



# ICIS

## Chemical Logistics e-newsletter advertising guide



- Target a niche audience of chemical industry professionals interested in logistics
- Reach an audience formed of Purchasing & Logistics Managers, Chemical Producers, Chemical Distributors, Legislative & Environmental Experts and IT & E-commerce Experts.
- Deliver your marketing message directly to the inboxes of your target audience

### Description

**Circulation:** 3,200

**Frequency:** Monthly

**Content:** Chemical Logistics e-newsletter covers the main issues, news and latest developments of this niche sector including supply chain disruptions, people movements and financial stories.

### Advertising opportunities

| Ad unit           | Size (px)          | Price for single e-newsletter \$ |
|-------------------|--------------------|----------------------------------|
| Top Banner        | 468 x 60           | 995                              |
| Skyscraper        | 120 x 600          | 995                              |
| Advertorial       | 50 words + heading | 995                              |
| Mid banner        | 468 x 60           | 995                              |
| Mid MPU           | 300 x 250          | 995                              |
| Supplier News     | 8 word link        | 300                              |
| Solus Sponsorship | As above           | 2,400                            |

Note: Price for a single e-newsletter as at January 2009. Subject to change depending on circulation of e-newsletter. Minimum rate of \$995 applies to this e-newsletter.

### 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 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](http://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](mailto: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](http://www.reedbusiness.co.uk/adtermsandconditions)



ICIS [www.icis.com](http://www.icis.com)