



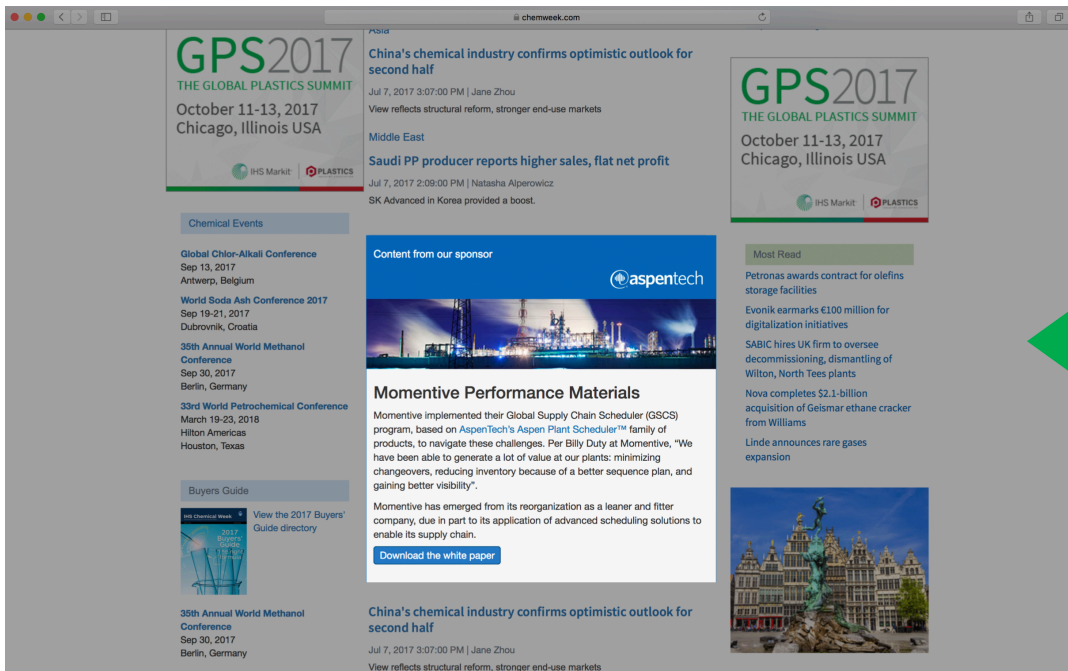
IHS Markit™

# Chemweek.com sponsored content

How does it work?

# Website – White paper / Infographic module

(50,000 unique visitors a month)



The screenshot shows a web browser window displaying the IHS Markit website. The main content area features a white paper module for the 'GPS2017 THE GLOBAL PLASTICS SUMMIT'. The module has a blue header with the AspenTech logo and a main text area with a 'Download the white paper' button. To the right of the main text is a 'Most Read' section with a photograph of a building. The left sidebar contains a list of 'Chemical Events' and a 'Buyers Guide' section.

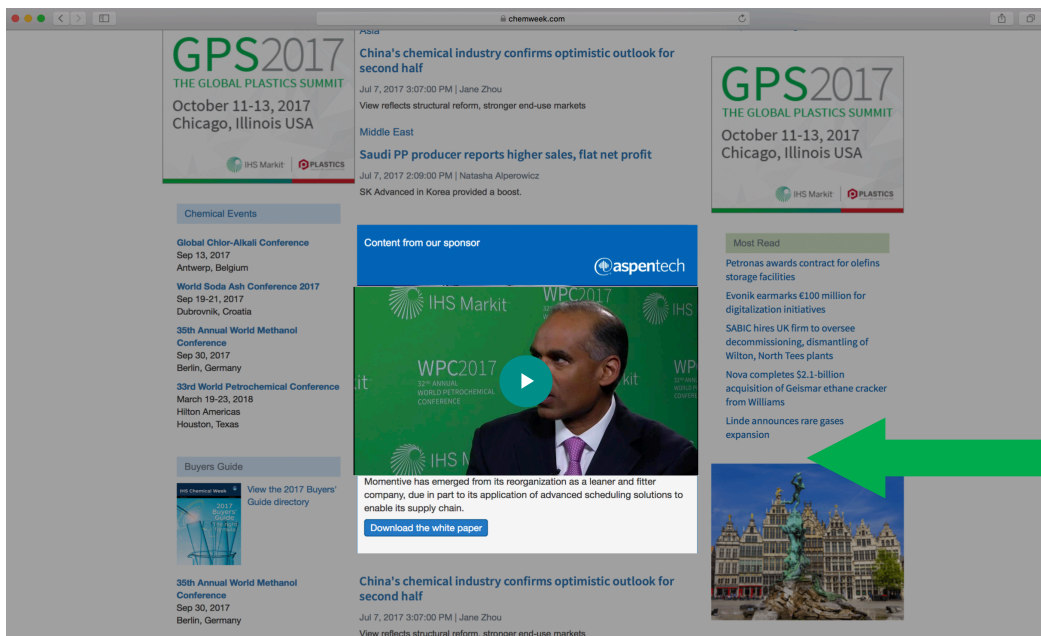
## Benefits

- Color coordinated module with company's corporate colors
- White version of logo with a transparent background (PNG file)
- Content description approximately 200 words
- Linked to a dedicated page, with branded content (white-paper, infographics)
- To be used as a lead generation tool

# Website – Video (50,000 unique visitors a month)

## Expert views:

An opportunity to share your company’s perspective with a wider audience




**Specs:**

**Embed code:** Player width 500px

**File formats:** .MOV .MPEG4  
.MP4 (if providing a file)

# Newsletter – Content Module (150,000 unique visitors a month)



**Chemical Week**

Basic Chemicals and Polymers Insider

**CW Enterprise**

M&A quarterly briefing: Bull run continues in second quarter

250 x 150

Activity is expected to remain strong for the rest of the...

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**Content from our sponsor**

Exclusive branded module on Chemical Week Newsletters

250 x 150

Distribution through all our digital channels including weekly newsletters (reaching the inboxes of our 150,000 registered users)  
Track how many times visitors click on your content

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**Business Daily**

CW75 Stock performance
Sadara loss widens as Jubail startup

## Audience (registered users):

- Weekly Insider – 60,000
- Basic Chemicals Insider – 46,130
- Specialty Chemicals Insider – 34,200
- Finance & Acquisitions Insider – 43,470
- Asia Chemical Insider 49,200

## Fulfillment

- Sponsored section below Enterprise article
- OR Image banner size 560x100
- File format JPG, GIF or PNG
- Send files to [nanette.santiago@ihsmarkit.com](mailto:nanette.santiago@ihsmarkit.com)

# Sponsored Content packages

## Bronze - \$5,000

Digital campaign for a week

### Benefits:

- **Website:** Your brand content featured in Chemweek.com for one week
- **One dedicated email blast** to all our registered users (150,000 readers)
- Banner in one Weekly Insider newsletter (60,000 readers)

## Gold - \$20,000

Digital campaign for a month

### Benefits:

- **Production support:** Our marketers, designers and copy editors will help you to optimize your campaign results
- **Website:** Your brand content featured in Chemweek.com for one month (50,000 unique visitors)
- **Email campaigns:**
  - One dedicated email blast to all our registered users (150,000 readers)
  - Banner in one Weekly Insider newsletter (60,000 readers)

## Platinum - \$40,000

Digital and print campaign for a month

### Benefits:

- **Production support:** Our marketers, designers and copy editors will help you to optimize your campaign results
- **Website:** Your brand content featured in Chemweek.com for one month (50,000 unique visitors)
- **Email campaigns:**
  - One dedicated email blast to all our registered users (150,000 readers)
  - Banner in one Weekly Insider newsletter (60,000 readers)
- **Print Supplement** distributed with the hard copy magazine to 17,000 subscribers and at industry events