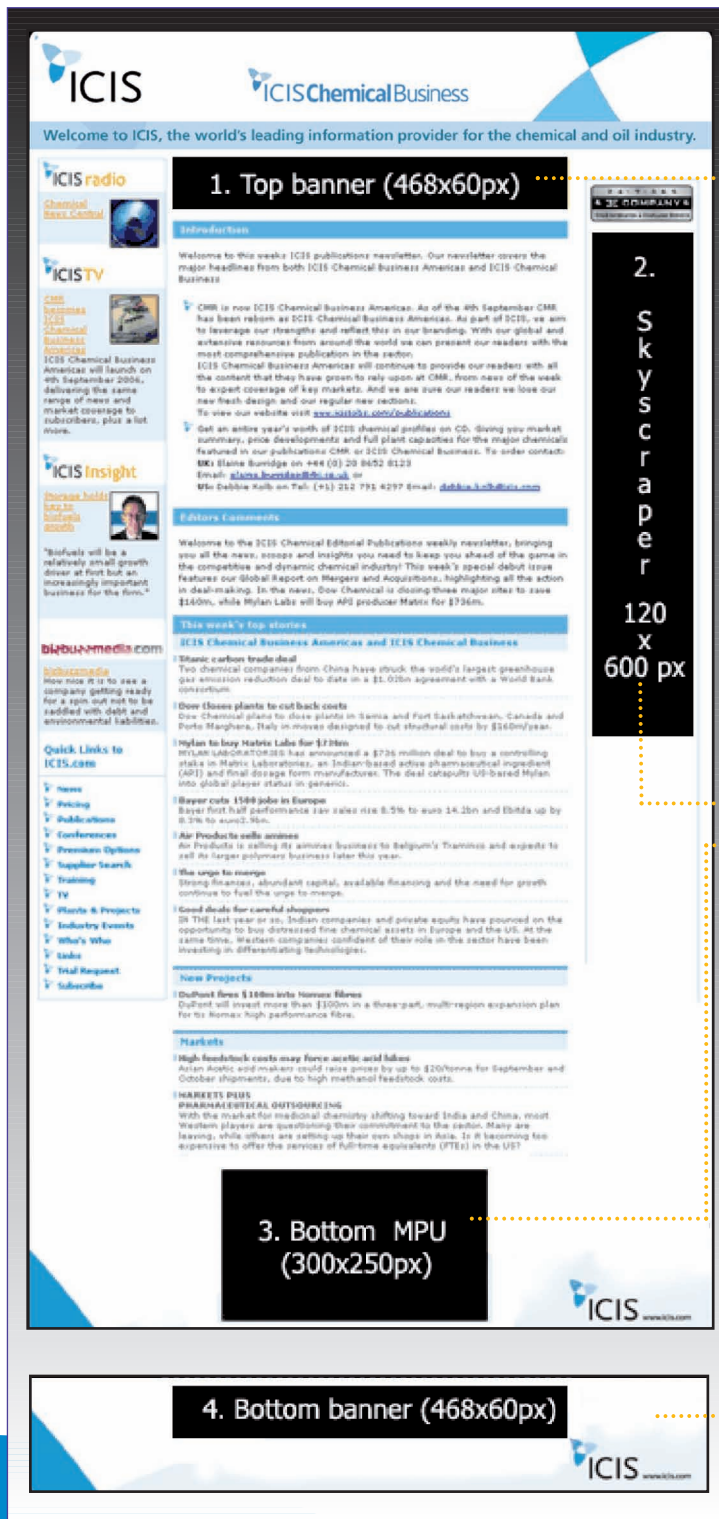


ICIS Chemical Business

e-newsletter advertising guide



Welcome to ICIS, the world's leading information provider for the chemical and oil industry.

1. Top banner (468x60px)

2. Skyscraper (120 x 600 px)

3. Bottom MPU (300x250px)

4. Bottom banner (468x60px)

E-newsletter content

ICIS Chemical Business global e-newsletter analyses the industry's latest developments, business and market stories from around the world with links through to the magazine websites where the full text can be read for free. The newsletter is written by the same editorial team who write for ICIS Chemical Business.

It is topical and highly targeted, reaching an audience of CEOs, Directors, Heads of Departments, Executives, Consultants, General Managers, Purchasing Managers, and other chemical industry professionals. All recipients on our e-newsletter circulation list have opted in to receive these weekly broadcasts.

Marketing reach and frequency

Circulation: 8,213

Frequency: Weekly (Every Tuesday)

Target audience

A global audience of subscribers to ICIS Chemical Business as well as opted-in recipients across ICIS.

Advertising opportunities

Ad unit	Size (px)	cost per insertion	
		£	\$
Top Banner	468 x 60	700	1,320
Skyscraper	120 x 600	950	1,790
Bottom MPU	300 x 250	700	1,320
Bottom banner	468 x 60	570	1,075
Solus	As above	1,750	4,900

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

E-marketing Operations, Central Marketing, 9th Floor
 Reed Business Information, Quadrant House
 The Quadrant, Sutton, Surrey SM2 5AS, UK
e-marketing.operations@rbi.co.uk

All advertisements are accepted subject to RBI's standard terms and conditions which can be found at <http://www.reedbusiness.co.uk/adtermsandconditions>.