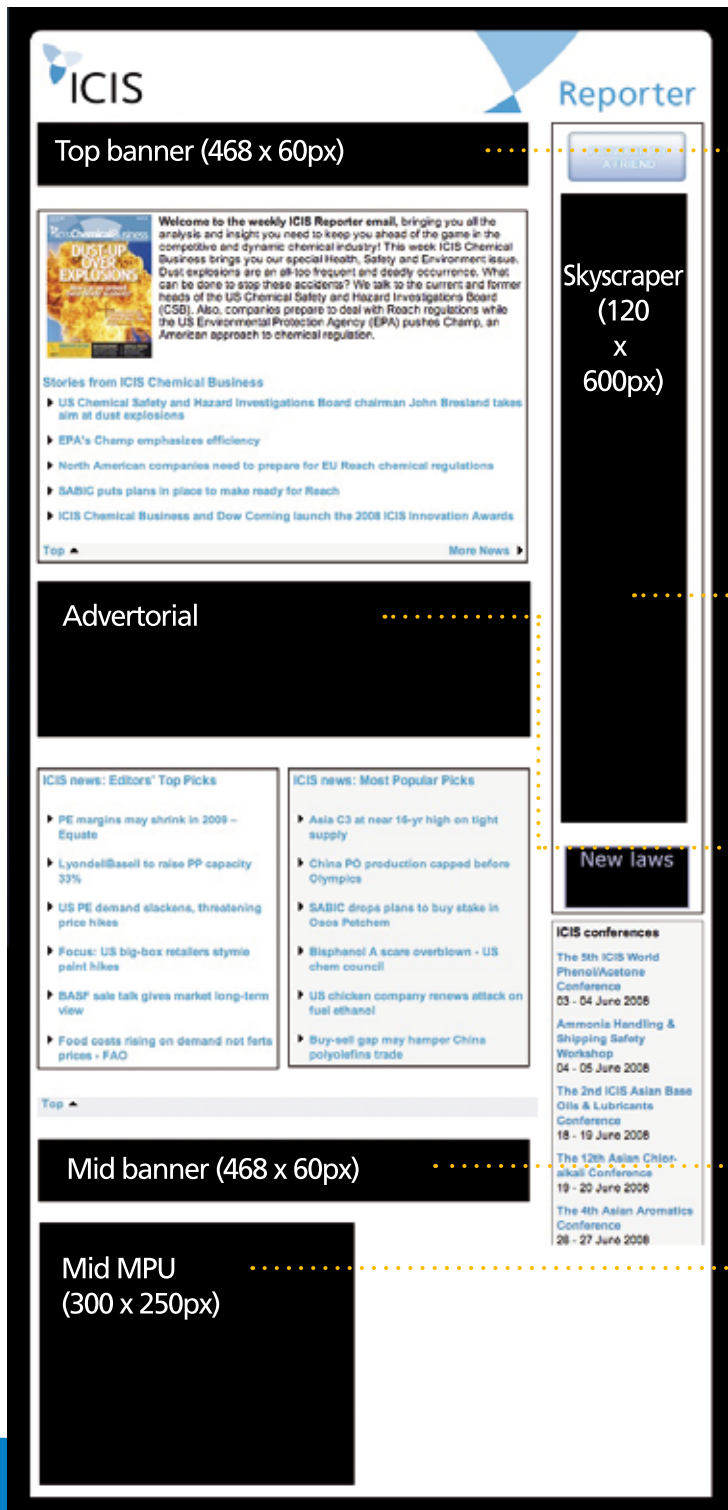




ICIS Reporter e-newsletter advertising guide



The screenshot shows the layout of the ICIS Reporter e-newsletter. Key sections include:

- Top banner (468 x 60px):** Located at the top left, featuring a headline and a small image.
- Skyscraper (120 x 600px):** A vertical ad unit on the right side of the main content area.
- Advertorial:** A large rectangular ad unit below the top banner.
- Mid banner (468 x 60px):** A horizontal ad unit located below the main content area.
- Mid MPU (300 x 250px):** A square ad unit located below the mid banner.
- New laws:** A small ad unit located below the skyscraper.
- ICIS conferences:** A list of upcoming events located at the bottom right of the newsletter.

- Reach a global audience of chemical industry decision makers.
- The audience is formed of ICIS pricing, ICIS news, ICIS Chemical Business subscribers and opted-in recipients across ICIS
- Deliver your marketing message directly to the inboxes of your target audience

Description

Circulation: 17,500

Frequency: Weekly (every Tuesday)

Target audience: A global audience of subscribers to ICIS news, ICIS pricing and ICIS Chemical Business as well as opted-in recipients across ICIS

Content: ICIS Reporter e-newsletter covers the industry's latest developments, business and market stories from around the world

Advertising opportunities

Ad unit	Size (px)	Price for single e-newsletter \$
Top Banner	468 x 60	2,620
Skyscraper	120 x 600	3,500
Advertorial*	50 words + heading	2,450
Mid banner	468 x 60	2,100
Mid MPU	300 x 250	2,620
Solus Sponsorship	As above	7,100

*Advertorials are text only advertisements which include a headline, 50 words and a weblink.

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

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