



Cheresources.com

Chemical Engineering Tools and Information

2007 Media Kit

Doucette Media

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Quick Links

Editorial

Audience

Rates/Specs



Cheresources.com

Chemical Engineering Tools and Information

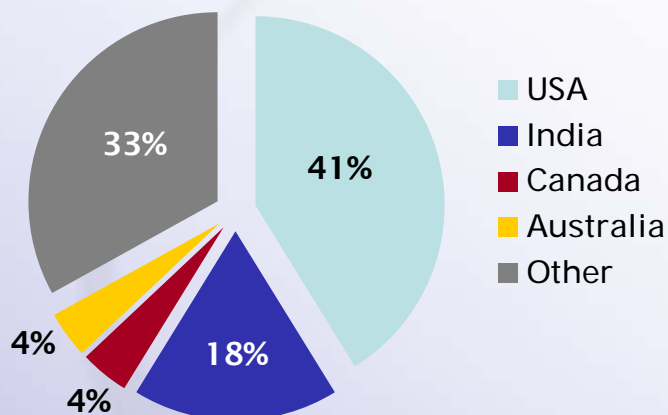
Editorial

- **Advertising with Cheresources.com**

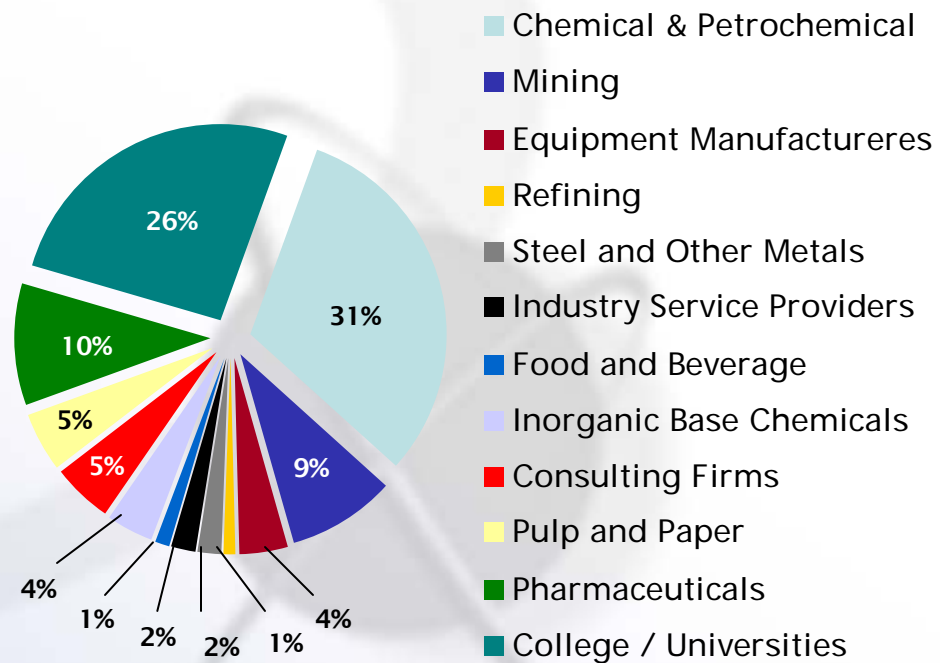
- Make the best use of your advertising dollars by receiving highly targeted traffic from Cheresources.com. You'll only pay when you receive visitors to your site. As our traffic continues to grow and our subscriber base increases, you are sure to get maximum value.



Country Breakdown

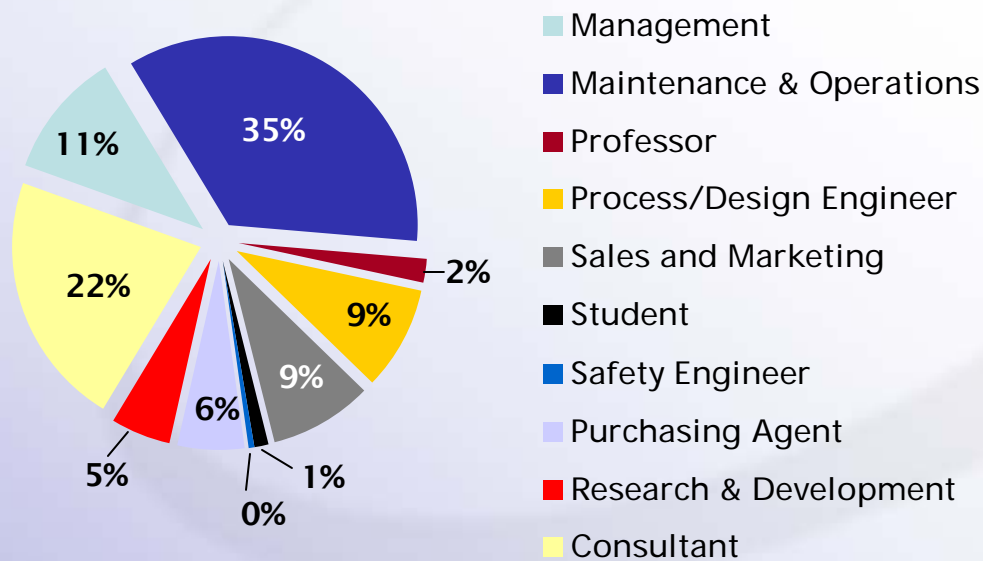


Industry Breakdown

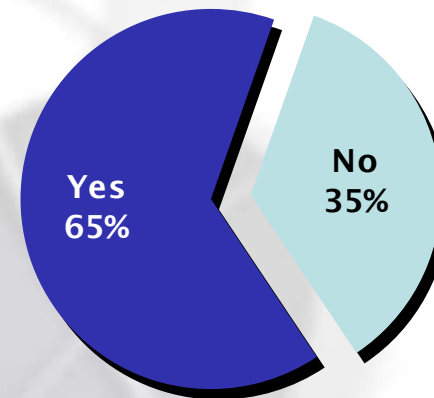




Position/Title Breakdown



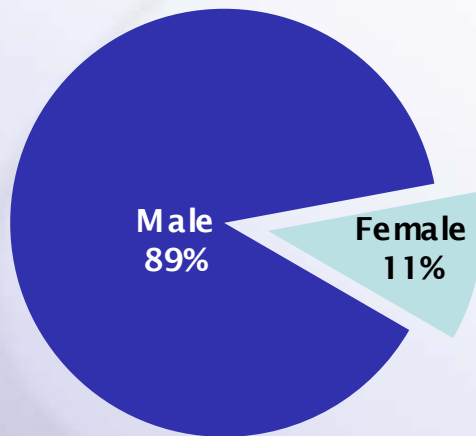
Do you influence the buying of chemical processing equipment?



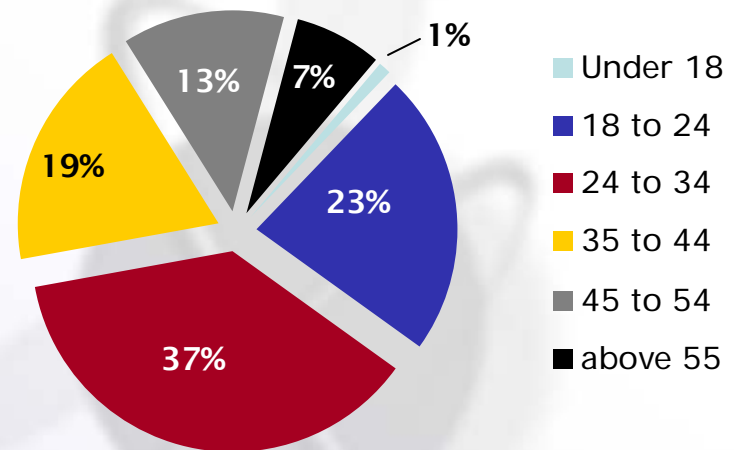


Audience

Gender Breakdown

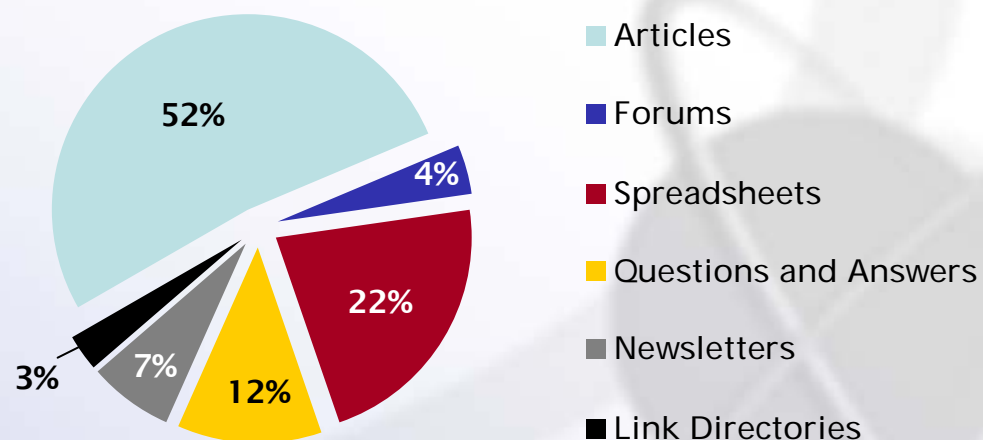


Age Group Breakdown





Favorite style of content on Cheresources.com





| <u>Ad Unit</u> | <u>Price Type</u> | <u>Net Price</u> |
|----------------------|-------------------|------------------|
| 728x90 | CPM | \$100/cpm |
| 160x600 | CPM | \$110/cpm |
| In-Edit Text Ad | CPM | \$150/cpm |
| Text Link | Flat Fee | \$1,500/month |
| e-NL Ads | CPM | \$100/cpm |
| Custom e-NLs | Flat Fee | call for quote |
| Webcasts | Flat Fee | call for quote |
| White Paper Postings | Flat Fee | \$4,500/month |

Creative Ad Specs:

BANNERS

- Ads may be gif, animated gif or Flash with a gif backup,
- Preferred maximum graphic file size 15k.
- Up to 50k acceptable for a \$10/month serving fee
- Please ask for special requirements if using Flash
- Please limit all animation to 3 loops.

E-NEWSLETTERS

- 4 lines of text; 69 characters per line (incl. spaces) + URL
- Additional lines (in excess of 4) \$200/line
- HTML newsletters: optional 125x125 or 468x60 gif banner

IN-EDIT TEXT AD

- up to 300 characters, (including spaces).
- Please specify words to use as link.

TEXT LINK

- up to 70 characters, (including spaces).
- Please specify words to use as link.

LOGO's

- provide in EPS format

Important: Ad copy is due a minimum of two business days prior to scheduled run date. 50% cancellation fee will apply.