



**Cheresources.com**

*Chemical Engineering Tools and Information*

## 2007 Media Kit

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Quick Links

Editorial

Audience

Rates/Specs



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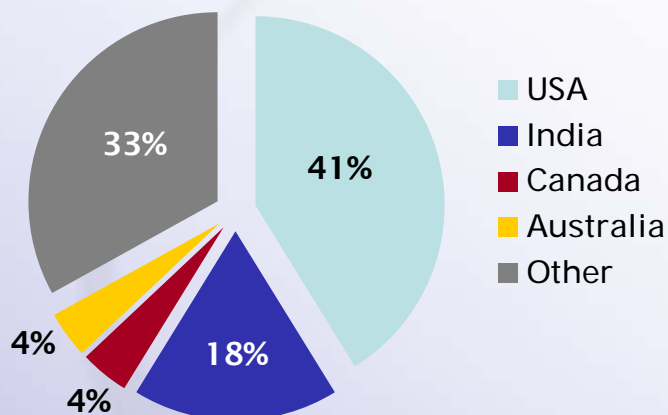
Editorial

- **Advertising with Cheresources.com**

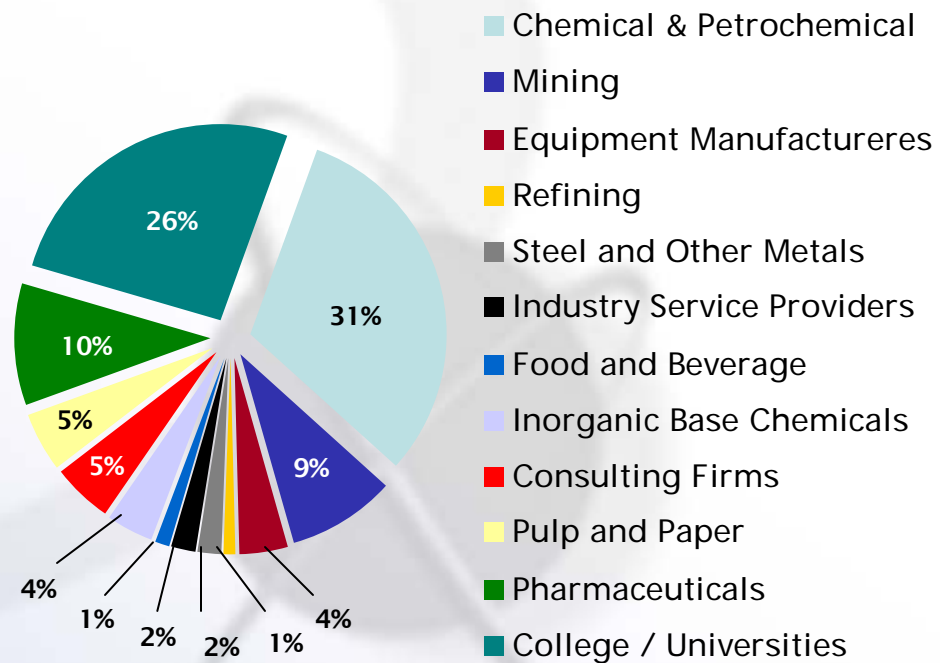
- Make the best use of your advertising dollars by receiving highly targeted traffic from Cheresources.com. You'll only pay when you receive visitors to your site. As our traffic continues to grow and our subscriber base increases, you are sure to get maximum value.



### Country Breakdown

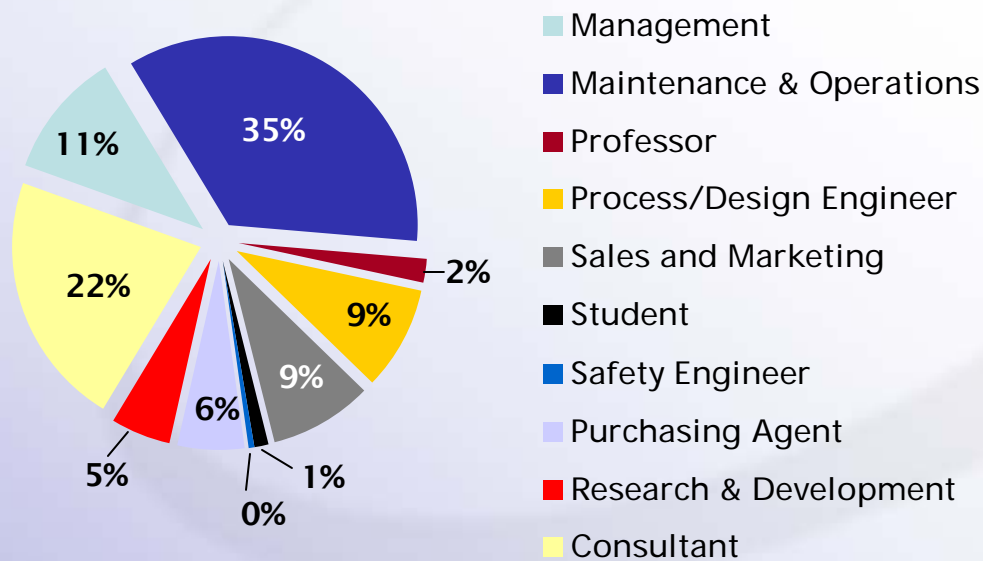


### Industry Breakdown

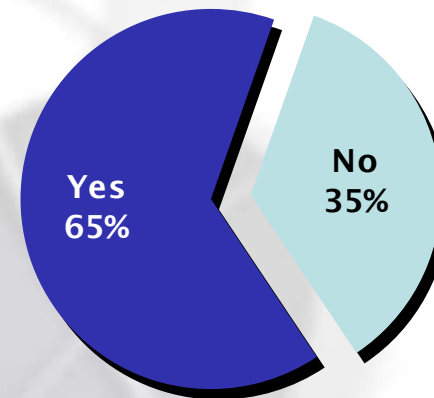




### Position/Title Breakdown



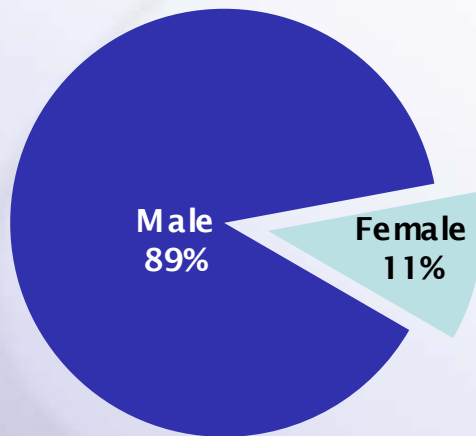
### Do you influence the buying of chemical processing equipment?



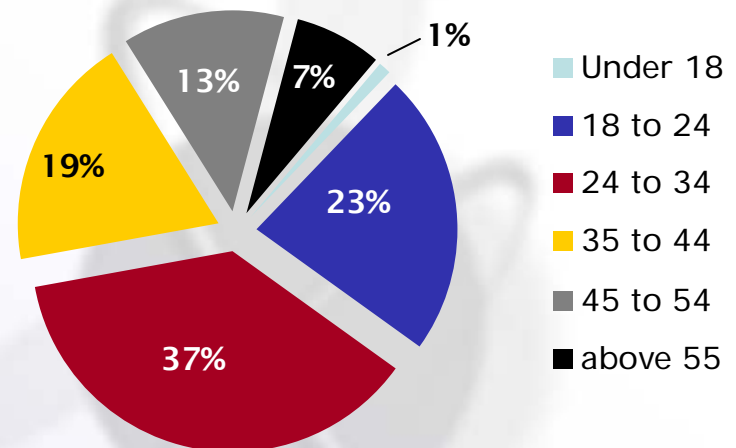


**Audience**

**Gender Breakdown**

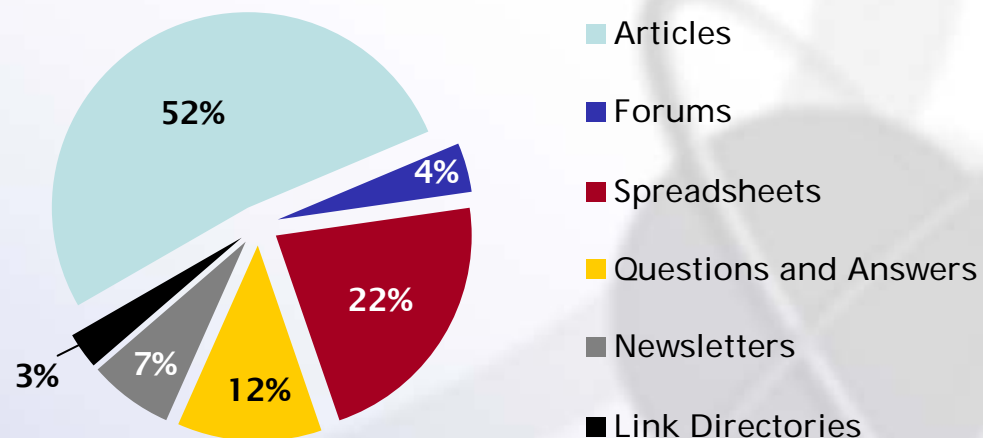


**Age Group Breakdown**





### 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.