

# ICIS pricing and news Reporter e-newsletter advertising guide

The screenshot shows the layout of the ICIS pricing and news Reporter e-newsletter. Key features include:

- 1. Top banner (468x60px):** Located at the top of the newsletter, below the header.
- 2. Skyscraper (120 x 600px):** A vertical advertisement space on the right side of the newsletter.
- 3. Bottom MPU (300x250px):** A medium-sized advertisement space at the bottom of the newsletter.
- 4. Bottom banner (468x60px):** A wide advertisement space at the very bottom of the newsletter.

The newsletter content includes sections for 'This month's issues', 'ICIS news', 'ICIS forecasting new reports', 'IPEX', 'ICIS at NPBA', 'ICIS blogs', 'ICIS jobs', and 'ICIS Petrochemical Index (IPEX) down 0.1% in March'.

## E-newsletter content

ICIS pricing and news Reporter monthly e-newsletter features the ICIS Petrochemical Index (IPEX), as well as provides incisive market commentaries from our highly respected global editorial team. It is topical and highly targeted, delivering your marketing message directly to the desktops of your potential customers.

Content sections include:

- A note from the editor
- Monthly editorial column from a member of the global team
- ICIS news hot picks - top stories from the month
- ICIS Petrochemical Index (IPEX)
- New products and details of upcoming ICIS conferences

## Marketing reach and frequency

**Circulation:** 9,802

**Frequency:** Monthly

**Target audience:** ICIS pricing and news subscribers, as well as opted-in recipients across ICIS.

## Advertising opportunities

Ad unit	Size (px)	cost per insertion	
		£	\$
Top Banner	468 x 60	950	1,780
Skyscraper	120 x 600	1,260	2,360
Bottom MPU	300 x 250	950	1,780
Bottom banner	468 x 60	760	1,420
Solus	As above	2,350	4,410

## Advertising delivery requirements

Advertisements and/or copy must be submitted to [e-marketing.operations@rbi.co.uk](mailto: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>