



# ICIS

## CEO Opinion e-newsletter advertising guide

The screenshot shows the layout of the ICIS CEO Opinion e-newsletter. Key advertising spots are highlighted with numbered callouts:

- 1. Top banner (468x60px):** Located at the top of the main content area.
- 2. Skyscraper (120 x 600px):** A vertical ad unit on the right side of the main content area.
- 3. Bottom MPU (300x250px):** A medium-sized ad unit at the bottom of the main content area.
- 4. Bottom banner (468x60px):** A banner ad unit at the very bottom of the newsletter.

Other visible content includes:
 

- ICIS logo and 'CEO Opinion' header.
- Navigation links: Feedback | Contact | Subscribe.
- 'Interview of the month' section featuring Joe Chang, editor of ICIS Chemical Business.
- 'More news on Wacker' section with several news items.
- 'Supplier profile' section.
- 'ICIS TV' section with a link to view today's news.
- 'Events' section listing various conferences and workshops.
- 'ICIS offers' section with a subscription trial offer.
- Footer with contact information and a disclaimer.

### E-newsletter content

CEO Opinion e-newsletter offers readers an exciting insight into the mindset of top chemical industry decision makers. Each e-newsletter presents an in-depth interview with a CEO from a high-profile company. The interviews will bring unique insights into the trials and tribulations of leading CEOs, how they've coped with challenges and future hurdles. We hope these will give up-and-coming leaders blueprints and tips for their own operations and future careers.

It is highly informative, reaching a wide audience subscribed to hear the latest from the industry's opinion leaders. CEO Opinion targets readers worldwide.

### Marketing reach and frequency

**Circulation:** 76,200

**Frequency:** Monthly

### Advertising opportunities

Ad unit	Size (px)	Price for single e-newsletter	
		£	\$
Top Banner	468 x 60	2,000	4,000
Skyscraper	120 x 600	3,000	6,000
Bottom MPU	300 x 250	2,000	4,000
Supplier Profile	50 words + heading	1,385	3,770
Bottom banner	468 x 60	1,800	3,600
Solus Sponsorship	As above	5,700	11,400

Note: Price for a single e-newsletter at May 2008. 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 bottom MPU or bottom banner will feature in the newsletter (see left)**

### Sales contact information

Information about your nearest sales contact can be found at [www.icis.com/advertise-contacts](http://www.icis.com/advertise-contacts)

### Online ad production

E-marketing Operations,  
Central Marketing, 9th Floor  
Reed Business Information,  
Quadrant House  
The Quadrant  
Sutton,  
SurreySM2 5AS  
UK

[e-marketing.operations@rbi.co.uk](mailto:e-marketing.operations@rbi.co.uk)

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)



ICIS [www.icis.com](http://www.icis.com)