



# OPD

## Chemical Buyers Directory

# Display advertising 2010

**The leading source of purchasing information for the North American chemical industry.**

**An effective marketing tool that will generate new sales leads for your company.**

The *OPD Chemical Buyers Directory* and [www.icis.com/search](http://www.icis.com/search) are used by senior executives as key sources of chemical purchasing information. Since 1913, the *OPD* directory has been the essential tool for sourcing new suppliers, products and services in the North American market.

### **The *OPD* directory brings you:**

- A continuous source of sales leads
- Your listing in "The Green Book", an established reference source for nearly 100 years
- Visibility for your advertisement which is then seen by potential customers when they're actually looking to buy
- *OPD* includes CAS number to make sourcing the right chemical easier

### **Reach your target**

The *OPD* directory, also known as "The Green Book" will be distributed to subscribers in North America of *ICIS Chemical Business* in October 2009.

*ICIS Chemical Business* is the weekly analysis and features-led magazine for senior executives in the chemical and allied industries.

Over 80%\* of *ICIS Chemical Business* readers are at managerial level or above and are likely to have purchasing responsibility within their organization. This brings together a powerful and influential audience, ideal for advertisers who need to reach key decision-makers and senior executives in the global chemical and allied industries.

*ICIS Chemical Business* is read by senior executives within the world's largest chemical companies:

- 23%\* of the companies are listed in the Fortune 500
- 82%\* are managerial level or above

\*Source: Reed Business Insight

# The OPD Chemical Buyers Directory – “The Green Book”

## Advertising rates, 2010

### Black and White, \$

Space	x 1	x 2 – 5	x 6+
Full page	6,400	6,090	5,650
Two-thirds page	5,450	5,100	4,850
Half-page	4,900	4,550	4,300
One-third page	3,800	3,550	3,350
One-sixth page	2,450	2,300	2,150
One-twelfth page	n/a	n/a	650

\*Minimum acceptable order is 50 ads.  
First come, first served rule is strictly observed.  
Ads are inserted in text above specified chemicals.

### Color, \$ Full pages only

Standard 2nd color	550
Full color	2,150

Standard second colors: cyan ■ magenta ■ yellow ■

### Covers

Fourth cover	17,800
Third cover	12,450
Second cover	14,500
Tab page	10,450

## Supplier index ad

Available only to OPD display advertisers

Space, \$	1" deep	2" deep	3" deep
One column wide	350	500	600

### Bleed

No charge

### Frequency

Annual

### Agency commission

15%, net 30 days, on display advertising only. No agency commission on listings charges or Supplier Index Advertising. Publisher reserves the right to hold the advertising and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

## Your OPD Advertising Sales Contacts

### Bernard Petersen

ICIS  
360 Park Avenue South, New York, NY 10010  
tel: +1 212 791 4315  
fax: +1 212 791 4313  
email: [bernard.petersen@icis.com](mailto:bernard.petersen@icis.com)

### David Dusl

ICIS Search  
3355 West Alabama, Suite 700,  
Houston, TX 77098  
tel: +1 713 525 2628  
fax: +1 713 525 2659  
email: [david.dusl@icis.com](mailto:david.dusl@icis.com)

## Mechanical data

Unit		Width x depth, inches	Width x depth, mm
Full page	Bleed	8 ¼ x 11	209.5 x 279.4
	Trim	8 x 10¾	203.2 x 273.0
	Live	7 x 10	177.8 x 254.0
Two-thirds page	Vertical	4 ¾ x 10	115.8 x 254.0
Half-page	Horizontal	7 x 4 7/8	177.8 x 123.8
Half-page	Island	4 ¾ x 7	115.8 x 177.8
One-third page	Vertical	2 ¾ x 10	55.5 x 254.0
One-third page	Square	4 ¾ x 4 7/8	115.8 x 123.8
One-third page	Horizontal	7 x 2 ½	177.8 x 63.5
One-sixth page	Vertical	2 ¾ x 4 7/8	55.5 x 123.8
One-sixth page	Horizontal	4 ¾ x 2 ¼	115.8 x 57.1
One-twelfth page	Horizontal	2 ¾ x 2 ¼	55.5 x 57.1

### 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.

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

### Insertion closing date

July 1, 2009.

### Material deadline

July 15, 2009.

### 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

Wendy Rabiner, 360 Park Avenue South, New York, NY 10010  
Tel: +1 212 791 4293; fax: +1 212 791 4313; email: [wendy.rabiner@icis.com](mailto:wendy.rabiner@icis.com)