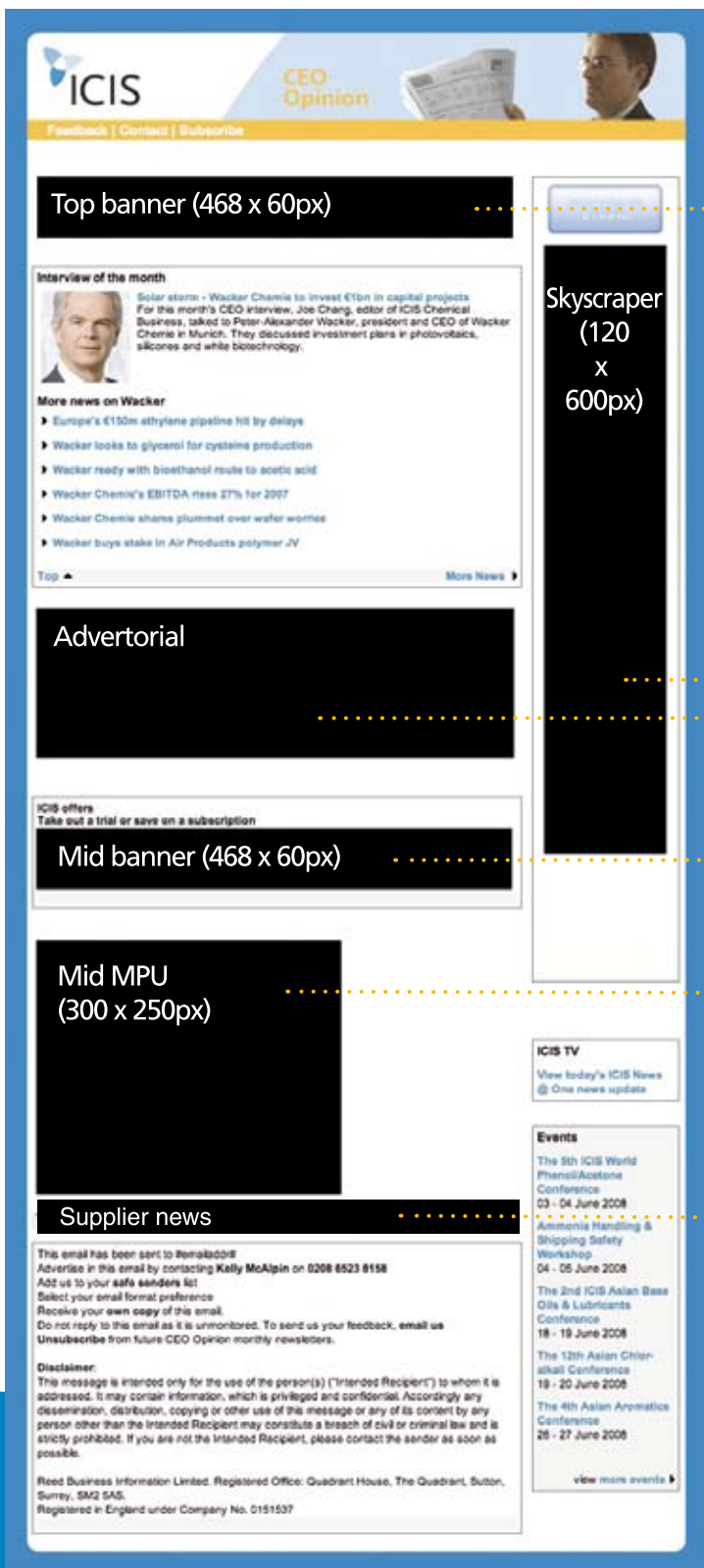




ICIS

CEO Opinion e-newsletter advertising guide



- Target high volume audiences
- Reach a global audience of chemical industry professionals.
- The audience is formed of ICIS industry contacts and opted-in receivers
- Deliver your marketing message directly to the inboxes of your target audience

Description

Circulation: 76,200

Frequency: Monthly

Content: CEO Opinion newsletter offers readers an in-depth interview with a high-profile CEO in each issue that brings unique insights into the trials and tribulations of leading CEO

Advertising opportunities

Ad unit	Size (px)	Price for single e-newsletter \$
Top Banner	468 x 60	4,000
Skyscraper	120 x 600	6,000
Advertorial	50 words + heading	4,000
Mid banner	468 x 60	3,000
Mid MPU	300 x 250	4,000
Supplier News	8 word link	1,000
Solus Sponsorship	As above	11,400

Note: Price for a single e-newsletter as at January 2009. 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 mid MPU or mid banner will feature in the newsletter (see left)

Sales contact information

Information about your nearest sales contact can be found at www.icis.com/advertise-contacts

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 www.reedbusiness.co.uk/adtermsandconditions



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