



# ICIS

## Chemical Logistics e-newsletter advertising guide

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

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

Other visible content includes a 'Welcome to the latest ICIS logistics and distribution e-newsletter' section with a photo of port cranes, 'Top News' with several headlines, a 'Supplier profile' section, and a list of 'ICIS conferences'.

### E-newsletter content

Chemical Logistics e-newsletter brings the main issues, news and latest developments of this niche sector to the forefront. With Chemical Logistics readers will have all the information they need on the chemical logistics industry, including the latest financial stories and regulatory news, supply chain disruptions, people movements and e-business developments. It is topical and highly targeted, reaching an audience of Purchasing & Logistics Managers, Chemical Producers, Chemical Distributors, Legislative & Environmental Experts and IT & E-commerce Experts.

### Marketing reach and frequency

**Circulation:** 3,200  
**Frequency:** Monthly

### Advertising opportunities

Ad unit	Size (px)	Price for single e-newsletter	
		£	\$
Top Banner	468 x 60	500	995
Skyscraper	120 x 600	500	995
Supplier Profile	50 words + heading	1,225	2,450
Bottom MPU	300 x 250	500	995
Bottom banner	468 x 60	500	995
Solus Sponsorship	As above	1,200	2,400

Note: Price for a single e-newsletter at May 2008. Subject to change depending on circulation of e-newsletter. Minimum rate of £500 applies to this 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,  
 Surrey SM2 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)