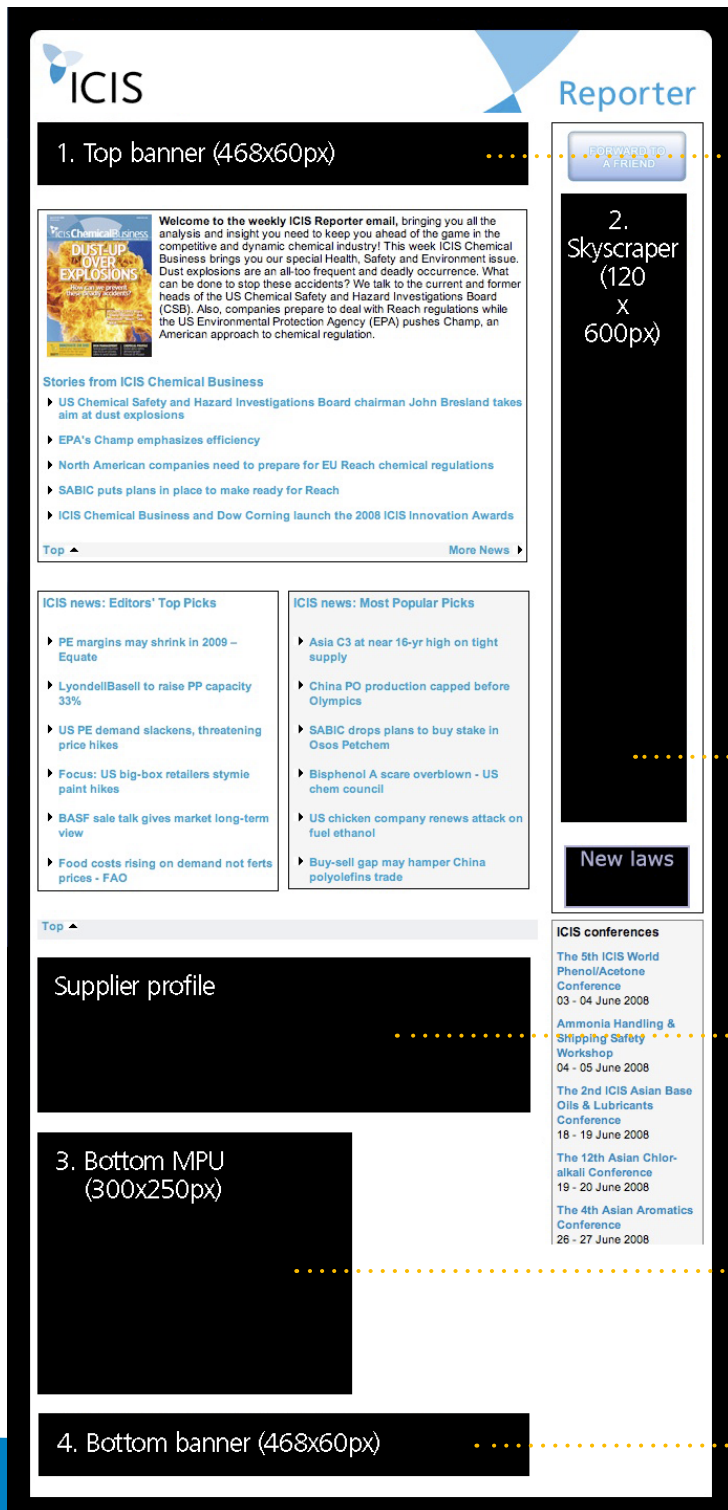




ICIS Reporter e-newsletter advertising guide



The screenshot shows the layout of the ICIS Reporter e-newsletter. Key advertising spots are labeled as follows:

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

Other visible content includes the 'Reporter' title, a 'SUBSCRIBE FRIEND' button, a welcome message, a list of 'Stories from ICIS Chemical Business', 'Editors' Top Picks', 'Most Popular Picks', 'New laws', and 'ICIS conferences'.

E-newsletter content

The weekly ICIS Reporter newsletter brings you the industry's latest developments, business and market stories from around the world, with links through to www.icis.com where the full text can be read for free. Once a month the popular ICIS Petrochemical Index is featured, providing you with an authoritative, independent indicator of average change in world petrochemical prices.

There will be a number of event focused e-newsletters throughout the year which, in addition to the weekly stories, will feature extra content including city/location guides, exhibitor information and supplier profiles.

The newsletter is written by the same global editorial team who write for ICIS news and ICIS Chemical Business. It is topical and highly targeted, delivering your marketing message directly to the desktops of your potential customers.

Marketing reach and frequency

Circulation: 17,500

Frequency: Weekly (every Tuesday)

Target audience: A global audience of subscribers to ICIS news, ICIS pricing and ICIS Chemical Business as well as opted-in recipients across ICIS.

Advertising opportunities

Ad unit	Size (px)	Price for single e-newsletter	
		£	\$
Top Banner	468 x 60	1,310	2,620
Skyscraper	120 x 600	1,750	3,500
Supplier Profile*	50 words + heading	1,225	2,450
Bottom MPU	300 x 250	1,310	2,620
Bottom banner	468 x 60	1,050	2,100
Solus Sponsorship	As above	3,550	7,100

*Only available on event focused newsletters. These are text only profiles 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 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

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