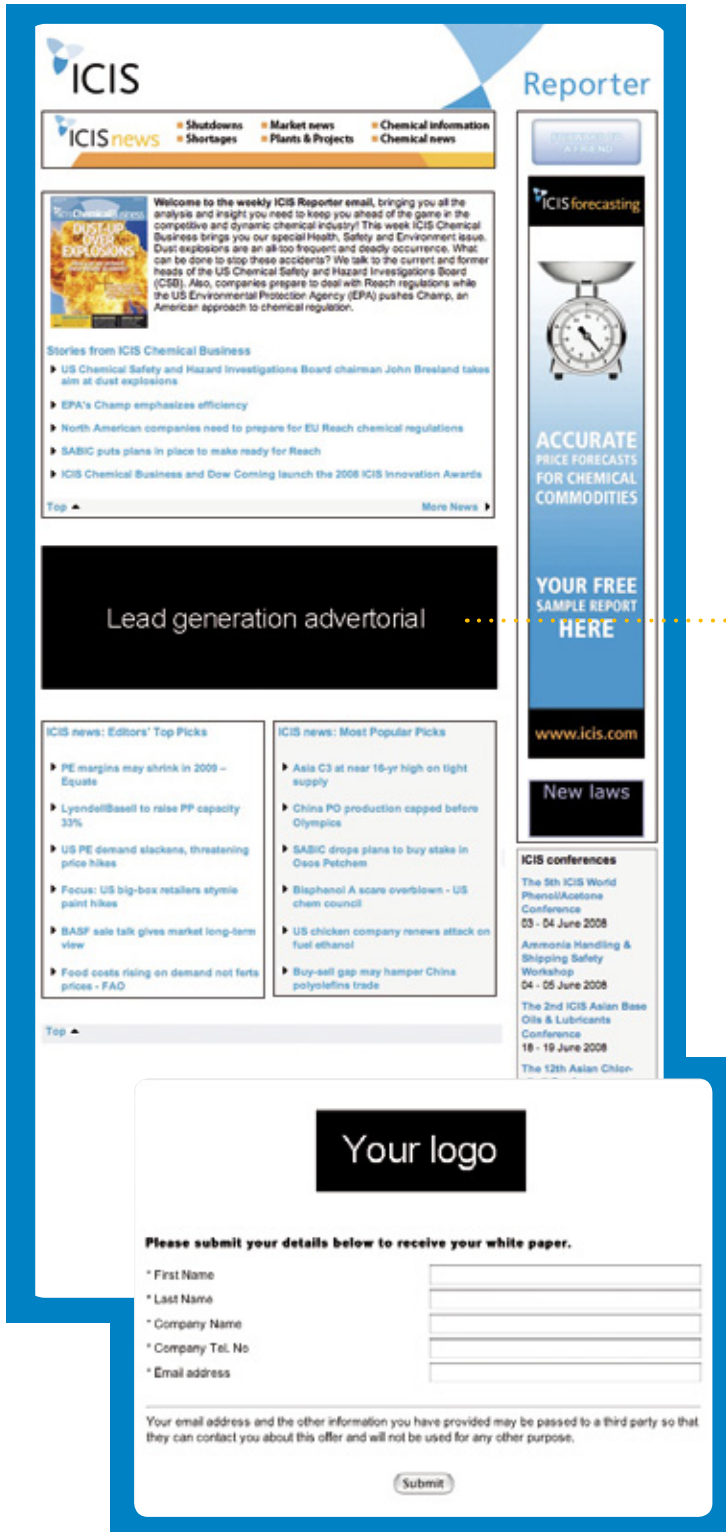




Reporter – generate sales leads with genuine interest in your business



Do you need to generate sales leads or launch a new product?

Through ICIS Reporter e-newsletter lead generation advertorials you are able to:

- reach the global audience of 12,545 (Publishers Statement Q2 2010) chemical industry decision makers 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
- offer your target audience documents of value such as white papers and reports that would raise interest in your offering

Description

Lead generation advertorial includes:

- 50 words copy with your company logo
- Registration form with your logo
- Thank you email and landing page with a link to the document you are offering

E-newsletter description

Frequency: Weekly (every Wednesday)

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

Rate

Ad unit	Size	Price for single e-newsletter \$
Lead generation advertorial	50 words + heading	3,500

Advertising delivery requirements

Copy and your logo must be submitted to e-marketing. operations@rbi.co.uk at least five (5) business days before scheduled sponsorship.

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

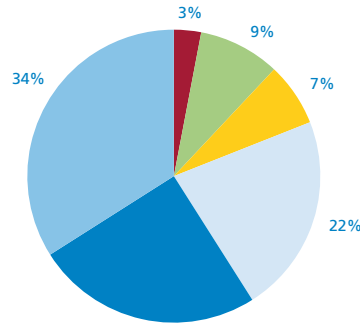
To find out more about advertising in Reporter e-newsletter, contact us at www.icis.com/advertise-contacts



Reporter – generate sales leads with genuine interest in your business

World Region

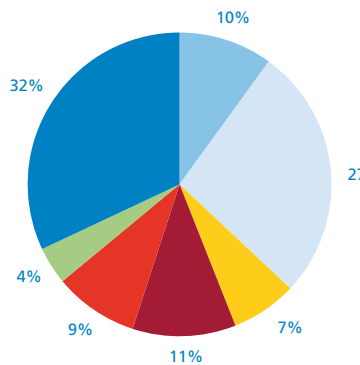
- Africa
- Latin America
- Middle East
- North America
- Europe
- Asia Pacific



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

Job Status

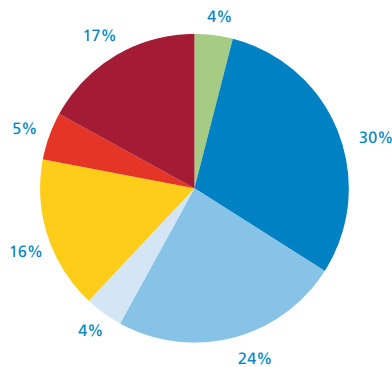
- Departmental Head
- General Manager
- Managing Director
- Other Director
- President/CEO
- Team Leader
- Other



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

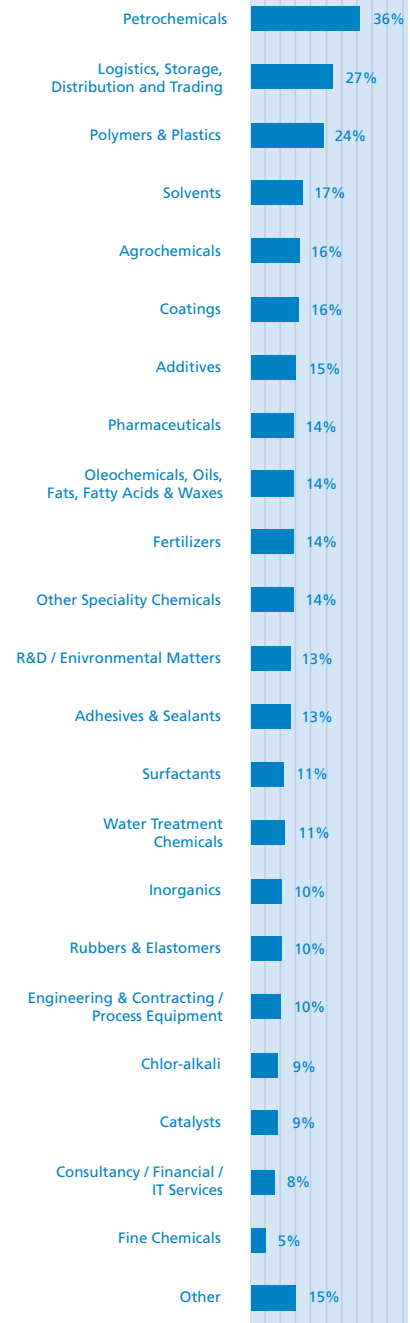
Job Function

- Business Development
- Corporate/Management
- Marketing/Sales
- Processing & Production
- Purchasing
- Research & Development
- Other



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

Activity Area



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

To find out more about advertising in Reporter e-newsletter, contact us at www.icis.com/advertise-contacts