



Asian Chemical Connections e-newsletter advertising guide

The screenshot shows the layout of the Asian Chemical Connections e-newsletter. Key advertising spots are highlighted with callouts:

- 1. Top banner (468x60px)**: Located at the top of the main content area.
- 2. Skyscraper (120 x 600px)**: A vertical sidebar on the right side of the main content area.
- 3. Bottom MPU (300x250px)**: A rectangular spot at the bottom of the main content area.
- 4. Bottom banner (468x60px)**: Located at the very bottom of the newsletter.

The newsletter content includes a header with the ICIS logo, navigation links (Feedback, Contact, Subscribe), and several sections of placeholder text (Lorem Ipsum) under various titles (Title 1, Title 2, Title 3, Title 4). A 'Quick Links' sidebar is also present on the right.

E-newsletter content

Asian Chemical Connections provides deeper insight into the bigger issues driving the industry in this dynamic region. This monthly e-newsletter presents thoughts on the rapidly growing Asian market, focusing on the factors shaping demand and supply, new technologies and corporate strategy.

Asian Chemical Connections reaches an audience of Senior Business Decision Makers, Senior Corporate Planners, Consultants and Analysts working in the Asian chemical industry.

Marketing reach and frequency

Circulation: 14,188

Frequency: Monthly

Advertising opportunities

Ad unit	Size (px)	Price for single e-newsletter			
		£	\$	£	\$
Top Banner	468 x 60	75	150	725	1,430
Skyscraper	120 x 600	100	200	970	1,910
Bottom MPU	300 x 250	75	150	725	1,430
Bottom banner	468 x 60	60	120	580	1,140
Solus Sponsorship	As above	-20%	1820	1,820	3,580

Note: Price for a single e-newsletter at June 2007. Subject to change depending on circulation of e-newsletter.

Advertising delivery requirements

Advertisements and/or copy must be submitted to e-marketing.operations@rbi.co.uk at least five (5) business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters).

Either the bottom MPU or bottom banner will feature in the newsletter (see left)

Sales contact information

Kelly McAlpin
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Online ad production

E-marketing Operations, Central Marketing, 9th Floor
Reed Business Information, Quadrant House
The Quadrant, Sutton, Surrey SM2 5AS, UK
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All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>