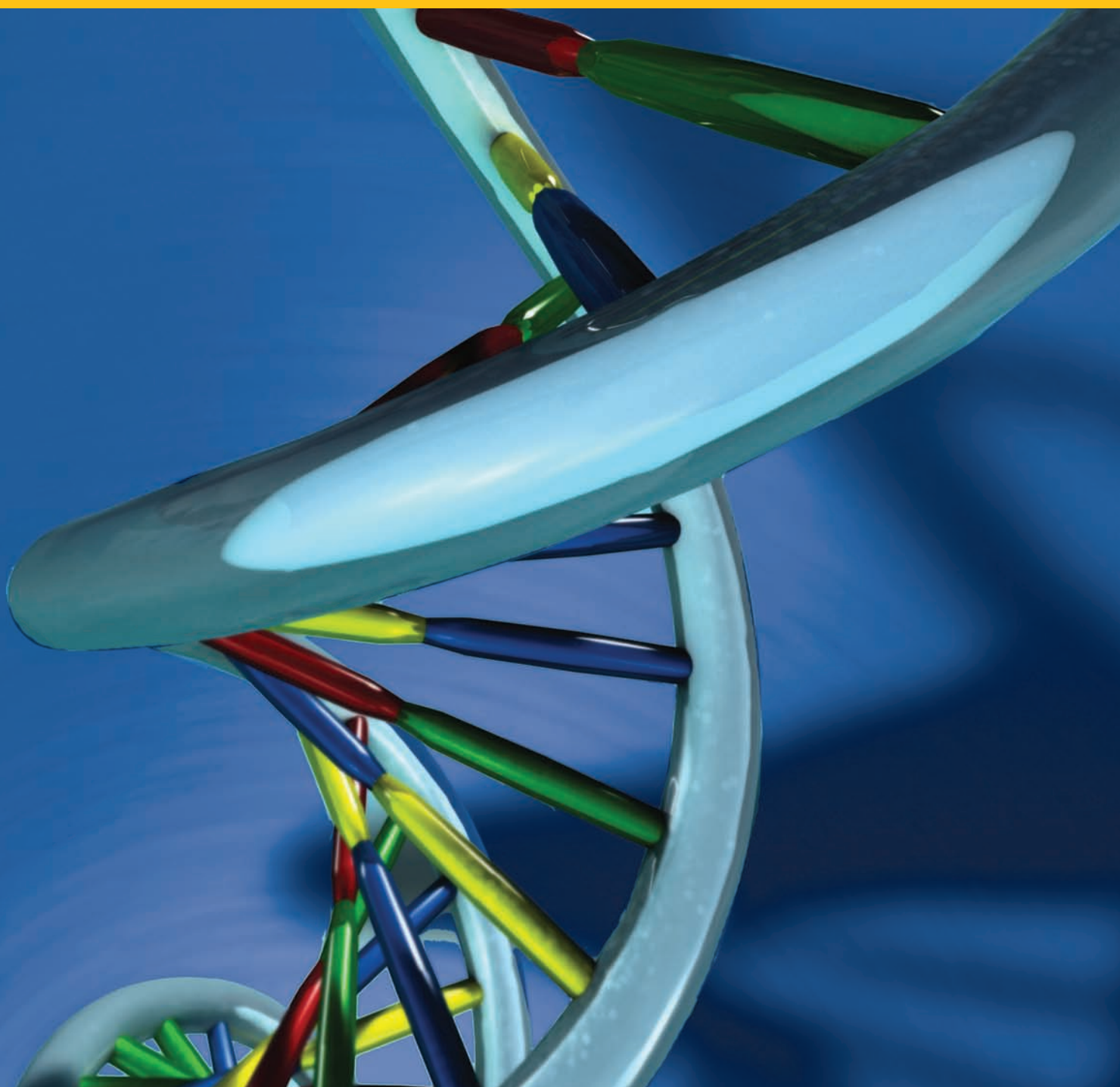


2011 Editorial Calendar

DISPLAY



Serving the Chemical, Life Sciences, and Laboratory Worlds

| JANUARY | <p>3</p> <p>ACS President's Message</p> <p>Introduction to International Year of Chemistry 2011</p> <p>Ad Closing: 12/16/10</p> | <p>10</p> <p>World Chemical Outlook</p> <p>Ad Closing: 12/27/10</p> | <p>17</p> <p>Congressional Outlook</p> <p>Pharmaceutical Analysis</p> <p>Ad Closing: 1/3</p> <p>Bonus Distribution: Lab Automation, InformexUSA</p> | <p>24</p> <p>Soaps & Detergents</p> <p>Ad Closing: 1/10</p> <p>Bonus Distribution: SDA</p> | <p>31</p> <p>Custom Chemicals (Informex Preview)</p> <p>ACS Spring National Meeting Preliminary Program</p> <p>Ad Closing: 1/17</p> <p>Bonus Distribution: InformexUSA</p> |
|----------|---|--|--|--|---|
| FEBRUARY | <p>7</p> <p>Environmental Analysis</p> <p>Ad Closing: 1/24</p> <p>Bonus Distribution: InformexUSA</p> | <p>14</p> <p>Sustainability</p> <p>Ad Effectiveness Survey</p> <p>Ad Closing: 1/31</p> | <p>21</p> <p>Pharmaceutical Business</p> <p>R&D and Capital Spending</p> <p>Federal R&D Budget</p> <p>Ad Closing: 2/7</p> | <p>28</p> <p>Pittcon Preview</p> <p>Informex Review</p> <p>4th-Quarter Earnings</p> <p>Ad Closing: 2/14</p> <p>Bonus Distribution: Pittcon</p> | |
| MARCH | <p>7</p> <p>Petrochemicals</p> <p>ACS Spring National Meeting Final Program</p> <p>Ad Closing: 2/21</p> <p>Bonus Distribution: ACS Spring National Meeting, NPRA</p> | <p>14</p> <p>Drug Development</p> <p>Ad Closing: 2/28</p> <p>Bonus Distribution: Pittcon, DCAT Week, CPhI Japan</p> | <p>21</p> <p>Pharmaceutical Outsourcing</p> <p>Ad Closing: 3/7</p> <p>Bonus Distribution: ACS Spring National Meeting, CPhI Japan</p> | <p>28</p> <p>Priestley Medal</p> <p>Ad Closing: 3/14</p> <p>Bonus Distribution: ACS Spring National Meeting</p> | |
| APRIL | <p>4</p> <p>Pittcon Review</p> <p>Ad Closing: 3/21</p> | <p>11</p> <p>Biopharmaceuticals</p> <p>Ad Closing: 3/28</p> <p>Bonus Distribution: Chemspec USA</p> | <p>18</p> <p>Specialty Chemicals</p> <p>Ad Closing: 4/4</p> <p>Bonus Distribution: Chemspec USA</p> | <p>25</p> <p>Top Instrumentation Companies</p> <p>Ad Closing: 4/11</p> <p>Bonus Distribution: TIDES, ASMS</p> | |
| MAY | <p>2</p> <p>Personal Care</p> <p>Ad Closing: 4/18</p> <p>Bonus Distribution: Cosmetic Chemists</p> | <p>9</p> <p>Top 50 US Chemical Companies</p> <p>Lab Informatics/Automation</p> <p>Ad Closing: 4/25</p> <p>Bonus Distribution: Pittsburgh Chemical Day, Informex Houston, TIDES, Chemspec Europe, HPLC</p> | <p>16</p> <p>ASMS Preview</p> <p>1st-Quarter Earnings</p> <p>Ad Closing: 5/2</p> <p>Bonus Distribution: ASMS</p> | <p>23</p> <p>Focus on Asia</p> <p>Ad Closing: 5/9</p> <p>Bonus Distribution: CPhI China</p> | <p>30</p> <p>Fine Chemicals & Intermediates</p> <p>Ad Closing: 5/16</p> <p>Bonus Distribution: CPhI China, Chemspec Europe, HPLC</p> |
| JUNE | <p>6</p> <p>Paints & Coatings</p> <p>Ad Closing: 5/23</p> | <p>13</p> <p>Nanotechnology</p> <p>Ad Closing: 5/30</p> <p>Bonus Distribution: Chemspec Europe</p> | <p>20</p> <p>Biotechnology</p> <p>ASMS Review</p> <p>Ad Closing: 6/6</p> <p>Bonus Distribution: BIO 2011</p> | <p>27</p> <p>International Year of Chemistry 2011</p> <p>ACS Fall National Meeting Preliminary Program</p> <p>Ad Closing: 6/13</p> <p>Bonus Distribution: DDT, ACS Fall National Meeting, CPhI WW PharmaChemOutsourcing</p> | |

| JULY | <p>4</p> <p>Facts & Figures of the Chemical Industry Chemspec Review</p> <p>Ad Closing: 6/20</p> | <p>11</p> <p>Electronic Chemicals</p> <p>Ad Closing: 6/27</p> | <p>18</p> <p>Health & Safety Analysis</p> <p>Ad Closing: 7/4</p> | <p>25</p> <p>Global Top 50 Chemical Producers</p> <p>Ad Closing: 7/11</p> | |
|-----------|---|--|---|--|--|
| AUGUST | <p>1</p> <p>Sustainability</p> <p>Ad Closing: 7/18</p> <p>Bonus Distribution: DDT, ACS Fall National Meeting</p> | <p>8</p> <p>Instrumentation Business ACS Fall National Meeting Final Program</p> <p>Ad Closing: 7/25</p> <p>Bonus Distribution: ACS Fall National Meeting</p> | <p>15</p> <p>Biofuels & Energy 2nd-Quarter Earnings</p> <p>Ad Closing: 8/1</p> | <p>22</p> <p>Drug Discovery</p> <p>Ad Closing: 8/8</p> | <p>29</p> <p>China Pharmaceuticals</p> <p>Ad Closing: 8/15</p> <p>Bonus Distribution: ACS Fall National Meeting</p> |
| SEPTEMBER | <p>5</p> <p>Pharmaceutical Chemistry</p> <p>Ad Closing: 8/22</p> <p>Bonus Distribution: PharmaChemOutsourcing, CPhI WW</p> | <p>12</p> <p>Information Technology</p> <p>Ad Closing: 8/29</p> | <p>19</p> <p>Plastics</p> <p>Ad Closing: 9/5</p> | <p>26</p> <p>Performance Chemistry</p> <p>Ad Closing: 9/12</p> | |
| OCTOBER | <p>3</p> <p>R&D Outsourcing</p> <p>Ad Closing: 9/19</p> | <p>10</p> <p>Mass Spectrometry Ad Effectiveness Survey</p> <p>Ad Closing: 9/26</p> | <p>17</p> <p>Pharmaceuticals CPhI Preview</p> <p>Ad Closing: 10/3</p> <p>Bonus Distribution: CPhI WW</p> | <p>24</p> <p>Life Science Molecules</p> <p>Ad Closing: 10/10</p> <p>Bonus Distribution: CPhI WW</p> | <p>31</p> <p>Specialty Chemicals</p> <p>Ad Closing: 10/17</p> |
| NOVEMBER | <p>7</p> <p>Employment Outlook Pharmaceutical Partnering</p> <p>Ad Closing: 10/24</p> | <p>14</p> <p>CPhI Review 3rd-Quarter Earnings</p> <p>Ad Closing: 10/31</p> | <p>21</p> <p>Materials Science</p> <p>Ad Closing: 11/7</p> | <p>28</p> <p>Instrumentation Market Review</p> <p>Ad Closing: 11/14</p> <p>Bonus Distribution: CSPA</p> | |
| DECEMBER | <p>5</p> <p>Pharmaceutical Year in Review</p> <p>Ad Closing: 11/21</p> <p>Bonus Distribution: SOCOMA Dinner</p> | <p>12</p> <p>Proteomics & Genomics</p> <p>Ad Closing: 11/28</p> | <p>19</p> <p>Chemical Year in Review</p> <p>Ad Closing: 12/5</p> | <p>26</p> <p>No Issue</p> | |

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