



India and US Fine & Pharmaceutical Chemicals e-newsletter advertising guide

The screenshot shows the layout of the e-newsletter with four advertising spots highlighted:

- 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)**: Located at the very bottom of the newsletter.

The newsletter content includes a header with the ICIS logo, navigation links (Feedback | Contact | Subscribe), and the issue title (Issue 1). The main body contains several sections, each with a title (Title 1, Title 2, Title 3, Title 4) and a block of placeholder text. A 'Quick Links' sidebar is also present on the right side of the main content area.

E-newsletter content

India and US Fine & Pharmaceutical Chemicals e-newsletter offers readers key market intelligence on fine and pharmaceutical chemicals. It highlights the increasing importance of fine and pharmaceutical chemicals throughout the world with a particular emphasis on the ongoing developments in the US and Asia.

It is targeted to an audience of chemical industry experts within the fine and pharmaceutical chemicals sector, including Chemical Traders, Chemical Manufacturers and Chemical Producers.

Marketing reach and frequency

Circulation: 14,487

Frequency: Monthly

Advertising opportunities

Ad unit	Size (px)	CPM		Price for single e-newsletter	
		£	\$	£	\$
Top Banner	468 x 60	75	150	680	1,340
Skyscraper	120 x 600	100	200	910	1,790
Bottom MPU	300 x 250	75	150	680	1,340
Bottom banner	468 x 60	60	120	550	1,080
Solus Sponsorship	As above	-20%	-20%	1,720	3,385

Note: Price for a single e-newsletter at June 2007. 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 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

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Online ad production

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