

IHS Chemical Week

2017 Media Information



We create content that inspires chemical executives worldwide

IHS Chemical Week

About us

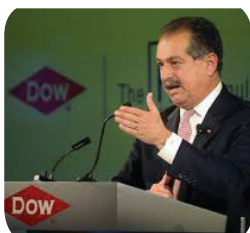
With an audience of 150,000 readers worldwide, **IHS Chemical Week** is the authoritative information resource for chemical executives and professionals.

IHS Chemical Week content is available in the format our readers need: print, digital, online and mobile. We help industry executives and professionals stay ahead of breaking news, and enable leaders to anticipate and respond to major industry shifts and technological developments.

IHS Chemical Week will continue to bring you exciting features that mark this milestone and the achievements of the vital global industry we have been proud to serve for the past century.

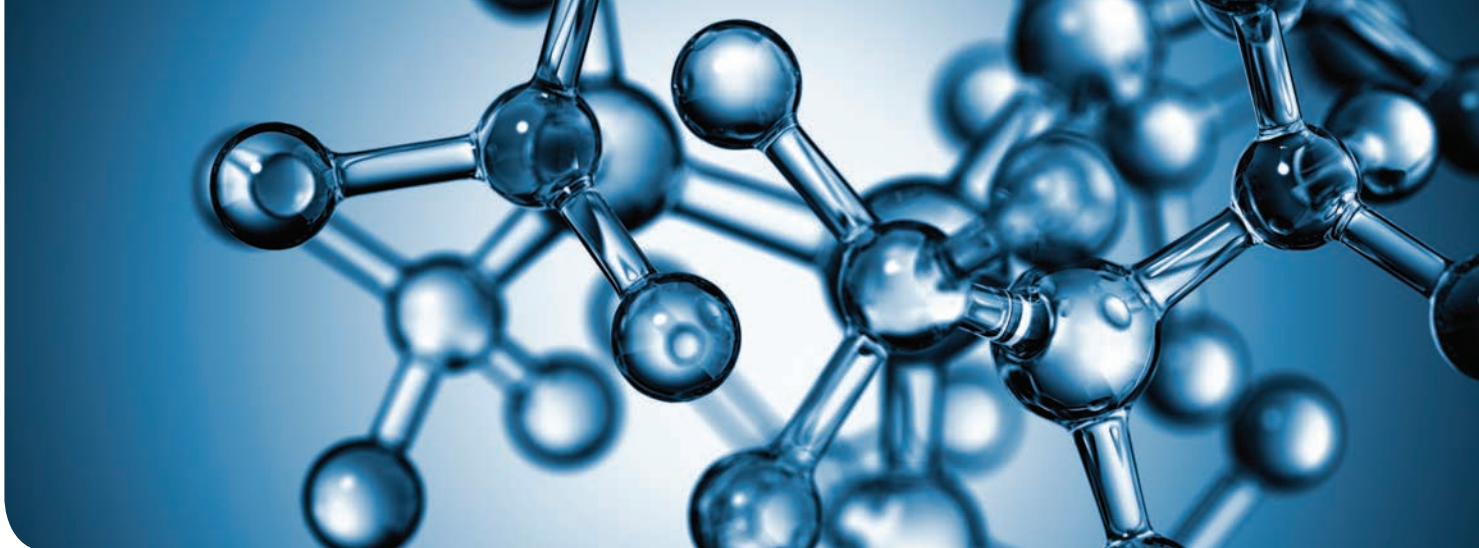
DELIVERY PLATFORMS

- The chemical industry's #1 publication for over 100 years
- A broad range of newsletters catering to specific sectors in the industry
- A responsive site, that allows our readers to remain connected while they are on the move



I consistently read IHS Chemical Week from cover to cover. **IHS Chemical Week** does a tremendous job of keeping Dow people connected to the latest news and developments, providing a unique perspective on the industry activities, market dynamics, and economic trends that are so critical to the strategic decision making process.”

Andrew Liveris, Chairman & CEO
The Dow Chemical Company



SUPERIOR GLOBAL COVERAGE

With editorial offices around the world, **IHS Chemical Week** is written for a global audience of senior business executives and decision makers that value the accuracy of its incisive writing, international outlook and market analysis.

IHS Chemical Week's editors have over 110 years of combined experience writing about the chemical industry and are highly regarded in their respective areas of coverage.

IHS Chemical Week provides focused coverage of several critical issues in the industry, including:

- Energy and feedstock prices
- Chemical regulations, particularly REACH
- Education and human resources management
- Corporate social responsibility

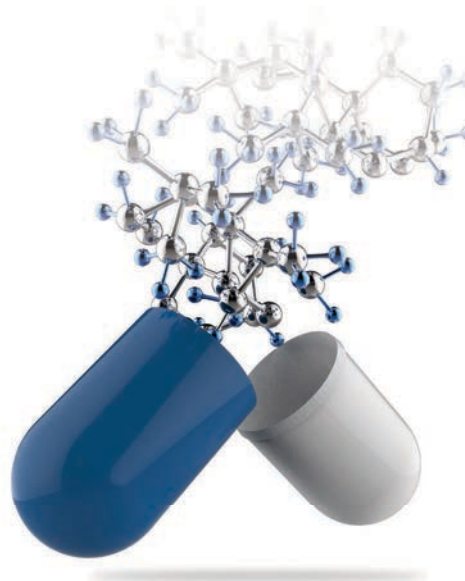
Considered a “required read” for anyone involved in the chemical industry, **IHS Chemical Week** has set the standard for editorial excellence by consistently providing the insightful coverage needed to stay ahead of the competition.

TARGETED EDITORIAL FOR VERTICAL MARKETS

Throughout the year, **IHS Chemical Week** offers unique, unrivaled value to advertisers with enhanced editorial content targeted to select segments of the industry:

- Pharmaceutical ingredients
- Soap & cosmetics/personal care
- Adhesives & sealants
- Paints & coatings
- Food ingredients
- Finance & legal

These focused features have bonus circulation and present a solid editorial structure for delivering a specialized advertising message to our audience.



Readership Profile

150,000 executives at all levels of the chemical industry, from senior corporate to plant managers, provide a powerful audience for your message.

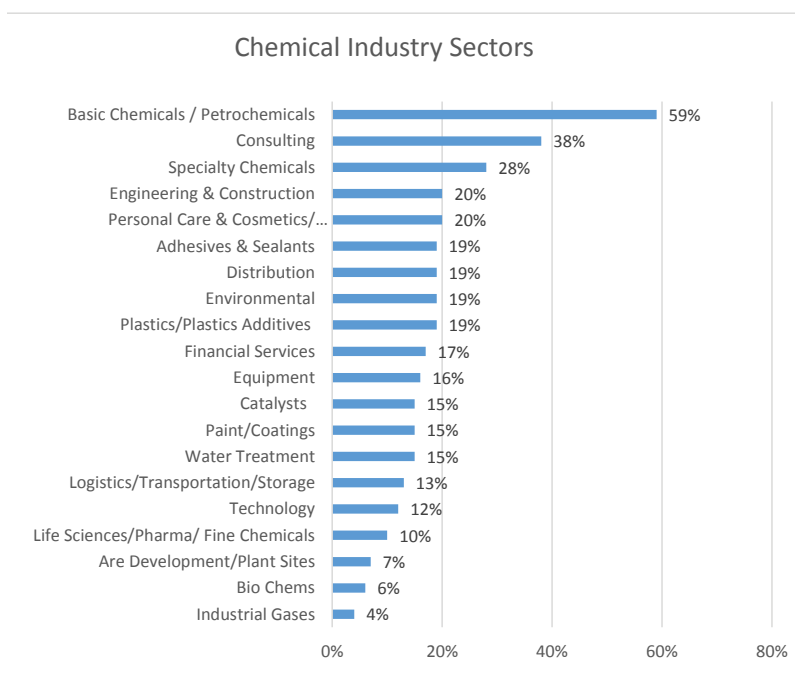
IHS Chemical Week has the greatest global reach with readers in over 190 countries and more penetration into the financial community than any other chemical industry publication.*

IHS Chemical Week is the magazine of choice for top-level executives, CEOs and purchasing decision-makers. According to recent surveys, CEOs get more value from IHS Chemical Week than competing magazines. **IHS Chemical Week** remains the top-read publication among key professionals at the CPhI Worldwide show.**

ABOUT IHS CHEMICAL WEEK READER

- **64%** hold management titles
- **45%** are in corporate & senior level management
- **10%** are in purchasing
- **88%** have taken action as a result of an IHS Chemical Week ad/article
- **42%** have requested information, recommended a purchase or bought an advertised product/service
- **80%** regularly read 3 out of 4 issues
- They spend an average of **24** minutes reading each issue
- They have been subscribers for an average of **12** years
- **64%** have referred an ad/article to a colleague
- **62%** have visited an advertiser's website
- There are **3.8** readers per copy
- Over **29%** are in corporate management

PURCHASE INVOLVEMENT



COMPANIES



* Source: CPhI Worldwide Research

** Source: Harvey Research 2017



Magazine

PRINT MAGAZINE

Build your brand with display advertising in the publication that is considered a business essential by key chemical industry decision makers, **IHS Chemical Week**. Since 1914 Chemical Week has been the worldwide source of news and intelligence for the global chemical industry providing senior level industry executives with the information needed to run departments, businesses and corporations. Chemical Week magazine is the cornerstone of a portfolio of products encompassing all aspects of media and data delivery.

Distributed to a global audience of over 17,400. Chemical Week's readership is comprised of over 64% management titles and 45% who are in corporate or senior level positions. This is the target audience that will grow your brand. Align your 2017 marketing campaigns with Chemical Week's related content for optimal results.

DIGITAL MAGAZINE

IHS Chemical Week is an online publication that includes all the content from the print magazine, with additional functionality and branding opportunities. Each week, we distribute to an audience of global chemical industry executives, encompassing over 14,000 subscribers.

Use your advertisement in the Digital Edition to:

- Drive qualified traffic to your website through ad clicks
- include an audio or video message
- Conduct a survey
- Extend your brand

SUPPLEMENTS

Our Custom Publishing Division creates special supplements offering the impact of advertising combined with the scope of a public relations campaign – all in one professionally designed piece.

IHS Chemical Week provides sponsor companies with the most flexibility in creating unique and truly effective custom supplements. The combination of our editorial skills and a 100+ year history of being the leading source of news and business insight make **IHS Chemical Week** the perfect partner for any custom project. Print and online options are available to provide sponsors unlimited customization

Our editorial team will offer guidance on content, design and vision of the advertorial itself, and manage the production process from A to Z for you. Once completed, we will distribute the advertorial to our select, qualified audience. Reprints and digital editions will provide your business with compelling cross-branded marketing collateral.





SPECIAL ADVERTISING SECTIONS

Print, Online & Combined

Throughout the year, **IHS Chemical Week** runs many special reports and sections in the print magazine that focus on trending topics, regions experiencing growth or change, and other areas of greatest interest to our readers. Some of these are Special Advertising Sections, which provide companies with an opportunity to go beyond a display ad via brand extension into the pages of the magazine; editorial coverage of leaders in a region or service category; and partnered content (print and online) that can be used independently in your marketing.

REPRINTS / E-PRINTS

IHS Chemical Week offers a full reprint service, which allows you to license articles for academic and business use. Reprints and e-prints are effective educational or promotional tools, and add credibility to your marketing and sales efforts.

USE REPRINTS FOR:

- Handouts at trade shows, conferences, sales presentations or employee training
- Attachments to e-mails or press releases
- Direct mail or corporate brochure enclosures
- E-Print (PDF) on a website to establish credibility

COVER WRAPS/INSERT CARDS

Images replicating traditional print cover wraps and blow in cards can be added over any page. This feature increases exposure and brand awareness for your company as these images must be closed by the reader in order to view the page underneath.

COVER "0" AD

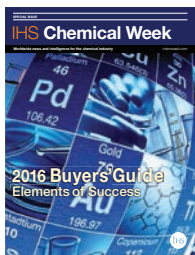
Your ad can be attached to the left of our cover for all viewers to see. Get noticed with the additional cover image feature.





Buyers' Guides

Showcase your products in our Buyers' Guides



For decades the **IHS Chemical Week Buyers Guide** has been the most comprehensive publication of its kind serving the global chemical industry. With over 15,000 products from nearly 1,100 companies it is the industry's most valuable tool to put buyers and sellers together. Published annually in

February and updated regularly online throughout the year, it is a must for any company selling product in this industry.

In addition the Adhesives Directory, Paints & Coatings RedBook and Soaps & Cosmetics BlueBook provide product specific marketing opportunities to companies in these targeted categories.

FEATURING IN CHEMWEEK.COM

Build your brand, drive traffic and collect high-quality leads with high-impact advertising on **chemweek.com**. Your marketing message will be seen by more than 150,000 highly engaged visitors each month, ensuring your campaign will be a huge success.

LEAD GENERATION PROGRAMS

A focused, consistent lead generation program is a critical component of all marketing programs today. The key is to identify the best prospects and offer your solution to decision makers as they research and search for specific products and information. Lead generation programs put your marketing assets to work immediately, generating demand for your products and solutions. Utilize our turnkey lead generation programs to jumpstart your sales. Work with your Chemical Week sales representative to come up with a program that suits your needs.

The image displays a collection of advertisements for various chemical companies. Key elements include:

- AMERICAN chemet CORPORATION**: Multiple ads for Chemet, including one for 'QUALITY PRODUCTS & SERVICE' and another for 'The Shepherd Chemical Company'.
- Shepherd**: Advertisements for 'The Shepherd Chemical Company'.
- ORTEC INC.**: Advertisements for 'ORTEC INC.' and 'ORTEC INC. CHEMICALS'.
- Charkit**: Advertisement for 'Charkit'.
- COMPLEX**: Advertisement for 'COMPLEX'.
- Other logos and text**: Includes 'RSA', 'QUALITY PRODUCTS & SERVICE', 'The Shepherd Chemical Company', 'Charkit', and 'COMPLEX'.



Website

Chemweek.com — Each month on average over 43,000 unique visitors make about 65,000 visits, generating 170-180,000 impressions.*

- The most up-to-date news coverage and analysis for the chemical industry
- One of the best search engines in the industry, with easily accessible articles, data, financial information and much more from the past 10 years
- Access to the **IHS Chemical Week Buyers' Guide**, with new trackable leads functionality
- Industry event information

ONLINE ADS

Traditional banners available in all industry standard sizes:
All banners are ROS and rotate with a maximum of 4 other sponsors

728 x 90 pixels

300 x 90 pixels

300 x 250 pixels *

120 x 600 pixels

* Square banner appears on homepage and landing pages ONLY



* Google Analytics (6 months average)

Newsletters

IHS Chemical Week's portfolio offers a comprehensive newsletter information platform for its readers. It offers advertisers the most targeted branding campaign opportunities. Our flagship Business Daily along with the full line-up of topical Insider newsletters enable advertisers to select the most appropriate audience for their branding message.

Available only to premium subscribers, Business Daily is an exclusive digest of insider intelligence, delivered in the form of an e-newsletter directly from the desk of CW's Editor-in-Chief.

Business Daily covers:

- Global strategic moves, acquisitions and financial updates
- Market and pricing movements
- Regulatory issues
- New project and expansion updates
- The CW 75 Stock Index analysis

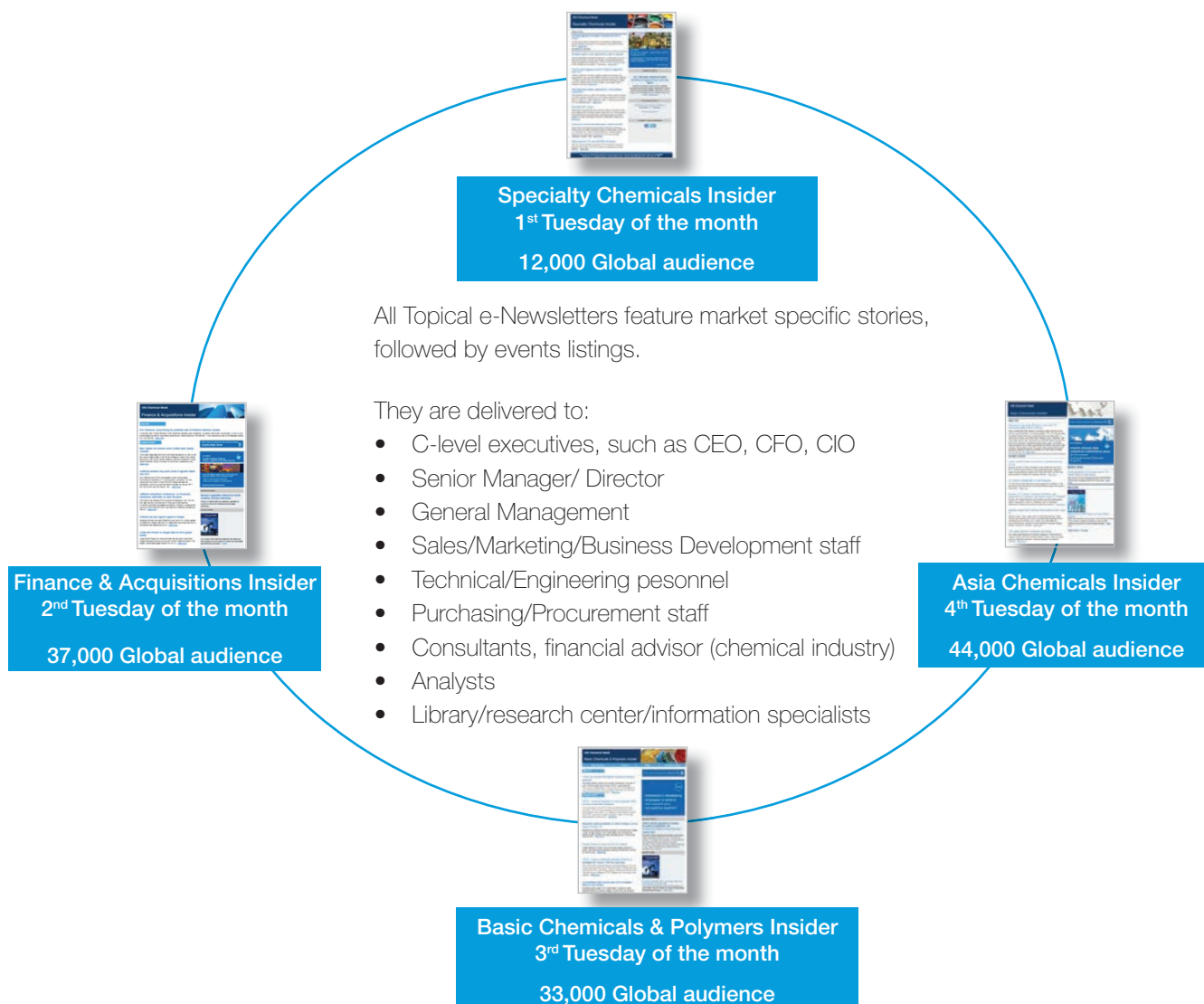
1,131 Global subscribers



Chemical Week's Weekly Insider covers:

- Latest news
- Industry Events
- Insights from the current issue of Chemical Week

60,883 Global subscribers



Brand Marketing

Stories that influence the influential...

IHS Chemical Week is the ideal publication to deliver brand messages to the chemical marketplace. Our editors and designers take a holistic approach to developing multichannel brand stories to an audience of senior level executives.

IHS Chemical Week creates and distributes insightful brand content and experiences that shape the opinions of companies that shape the world.

BRAND AMPLIFICATION PROGRAMS - Multimedia programs that grow brand awareness.

Webinars



Accelerate your sales cycle with a vendor perspective webcast, which allows you to take full advantage of our powerful audience development capabilities while taking control of the content of the webcast.

We provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters.

We put one of our editorial team members to work with you, to consult on the topic, give editorial input and deliver the right audience. This webcast will have ONLY one sponsor.

IHS Chemical Week TV



Video is an innovative way to present your brand and message. A short impactful video can add a multimedia option to your marketing campaign. Video is highly effective in brand building and lead generation.

Sponsor the video coverage of **IHS Chemical Week's** most renowned events. **IHS Chemical Week TV** will be available during both the World Petrochemical Conference in Houston, TX, March 20 - 24, 2017 and the Global Plastics Summit in Chicago, IL October 11 - 13, 2017.

Podcasts

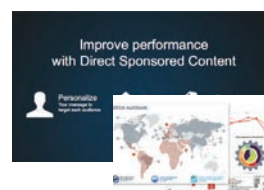


Throughout the years, Chemical Week editors produce podcasts. These podcasts are popular with our audience — they are easy to access and can be a great source of sales-ready leads. In addition to lead generation capabilities, the podcasts enable

a sponsor to position itself as an industry thought leader. Our marketing team will promote the podcasts through e-blasts and newsletter links to secure the right audience and maximize leads.

Sponsored Content (with infographics)

IHS Chemical Week takes a journalistic approach to crafting brand stories. We bring audiences and brands together on our platform and beyond, with talent that's drawn from media, marketing and journalistic backgrounds.



Our editors work with you to create content and experiences that spark imagination and influence the most influential audiences around the world.

2017 Editorial Calendar

Subject to change - PV2

	ISSUE	EDIT FEATURE	INDUSTRY EVENTS	AD CLOSE	MATERIALS DUE	WEBINARS EMEDIA
JAN	Jan 2/9	Global Outlook		Dec 23	Dec 30	2017 Forecast webinar
	Jan 16	Water Treatment		Dec 30	Jan 6	
	Jan 23	Soap & Detergents ACI Show Daily	ACI Annual Meeting & Industry Convention 2017 January 23 - 28, The Grand Lakes Orlando, Orlando, FL	Jan 6	Jan 13	ACI digital distribution
FEB	Jan 30/Feb 6	Industrial Gases		Jan 13	Jan 20	
	Feb 13/20	What's next for Europe 2017 CW Buyers' Guide	Personal Care & Products Council Annual Meeting February 26 - March 1, The Breakers, Palm Beach, FL	Feb 3	Feb 10	
	Feb 27/Mar 6	Catalysts		Feb 17	Feb 24	New US landscapes for petrochemical webinar
MAR	Mar 13	Petrochemicals Harvey Study	DCAT WEEK March 20 - 23, Waldorf Astoria Hotel, New York, NY 91st Annual DCAT Dinner March 23, New York Hilton Midtown, New York, NY 2017 WPC March 20 - 24, Marriott Marquis Houston, Houston, TX	Feb 24	Mar 3	WPC TV
	Mar 20/27	AgChem	AFPM International Petrochemical Conference 2017 March 26 - 28, Grand Hyatt San Antonio, San Antonio, TX	Mar 10	Mar 17	
	Apr 3/10	Paints and Coatings		Mar 24	Mar 31	M&A webinar
APR	Apr 17/24	M&A Personal Care Suppliers' Day Profiles	CCNJ Annual Meeting 2017 - May 1 - 2, Stockton Seaview Hotel, Galloways, NJ NYSCC Suppliers' Day 2017 May 2 - 3, Jacob Javitz Center, New York, NY	Apr 7	Apr 14	
	May 1/8	Japan	APIC 2017 May 18 - 19, Sapporo, Japan	Apr 21	Apr 28	Asia webinar
	May 15/22	Fine & Specialty Chemicals Informex Profiles	INFORMEX USA 2017 May 16 - 18, Pennsylvania Convention Center, Philadelphia, PA	May 5	May 12	
MAY	May 29	Distribution	Chemspec Europe 2017 May 31 - June 1, Munich, Germany PEPP 2017 June 14 - 16, Dusseldorf FECC Annual Congress 2017 June 12 - 14, Warsaw, Poland	May 12	May 19	
	Jun 5/12	Digitization		May 26	Jun 2	Industry 4.0 webinar
	Jun 19	Bio/Renewables		Jun 2	Jun 9	
JUNE	Jun 26 /Jul 3	Electronic Chemicals		Jun 16	Jun 23	Global regulatory landscape webinar
	Jul 10	Responsible Care Harvey Study Inbound Logistics		Jun 23	Jun 30	
	July 17/24	M&A AgChem		Jul 7	Jul 14	
JULY	July 31/Aug 7	Logistics, Ports, Terminals		July 21	Jul 28	Export focus webinar
	Aug 14/21	Canada		Aug 4	Aug 11	
	Aug 28/Sept 4	China		Aug 18	Aug 25	Repositioning for success in Europe webinar
AUG	Sept 11	European Petrochemicals Adhesives & Sealants	51st European Petrochemical Association (EPCA) 2017 Sept. 30 - Oct 3, Berlin	Aug 25	Sept 1	
	Sept 18/25	Billion Dollar Club	LAPPC 2017 - TBD	Sept 8	Sept 15	
	Oct 2/9	Africa AgChem Paints & Coatings RedBook	Global Plastics Summit Oct. 11 - 13, Chicago, IL Asia Chemical Conference & Workshop November, 2017 ASC Fall Adhesives & Sealants Council Convention 2017	Sept 22	Sept 29	New industry leaders podcast
OCT	Oct 16	Latin America	CPhI Worldwide 2017 October 24 - 26, Messe Frankfurt, Germany Latin American Petrochemical Conference (APLA) November 11-14, Rio de Janeiro, Brazil	Sept 29	Oct 6	GPS TV
	Oct 23/30	Distribution Harvey Study Distribution Profiles	National Association of Chemical Distributors (NACD) 2016 Annual Meeting November 13 - 16, Marco Island, FL	Oct 13	Oct 20	
	Nov 6/13	Mideast	35th World Methanol Conference & Workshop Sept.30 - Oct. 3, Berlin	Oct 27	Nov 3	Feedstock landscapes in the mideast webinar
NOV	Nov 20/27	Engineering & Construction AgChem S&C BlueBook		Nov 10	Nov 17	
	Dec 4/11	Responsible Care		Nov 24	Dec 1	Year in review podcast
	Dec 18/25	Institutional Investors Year in review		Dec 1	Dec 8	

For more information on e-media opportunities, including sponsored content, please contact:
Joseph Mennella (212) 884-9534 • joseph.mennella@ihsmarket.com

2017 Advertising Rates

Reach leaders & decision makers in the global chemical markets

PRINT RATES

4-color	1x	3x	6x	12x
Full page	\$8,500	\$8,200	\$7,800	\$7,100
1/2 page	\$5,000	\$4,825	\$4,550	\$4,100
1/3 page	\$4,000	\$3,855	\$3,650	\$3,350
1/6 page	\$2,100	\$1,975	\$1,900	\$1,725

B/W	1x	4x	7x	13x
Full page	\$7,000	\$6,750	\$6,400	\$5,800
1/2 page	\$4,100	\$3,915	\$3,750	\$3,395
1/3 page	\$3,400	\$3,275	\$3,100	\$2,800
1/6 page	\$1,800	\$1,700	\$1,575	\$1,425

Special positions and inserts

Inside front cover	Plus 25%
Outside back cover	Plus 20%
Facing news or newsfeature	Plus 10%

FSCS (Fine & Specialty Chemical Sectors)

4-color	1x	3x
Full page	\$3,750	\$3,500
1/2 page	\$2,000	\$1,875
1/3 page	\$1,300	\$1,200
1/6 page	\$ 750	\$ 695

Special inks: matched colors are an additional \$675/page. All rates in U.S. dollars. Rates for larger units available. No charge for bleed. For printing quotes, contact publisher. Bind-in (\$495) and tip-in (\$1500) charges are non-commissionable.

All advertisements are accepted subject to IHS's standard Terms and Conditions

E-MEDIA RATES

www.chemweek.com

Leaderboard (728x90)	\$3,750/month
Standard (300x90)	\$3,225/month
Square (300x250)	\$3,000/month

E-newsletters

Leaderboard (728x90)	\$3,000/month
Square (300x250)	\$2,000/month



BRAND MARKETING RATES

Webinar Series	\$50,000
TV	\$50,000
Podcasts series	\$30,000
Sponsored content series (Including infographics)	\$30,000



For more information regarding rates, reprints or e-prints, contact:

Joseph Mennella
Head of Global Advertising Sales
Tel: (212) 884-9534
Fax: (212) 884-9514
joseph.mennella@ihs.com

Nanette Santiago
Sr. Administrative Assistant
Tel: (212) 884-9528
Fax: (212) 884-9514
nanette.santiago@ihs.com



Print Advertising Specifications

Advertising Specifications (mm)

Advertising	Trim Area (HxW) (millileters)	Bleed Area (HxW) (millileters)	Trim Area (HxW) (inches)	Bleed Area (HxW) (inches)
Full page	275mm x 210mm	281.35mm x 216.35mm	10.8268 x 8.2677	11.0768 x 8.5177
Double page spread (no bleeds on inside/gutter edges)	275mm x 420mm	281.35mm x 426.35mm	10.8268 x 16.5354	11.063 x 16.7854
Half page spread (no bleeds on inside/gutter edges)	135mm x 420mm	141.35mm x 426.35mm	5.315 x 16.5354	5.565 x 16.7854

Fractional Advertisings

Advertising	Live Area (HxW) (millileters)	Live Area (HxW) (inches)
Half page horizontal	122mm x 186mm	4.8031 x 7.3228
Half page island	186mm x 122mm	7.3228 x 4.8031
Half page vertical*	250mm x 91mm	9.8425 x 3.5827
Third page horizontal*	78mm x 186mm	3.0709 x 7.3228
Third page vertical*	250mm x 59mm	9.8425 x 2.3228
Third page square*	122mm x 122mm	4.8031 x 4.8031
Quarter page horizontal*	60mm x 186mm	2.3622 x 7.3228
Quarter page vertical*	122mm x 91mm	4.8031 x 3.5827
Sixth page*	122mm x 59mm	4.8031 x 2.3228
Eighth page *	28mm x 186mm	1.1024 x 7.3228

* Ask your sales manager for details

Note for Adverts in millileters:

- All bleed adverts must have a 3.175mm bleed on all sides, unless noted otherwise.
- Type and imported subject matter should be kept at least 6.35mm from the trim area on all sides.

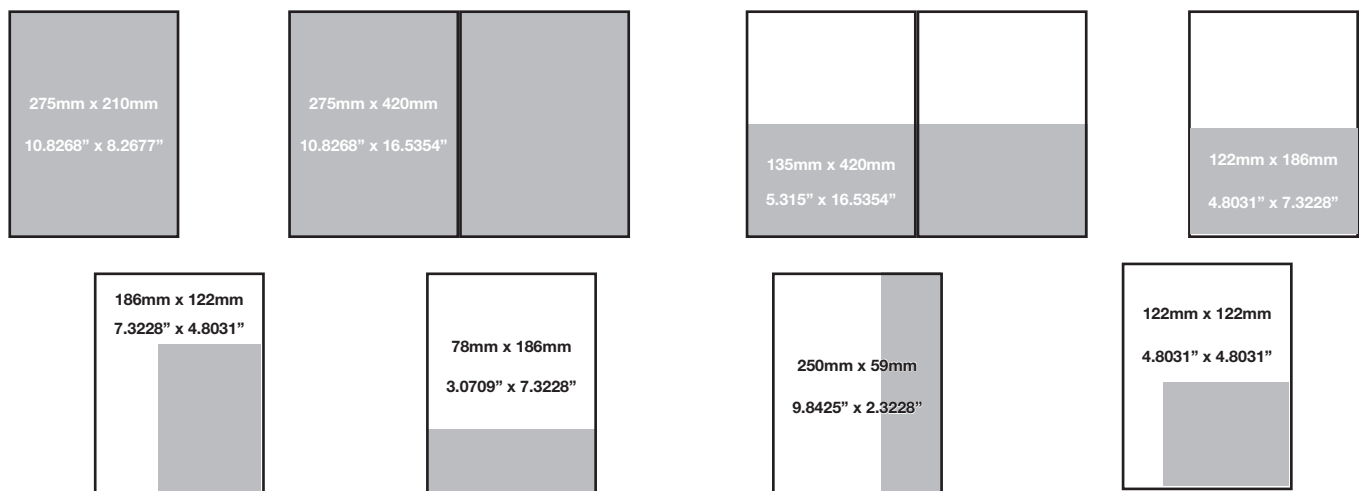
Note for Adverts in inches:

- All bleed adverts must have a .125 inches bleed on all sides, unless noted otherwise.
- Type and imported subject matter should be kept at least .25 inches from the trim area on all sides.

Submitting artwork:

- All ad creatives should be submitted as CMYK high resolution press PDF files, with crops set to trim size if artwork contains bleeds
- Art elements/images within PDF should be 300 dpi/CMYK
- Files smaller than 8mb, please email to: george.bourous@ihs.com
- Files larger than 8mb, please follow the instructions using the following link: <https://hightail.com/u/chemweek>

PRINT AD SIZES





Print Ad Delivery Instructions

Our Digital Ad Transfer Program

How can you reduce turnaround time, improve print quality, and reduce your production expenses? Point your browser to www.chemweek.com/adease and find out!

Advertising Specs

Publication Trim Size:

8.2677" wide x 10.8268" high (210mm x 275mm)

Storage of Advertising Materials:

All materials will be stored for 12 months and then destroyed unless otherwise instructed in writing.

Digital Files:

For more details, please visit: www.chemweek.com/adease

File Prep

- Make trim/document size: 8.2677" wide by 10.8268" tall (210mm wide x 275mm tall)
- Please add .125" (3.175mm) bleeds all around; crop marks should be set to trim size.
- Send artwork as a CMYK hi-resolution (press) PDF file - all art elements within the ad should be CMYK and 300 dpi natively at display size
- Please convert any spot or RGB color to (CYMK) process

Accepted Digital Formats

PDF, EPS files

Sending Us Your Ad Files

Files smaller than 8 mb

Email to: george.bourous@ihs.com

Files larger than 8 mb

Click on following link and please follow instructions: <https://hightail.com/u/chemweek>

Matched Color

When PmS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PmS color, see your representative for five-color ad rates.

Production Charges

Ads that do not meet the specs list above or requests for changes to digital ads are subject to production charges. Contact the magazine production manager for details on production charges.

Address space orders, instructions, correspondence and proofs to:

IHS Chemical Week, Production department,
Two Grand Central Tower
140 East 45th Street,
40th Floor
New York, NY 10017

Furnished Inserts

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to:
RR Donnelley, Attn: Misty Lemke,
100 Banta Road, Long Prairie, MN 56347
Tel: 320-732-7914
(Please include magazine name and issue date if possible).

At the time of shipment, email george.bourous@ihs.com the following information: flight number and time of arrival.

For More Information

Production manager, George Bourous: 212-884-9523
george.bourous@ihs.com

Terms & Conditions

IHS Advertising Sales Terms and Conditions.

By sending its advertisement and/or all the material with respect to the advertisement, and in consideration for the privilege of the publication by IHS Global Limited ("IHS") of the advertisement, the advertiser ("Advertiser"), on its behalf and on behalf of its agency, agree to be bound by these Advertising Terms and Conditions (the "Agreement"). For the purposes of this Agreement, the term 'Advertiser' shall include the applicable Advertiser's agency. This Agreement may not be modified except by express written agreement signed by the parties.

1. Definitions:

- a. "Annuals, Bi-annuals and/or Handbooks" means the books published by IHS on an annual or bi-annual basis, and which may be used for the publication by IHS of the relevant advertisement.
- b. "Conference Event" means any conference or webinar organized and hosted by IHS for which the Advertiser has obtained a sponsorship package.
- c. "Digital Advertising" means the publication by IHS of the relevant advertisement on any digital platform including, without limitation, web site, Internet, e-mail newsletters or any other electronic media.
- d. "Flight Date" is the first day on which the Digital Advertising commences.
- e. "Magazine" means the IHS' publications released on a regular basis by IHS, and which may be used for the publication by IHS of the relevant advertisement.
- f. "Order Deadline" is the last date on which all the sales orders with respect to advertising should be received by IHS Copy Control and Operations Department to ensure the publication of relevant advertisement.
- g. "Copy Deadline" is the last date on which all the material with respect to advertising can be supplied to the IHS Copy Control and Operations Department to ensure the publication of relevant advertisement or the commencement of advertising campaign.

2. Unless otherwise mutually agreed by the parties, cancellations and transfers of the advertisements in Annuals, Bi-annuals and/or Handbooks, may be accepted by IHS only if in writing and if received not less than six (6) weeks before the Order Deadline. Any Digital Advertising cancellations must be notified in writing, to IHS not less than thirty (30) days before commencement of advertising campaign and any Conference Sponsorships cancellations, if any, must also be notified in writing to IHS not less than forty five (45) days before the commencement of the first day of the Conference Event.

3. Any deviation with respect to Clause 2 above may be agreed at a sole discretion of IHS at an additional charge.

4. IHS cannot be held responsible for alterations or corrections to proofs if returned after the specified Copy Deadline.

5. All production work handled by IHS, including creation/reproduction of advertisement, will be charged to the Advertiser and shall be included in the invoice.

6. IHS at its sole discretion, reserves the right to refuse or cancel any advertisement without reason or notice or to alter/postpone the publication date of print advertisement or the Flight Date of digital advertisement or the commencement date of Conference Sponsorships.

7. IHS cannot take any responsibility for the content of advertisements submitted by or on behalf of the Advertiser, including but not limited to printers errors or errors arising out of instructions given verbally to IHS.

8. Advertisers' material is held by IHS at the owner's risk. IHS will retain film/PDF version or other digital material for up to twelve (12) months and reserves the right to destroy them thereafter. IHS accepts no liability for the loss and/or destruction of original artwork or advertisements after such twelve (12) months period.

9. IHS is not responsible for any loss howsoever occasioned, as a result of delay or failure to publish any edition of Annuals, Bi-annuals and/or Handbooks or to release any campaign in the case of Digital Advertising and Conference Sponsorships; however where any such edition/campaign is published/released later than as scheduled, the Advertiser must pay at the stipulated rate for all the advertisements which have in fact been published/released.

10. The Advertiser hereby warrants to IHS that its advertisements do not in any manner whatsoever, infringe any third party's existing intellectual property rights including copyright; that the advertisements contain nothing objectionable, indecent, immoral, defamatory or illegal. The Advertiser shall indemnify, defend and hold harmless IHS, at all times, against any claim, loss, injury or damage which may be occasioned to/against IHS in relation of any breach of this warranty and/or arising from the placing of its advertisement in the IHS publications and/or from commencement of any advertising campaign or otherwise.

11. Each invoice rendered by IHS to the Advertiser shall be paid within thirty (30) days from date of the invoice. Should any invoice remain unpaid after the expiry of the said thirty (30) days, then IHS reserves the right to charge interest on the outstanding invoice at the rate of five percent (5%) above the European

Central Bank "Marginal lending facility" rate. Such interest shall accrue on a daily basis from the due date until the date of actual payment of the overdue amount. The interest shall be paid immediately on demand by IHS. Notwithstanding the above provisions, where the Advertiser's agency fails to pay by the due date, IHS shall have a right to make 5% reduction on the gross rate for calculation of any commission otherwise allowed to the Advertiser's agency and IHS may, at its option, to recover payment in full directly from the Advertiser, unless the Advertiser has already paid its agency. In the event that IHS receives such payment from the Advertiser, IHS shall, subject to any other claims it may have against the agency remit to the agency forthwith on receipt of payment, the commission due to the agency calculated in accordance with sub-clause (a) above.

Without prejudice to the above rights, where there is a delay in the payment by the due date with respect to the print advertising, IHS, in its sole discretion, may discontinue the provision of the advertising service(s) if Client does not pay any invoice within the payment period provided in Clause 11 of this Agreement. With respect to Digital Advertising, IHS shall have the right to withdraw the digital advertisement from the web site (unless otherwise agreed by IHS and confirmed in writing).

12. a. A complimentary copy of the Magazine will be provided for each display advertisement therein, for the personal use and retention by the Advertiser.

b. The Advertiser's agency placing a full or half page of the display advertisement either by themselves or through its agency in the Annuals, Bi-annuals and/or Handbooks shall receive a tear sheet of the Advertisement, for their record.

c. Upon written request of the Advertiser and/or the Advertiser's agency to IHS a PDF copy of the classified advertisement may be provided for their record. For avoidance of doubt, no complimentary copy of the Magazine will be provided for any classified advertisement.

d. The export, re-export or transfer of the Annuals, Bi-annuals and/or Handbooks may be controlled by U.S. and UK export control laws and in the event, the Advertiser decides to transfer above mentioned complimentary copy(s), the Advertiser shall ensure that such transfer/export is not prohibited and is in compliance with the U.S., UK and any other applicable nation laws.

13. Should the Advertiser fail to supply advertisement material of an acceptable standard or instructions by the specified Copy Deadlines for any issue or edition/campaign, and has not cancelled or amended the issue date/Flight Date as the case may be, as originally made, then IHS reserves the right to charge the full cost of the advertisement booked.

14. IHS may charge to the Advertisers' account the cost of enforcing any of its rights against it for nonpayment of outstanding amount in accordance with payment terms as stated under Clause 11 above including any expenses incurred by reason of the its breach of these terms and conditions. Should IHS refer an outstanding account to either a debt collection agency or solicitors for collection, then any further business to be transacted with that Advertiser would be handled on a pro forma basis.

15. The Advertiser may not sub-let or dispose in any way of space booked in any IHS publication or service.

16. Both parties represent and affirm that (i) they will comply with all applicable country laws relating to anti-corruption and anti-bribery, including the US Foreign Corrupt Practices Act and the UK Bribery Act; and (ii) they will not promise, offer, give or receive bribes or corrupt actions in relation to the procurement or performance of this Agreement. For the purposes of this section, "bribes or corrupt actions" means any payment, gift, or gratuity, whether in cash or kind, intended to obtain or retain an advantage, or any other action deemed to be corrupt under the applicable country laws'.

17. In the event of breach of any of the provisions of these terms and conditions by IHS, IHS' total aggregate liability for any damages/losses incurred by the Advertiser arising out of such breach shall not exceed at any time, the amount already paid for the related advertisement by such Advertiser. In no event, IHS shall be liable for any indirect, special or consequential damages of any kind or nature whatsoever, suffered by the Advertiser, including, without limitation, lost profits or any other economic loss arising out of or related to the subject matter of these terms and conditions.

18. Either party may be excused from the performance of any obligation under this Agreement (other than payment obligations) due to any act or condition whatsoever beyond the reasonable control of and not occasioned by the fault or negligence of such party.

19. These terms and conditions and any dispute or claim arising out of or in connection with them or their subject matter shall be governed by and construed in accordance with the laws of England and Wales and shall be subject to the exclusive jurisdiction of English Courts.

20. No term of this Agreement is intended to confer a benefit on or to be enforceable by, any person who is not a party to this Agreement.

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