

## CEO Opinion – reach a global audience of chemical industry professionals



The screenshot shows the layout of the CEO Opinion newsletter. Key sections include:

- Top banner (468 x 60px)**: A large black banner at the top.
- Interview of the month**: A section featuring a profile picture and text about a CEO interview.
- More news on Wacker**: A list of news items with bullet points.
- Advertorial**: A large black rectangular area.
- Mid banner (468 x 60px)**: A smaller black banner below the advertorial.
- Mid MPU (300 x 250px)**: A black rectangular area below the mid banner.
- Supplier news**: A black banner at the bottom.
- Skyscraper (120 x 600px)**: A vertical black banner on the right side.
- ICIS TV**: A section with links to video content.
- Events**: A list of upcoming conferences and workshops.
- Footer**: Contains contact information for Reed Business Information Limited.

- Target high volume audiences
- 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

**Active circulation:** 19,261 (Publishers Statement Q2 2010)

**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 July 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](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).

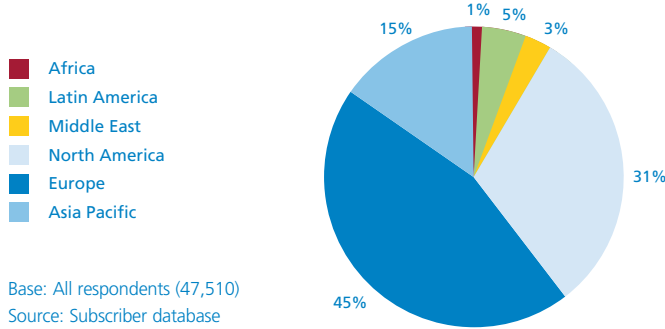
### Either the mid MPU or mid banner will feature in the newsletter (see left)

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)

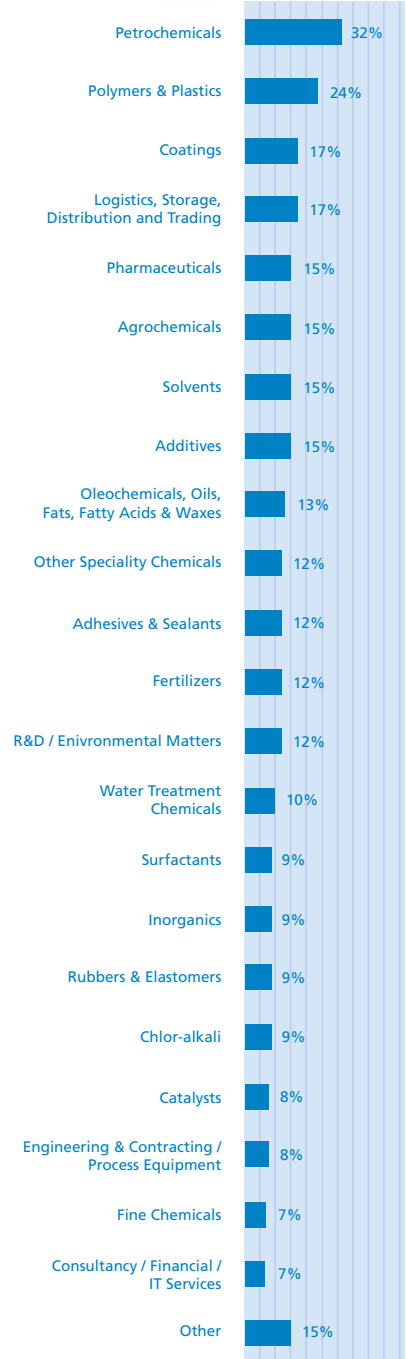


# CEO Opinion – reach a global audience of chemical industry professionals

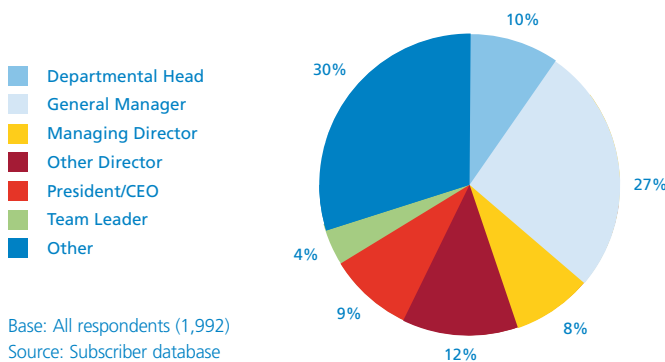
## World Region



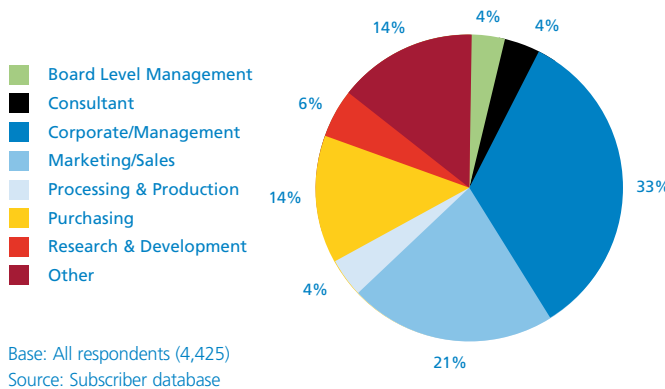
## Activity Area



## Job Status



## Job Function



Base: All respondents (5,519)  
Source: Subscriber database

To find out more about advertising in CEO Opinion e-newsletter, contact us at [www.icis.com/advertise-contacts](http://www.icis.com/advertise-contacts)