


Reporter – reach a global audience of chemical industry decision makers



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

- Top banner (468 x 60px):** Located at the top left.
- Skyscraper (120 x 600px):** A vertical ad unit on the right side.
- Advertorial:** A large text-based ad unit in the middle.
- Mid banner (468 x 60px):** Located below the main content area.
- Mid MPU (300 x 250px):** A smaller ad unit at the bottom left.
- ICIS news: Editors' Top Picks** and **ICIS news: Most Popular Picks:** Two columns of news items.
- New laws** and **ICIS conferences:** Additional content blocks at the bottom right.

- Reach an audience 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

Active circulation: 12,545 (Publishers Statement Q2 2010)

Frequency: Weekly (every Wednesday)

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

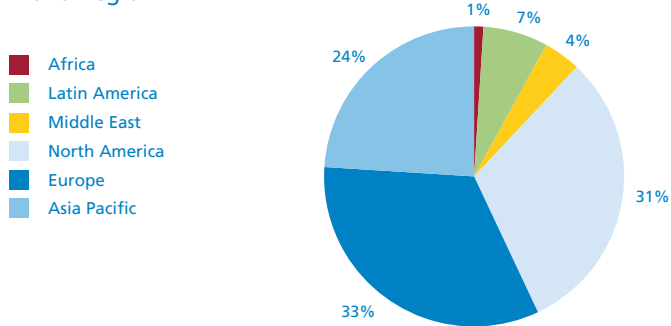
Advertisements and/or copy must be submitted to e-marketing.operations@rbi.co.uk at least five (5) business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by 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

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

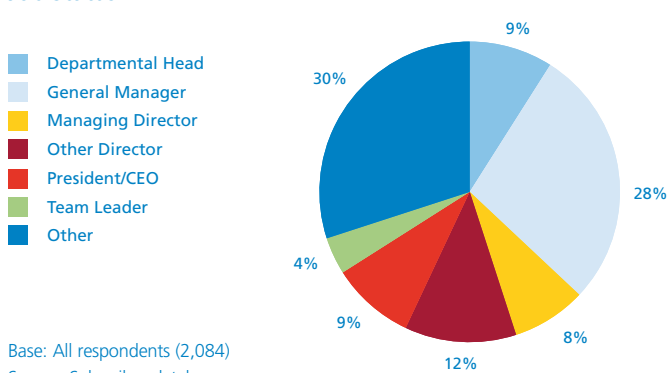
Reporter – reach a global audience of chemical industry professionals

World Region



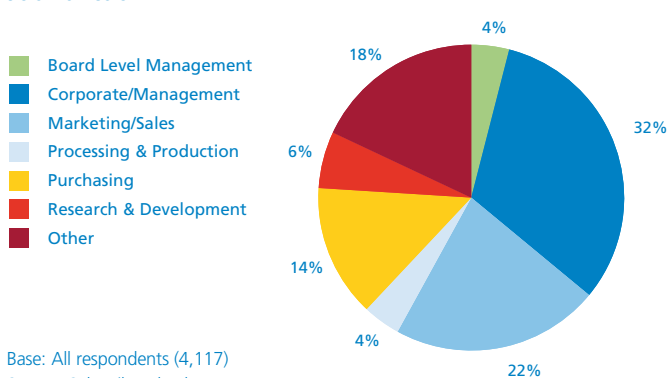
Base: All respondents (18,737)
Source: Subscriber database

Job Status



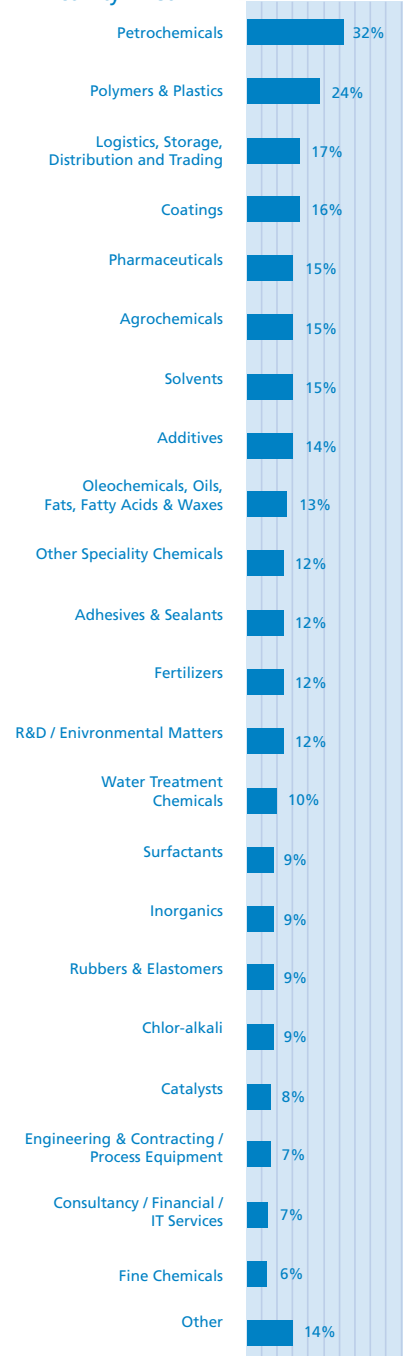
Base: All respondents (2,084)
Source: Subscriber database

Job Function



Base: All respondents (4,117)
Source: Subscriber database

Activity Area



Base: All respondents (5,311)
Source: Subscriber database

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