

# Website Advertising



Chemengonline.com is designed to conveniently reconfigure to whatever device is being used. The website offers many more ways for the CPI community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards and commentaries. More industry professionals rely on chemengonline.com because it is data-rich, easy to use and compatible with smart phones and tablets.

- » Total page views per month: 210,802
- » 80% of readers use the Internet at work for business purposes for an hour or more each day
- » Average sessions per month: 101,874

## RATES:

Rates are based on cost per thousand (cpm) impressions. Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

Example – 40,000 ad impressions in a \$76 cpm ad position would cost \$3,040

- » **Expanding Super Leaderboard** (970x90 – 970x250): \$138 cpm
- » **Super Leaderboard** (970x90): \$110 cpm
- » **Half Page** (300x600): \$110 cpm
- » **Floater** (970x90): \$165 cpm
- » Floater ad sticks to the bottom of the screen as user scrolls up and down on the website
- » **Top Medium Rectangle** (300x250): \$97 cpm
- » **Middle Medium Rectangle** (300x250) \$89 cpm
- » **Bottom Medium Rectangle** (300x250) \$76 cpm

## FILE FORMATS:

- » .gif (animated or static), .jpg, HTML5
- » Max file size: 60K
- » 3rd Party Tags are accepted

Please contact sales representative for a list of supported vendors

## NOTE ON ANIMATED .GIF FORMAT:

- » Please make sure the ad continuously loops

## NOTE ON HTML5 FORMAT:

- » Supported asset types: GIF, JPG, PNG, HTML, JS. Everything else must be placed inline within HTML or JS; binary types like fonts may be defined through data URIs. Ads are served as a single, full HTML document within an iframe. All CSS and all Javascript which references other assets must reside inline within this HTML document via style and script tags. Ad and its assets must be emailed with the HTML document in the root of this archive.

## SAMPLE AD

The screenshot displays the chemengonline.com website interface with several ad placements highlighted in orange boxes. The placements include:

- Super Leaderboard 970x90**: Located at the top of the main content area.
- Medium Rectangle (Top) 300x250**: Located in the top right corner.
- Half Page 300x600**: Located on the right side of the page.
- Medium Rectangle (Bottom) 300x250**: Located at the bottom right of the page.
- Floater 970x90**: Located at the bottom of the page, designed to stay fixed as the user scrolls.

## DO NOT ZIP THE ASSETS

- » If you cannot email your files, please upload via our FTP site. After submitting, send an email confirmation to John at JCooke@accessintel.com.

HOST: prod.accessintel.com  
USERID: produsr

PASSWORD: pRodr2\*  
DIRECTORY: /CHE\_ads

## CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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