

## WEBSITE ADVERTISING

### BUILD BRAND AWARENESS AND AUDIENCE ENGAGEMENT

Chemical Processing offers a variety of ad positions on our website including the Leaderboard, Medium Rectangle, Billboard and Native Ad positions

As our media consumption study shows, industry websites, such as ChemicalProcessing.com are an excellent source to “keep current with trends” (64%) and “learn about new products and technologies” (59%).

### ROS Website Advertising

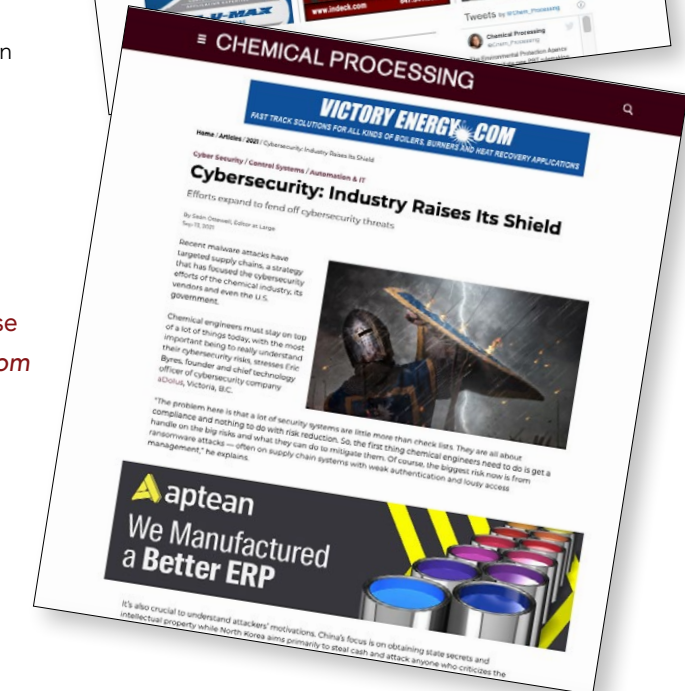
With an average over 50K unique visitors each month, ChemicalProcessing.com is the source for thought leaders in the chemical community. Each day thousands of chemical industry professionals stay current and in touch by turning to ChemicalProcessing.com for chemical market news, vendor and product updates, videos, expert analysis and operational best practices.

### Native Advertising - On Site Influence, One Conversation At A Time

Chemical Processing's native advertising option allows you to place in-article messaging offering your content on a specific topic within related content on our website. As our audience is reading the articles, your offer will be presented within the article page. Our editors will review your content offer to ensure that it provides an informative and education option for our audience relative to the content they are reading. Chemical Processing will create the offer to follow our website look and feel allowing us to run it alongside our topic related content.

CHEMICALPROCESSING.COM ADVERTISING RATES (NET)		
Standard Ad Units (net rates per thousand impressions)		
Leaderboard	728x90 pixels; 60k file size limit; animation, rich media acceptable	\$120
Medium Rectangle	300x250 pixels; 40k file size limit; animation, rich media acceptable	\$100
Billboard	970x250 pixels; 60k file size limit; animation, rich media acceptable	\$130
Welcome Ad	640x480 pixels; 60k file size limit;	\$3,250/week
Native Advertising	(1) Primary headline of up to 35 characters, (2) optional secondary headline of up to 65 characters, (3) image of the content being promoted (220x284 or similar sized .jpg image), (4) Destination URL of content asset, (5) Advertiser name (to be identified as “Sponsored by” on the ad unit itself	\$1,500/month, three month minimum

[Click here](#) for more detail on our web ad units.



**72%**  
of our audience  
indicated that they use  
**ChemicalProcessing.com**  
on a monthly basis.