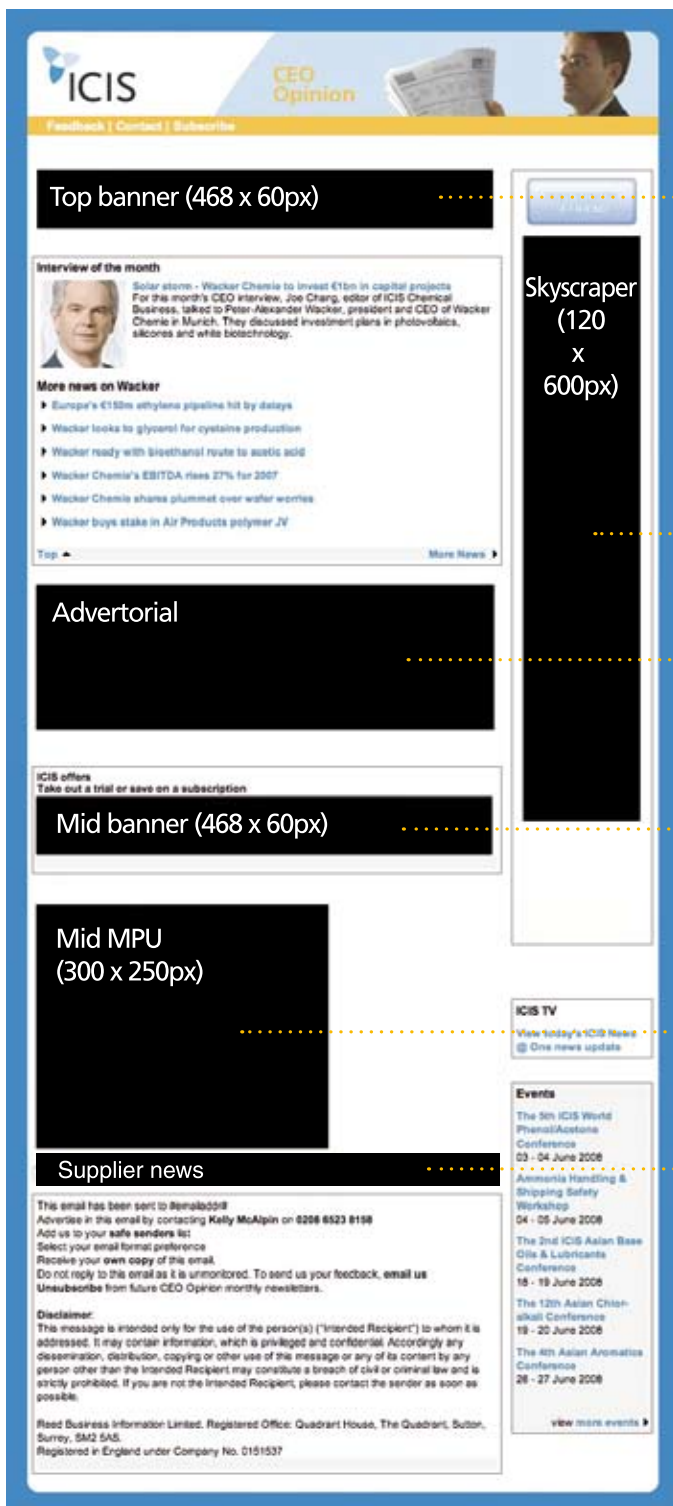


## CEO Opinion – reach a global audience of chemical industry professionals



The screenshot shows the layout of the ICIS CEO Opinion newsletter. Key advertising spots are highlighted with dashed lines and labels:

- Top banner (468 x 60px)**: Located at the top of the main content area.
- 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 below the advertorial.
- Mid MPU (300 x 250px)**: A square ad unit below the mid banner.
- Supplier news**: A horizontal ad unit at the bottom of the main content area.

The newsletter content includes an interview with Peter-Alexander Wacker, CEO of Wacker Chemie, and a list of news items such as 'Europe's €15bn ethylene pipeline hit by delays' and 'Wacker ready with biethanol route to acetic acid'.

- 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

**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 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)**

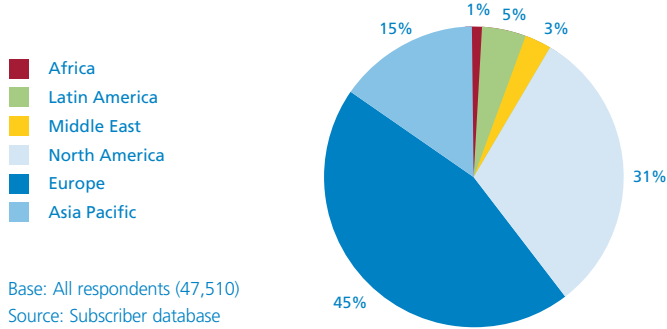
All advertisements are accepted subject to RBI's standard terms and conditions which can be found at [www.reedbusiness.co.uk/adtermsandconditions](http://www.reedbusiness.co.uk/adtermsandconditions)

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

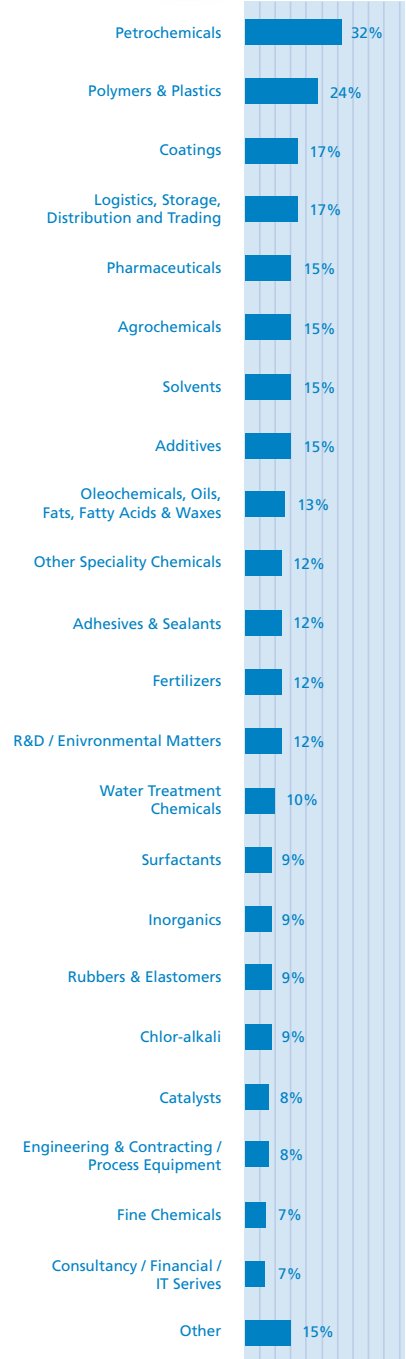


# CEO Opinion – reach a global audience of chemical industry professionals

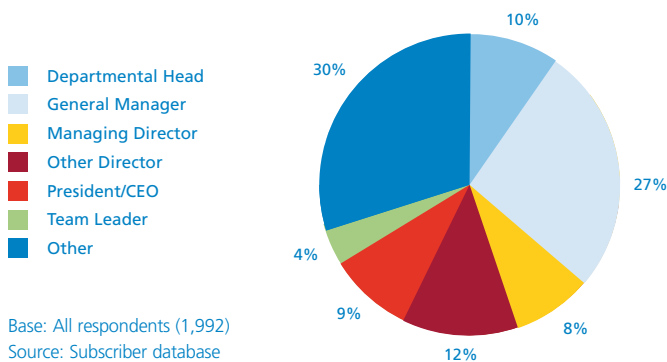
## World Region



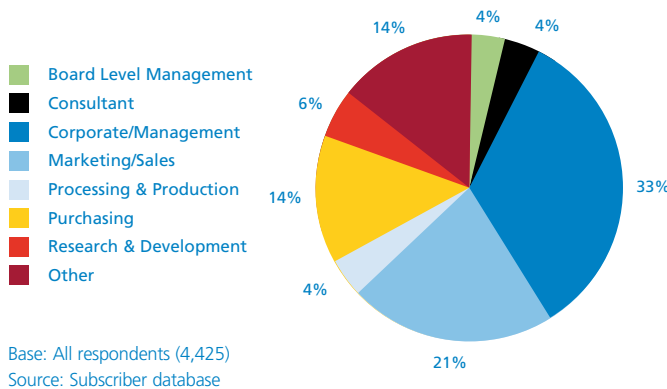
## Activity Area



## Job Status



## Job Function



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

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