

ICIS CEO Opinion e-newsletter advertising guide



E-newsletter content

CEO Opinion e-newsletter offers readers an exciting insight into the mindset of top chemical industry decision makers. Each e-newsletter presents an in-depth interview with a CEO from a high-profile company. The interviews will bring unique insights into the trials and tribulations of leading CEOs, how they've coped with challenges and future hurdles. We hope these will give up-and-coming leaders blueprints and tips for their own operations and future careers.

It is highly informative, reaching a wide audience subscribed to hear the latest from the industry's opinion leaders. CEO Opinion targets readers worldwide.

Marketing reach and frequency

Circulation: 102,069
Frequency: Monthly

Advertising opportunities

Ad unit	Size (px)	CPM		Price for single e-newsletter	
		£	\$	£	\$
Top Banner	468 x 60	75	150	3,800	7,480
Skyscraper	120 x 600	100	200	5,100	10,030
Bottom MPU	300 x 250	75	150	3,800	7,480
Bottom banner	468 x 60	60	120	3,060	6,020
Solus Sponsorship	As above	-20%	-20%	9,560	18,810

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

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Online ad production

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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>