

**REACH YOUR TARGET AUDIENCE WITH CONTENT THAT RESONATES**

**BRAND CONNECT**

Have a story to tell, a solution to highlight, or a successful project to share? Place your asset alongside our relevant editorial content and maximize discoverability in context. Provide us with your content asset and we'll host it on our site and promote it through our top performing digital channels to generate reach and engagement.



**STRATEGY**



**TELL A STORY**



**ESTABLISH RELEVANCY**



**74.3%**

of readers read sponsored content (technical or business content provided by vendor companies) on websites



**74.1%**

of those readers find sponsored content to be useful and/or interesting



ARTICLES



VIDEOS



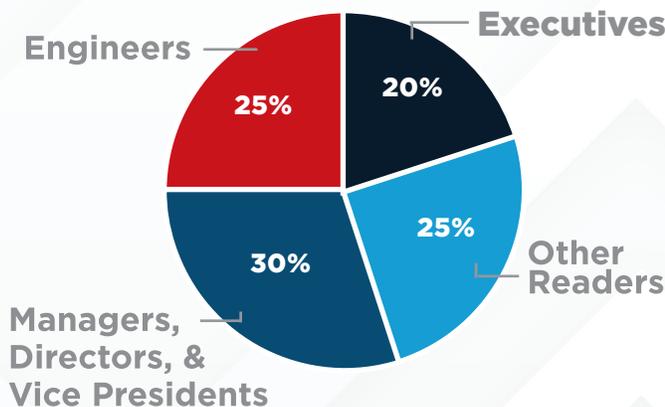
BLOGS



INFOGRAPHICS



**2022 AVERAGE PERFORMANCE AND ENGAGEMENT FOR ALL PROGRAMS**



**BRAND CONNECT SILVER AVERAGES**  
**450 PAGE VIEWS**

**BRAND CONNECT GOLD AVERAGES**  
**900 PAGE VIEWS**

**CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:**

**JASON BULLOCK**  
 jbullock@chemengonline.com  
 713-974-0911

**TERRY DAVIS**  
 tdavis@chemengonline.com  
 404-634-5123

**PETRA TRAUTES**  
 ptrautes@accessintel.com  
 +49 69 58604760

SILVER	GOLD	BRAND CONNECT PIPELINE
One content asset	One content asset	One un-gated asset and one gated asset
Content promotion campaign for one month	Content promotion campaign for two months	Six week campaign
Content lives on chemengonline.com for three months	Content lives on chemengonline.com indefinitely	Content lives on chemengonline.com indefinitely
FEATURES:	FEATURES:	FEATURES:
Content appears on client-specific BrandConnect landing page	1X dedicated email blast sent to 15,000 subscribers plus resend	4x dedicated email blasts promoting content (20,000 subscribers)
Promotion of content alongside relevant news stories in category pages	1x newsletter ad or social post (based on availability)	4x newsletter sponsorships in daily or weekly newsletter of your choosing (based on availability)
10,000 Native Ad Impressions promoting asset	25,000 banner ad impressions on <b>chemengonline.com</b> designed to drive audience directly to client website	50,000 programmatic impressions
1X social media promotion on Facebook, Twitter, and LinkedIn	25,000 native ad impressions over two months	60,000 native ad impressions promoting content
Analytics report including content engagement	Enhanced analytics report including the performance of promotions and the company names of engaged users	Custom analytics report including company names and titles of engaged users
	For an additional investment, client can add one additional asset for \$6,000 which would receive the same promotion detailed in the gold program	
<b>\$6,000</b>	<b>\$11,500</b>	<b>\$22,000</b>

**ASK YOUR SALES REP ABOUT LEAD GENERATION, ENHANCED ANALYTICS AND CONTENT CREATION SERVICES.**

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