

## Reach senior executives within world's largest chemical companies

### Mechanical data

		Width x depth,	
		inches	mm
DPS	Bleed	15¾ x 10¾	400 x 273
	Trim	15½ x 10½	393 x 267
	Type	14 x 9 <sup>1</sup> / <sub>16</sub>	355 x 246
Full page	Bleed	7 <sup>7</sup> / <sub>8</sub> x 10¾	200 x 273
	Trim	7¾ x 10½	197 x 267
	Type	7 x 9 <sup>1</sup> / <sub>16</sub>	175 x 239
Half-page vertical	Type	3½ x 9 <sup>1</sup> / <sub>16</sub>	85 x 239
Half-page horizontal	Type	7 x 4½	175 x 114
One-third page horizontal	Type	7 x 3¾	175 x 80
One-third page vertical	Type	2½ x 9 <sup>1</sup> / <sub>16</sub>	53 x 239
Quarter page	Type	3¾ x 4½	85 x 114

### Digital material - Macintosh

Files can be accepted in the following formats via email, or sent to us on DVD, CD-Rom or USB flash-drive: press-ready pdf with all fonts embedded, InDesign, QuarkXpress and Photoshop. For documents containing .eps files, please supply the relevant files and fonts plus a copy of the document.

### Graphics

All color graphics to be saved as CMYK, not RGB

### Proofs

Mailed copy printout in the appropriate number of colors must accompany all negative and digital material.

For four-color material, a match print is required.

(If match print is not supplied, one will be made and charged at \$55, unless a waiver is received.)

### Booking Deadline

Two weeks prior to publication date

### Material Deadline

One week prior to publication date

### Cancellation Policy

Requests for cancellation or reduction of an order may be considered, but only if received in writing by RBI within 14 (fourteen) days from signing the order providing that such notification is made at least 14 (fourteen) days prior to the final copy date.

### Send materials to

**ICIS Chemical Business**  
**Attn: Laura Ross-Harper**  
**Advertising Operations Co-ordinator**  
**Advertisement Operations Department**  
**Quadrant House**  
**The Quadrant**  
**Sutton, Surrey, SM2 5AS**  
**United Kingdom**  
**Tel: +44 20 8652 4918**  
**Fax: +44 20 8652 8945**  
**Email: [laura.ross-harper@rbi.co.uk](mailto:laura.ross-harper@rbi.co.uk)**

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### Display advertising rates

#### Black and white rates, \$

Size	1x	7x	13x	26x	39x	46x
Full page	7000	6750	6500	6250	6000	5750
Half page	3800	3750	3700	3650	3600	3550
One-third page	2800	2750	2700	2650	2600	2550
Quarter page	2500	2450	2400	2350	2300	2250

	Full color loading	Spot color loading
Full page	2000	1000
Other sizes	1000	500

#### Black and white rates,

Size	1x	7x	13x	26x	39x	46x
Full page	4660	4500	4330	4160	4000	3830
Half page	2530	2500	2460	2430	2400	2360
One-third page	1860	1830	1800	1760	1730	1700
Quarter page	1660	1630	1600	1560	1530	1500

	Full color loading	Spot color loading
Full page	1330	660
Other sizes	660	330

#### Black and white rates, £

Size	1x	7x	13x	26x	39x	46x
Full page	3685	3550	3420	3290	3160	3025
Half page	2000	1970	1950	1920	1890	1870
One-third page	1470	1450	1420	1390	1370	1340
Quarter page	1315	1290	1260	1235	1210	1185

	Full color loading	Spot color loading
Full page	1050	525
Other sizes	525	265

#### Special positions

Inside front cover	Plus 25%
Outside back cover	Plus 20%
Facing news or feature	Plus 20%

#### Inserts

Loose or bound-in accepted  
Rates available on request

All advertisements are accepted subject to RBI's standard Terms and Conditions