

CHEMICALWATCH

Advertising your business

"Chemical Watch provides timely, accurate updates on the myriad of activities around REACH and associated chemical policy developments. This efficient monitoring allows us to understand how our internal processes must respond to meet the shifting external landscape" - David Owen, Shell Chemicals Ltd

What do we do?

- Chemical Watch publishes news and intelligence to help companies meet responsibilities under chemicals legislation, including GHS, CLP, TSCA and the EU Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH). We report on policy and business trends across the EU, North America and Asia. We also hold educational webinars
- We are expert, reliable, authoritative, agenda-setting, affordable and accessible

"I have to congratulate everyone at Chemical Watch on a first class news service which we use on a daily basis, and which helped us help our client base through the REACH pre-registration process" – Dave Best, Technical Director, Environmental Resources Management (ERM)

How do we do it?

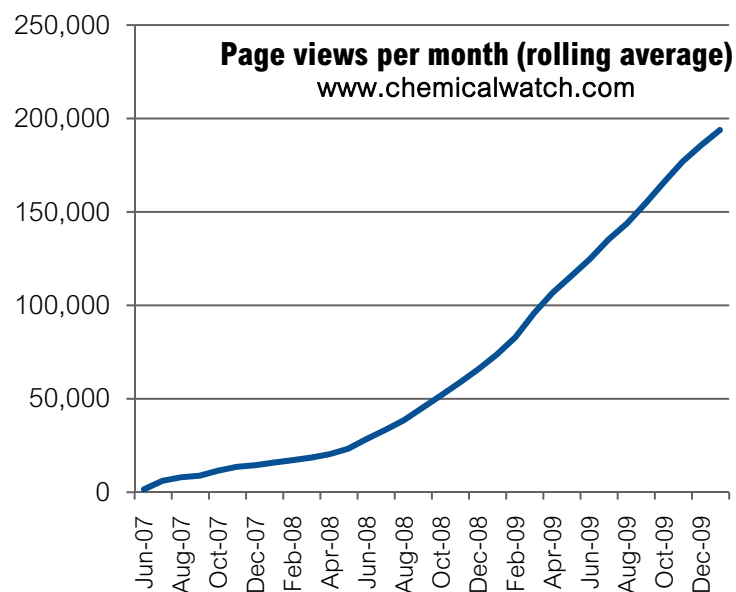
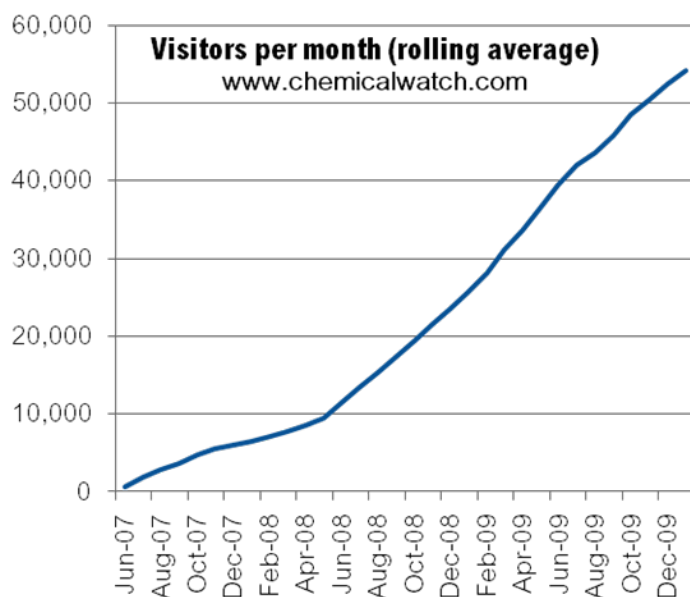
- Via our website www.chemicalwatch.com
- Via weekly email alerts to all subscribers
- Via monthly briefings delivered in PDF format
- Via webinars
- Via social networking sites (LinkedIn, Twitter)

“Chemical Watch provides an invaluable service for U.S. environmental professionals seeking timely news on developments across many EU regulatory programs. I always feel I have learned something useful in my practice when I review their more in-depth analyses”

– Robert A. Matthews, partner, McKenna Long & Aldridge LLP

How many readers?

- We email our weekly news alerts to over 6,000 people
- Our website receives more than 50,000 visitors per month



“Chemical Watch provides extremely timely information on emerging global chemical issues; I access this report on almost a daily basis”

– Pat Beattie, Director, Chemical Risk Management,
General Motors Corporation

CHEMICALWATCH

What our readers think of us

- Our customers are extremely loyal and we have a very high renewal rate. A lot of customers come to us via recommendations from other colleagues or companies

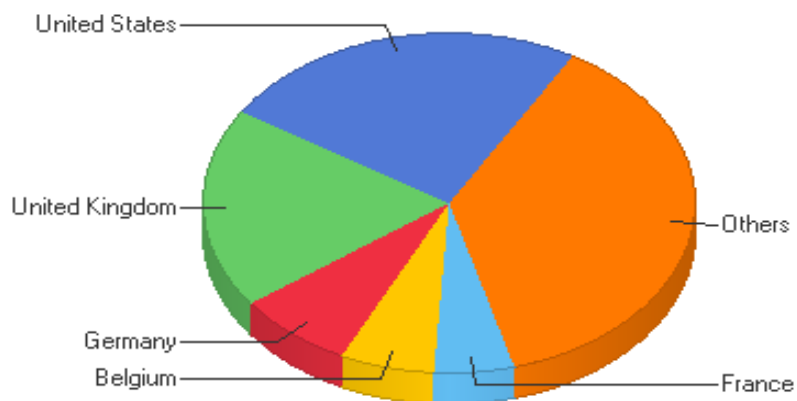
They describe our service as:

- Accurate
- Up to date, timely
- Excellent value
- Time saving
- Honest and unbiased

“Chemical Watch is used as the first information provider on REACH within Airbus SAS and consulted every week at least. We encourage REACH focal points to consult the Chemical Watch website as often as possible”

– Emmanuel Delpet, Engineer, Airbus SAS

Where do they come from?



- 54% of our readers are from Europe
- 26% from North America
- 17% from Asia

Who are they?

- They are: R&D directors/managers, toxicologists, engineers, EHS managers, technical directors, government officials, lawyers, consultants
- From: Chemical suppliers, manufacturers and producers, retailers, importers and exporters, consultancies, government agencies, legal and accountancy experts, NGOs

*“Wild horses would not prevent me from rejoining
Chemical Watch. Please carry on your great work”*
– Martin Richards, Linmark Consulting GmbH, Basel

What we can do for you!

- Advertise your company with a **Regular advertising package** offering 20,000 impressions per month
- Advertise your company with a **Premium advertising package** – 20,000 impressions with larger banner in premium position
- List your company in our **Service Providers Directory**
- Advertise your event (for up to 6 months per event)
- Advertise your job (monthly)

Advertising – Regular

Banner size 215 x 70 pixels

20,000 impressions per month

- Sponsored Service Provider **Directory** listing
- Banner advertising on **Home page**
- Banner advertising on **News page**
- Banner advertising on **Articles pages**
- Banner advertising on **Consortia page**
- Free **Events** Advertising

Advertising Costs – Regular

20,000 impressions – banner size 215 x 70 pixels

Discount of 10% for 6 month bookings and 20% for 12 months

	Price for first 20,000 page impressions per month	Price per additional 1,000 page impressions per month (25% discount)
1 month	€331 (USD 436 / GBP 271)	€12.41 (USD 16.38 / GBP 10.18)
3 months	€993 (USD 1310 / GBP 814)	€12.41 (USD 16.38 / GBP 10.18)
6 months (10% discount)	€1787 (USD 2359 / GBP 1465)	€11.17 (USD 14.75 / GBP 9.16)
12 months (20% discount)	€3177 (USD 4194 / GBP 2605)	€9.93 (USD 13.11 / GBP 8.14)

Advertising – Premium

Double size banner: 215 x 140 pixels

20,000 impressions per month

Premium position for banner – top of right-hand column

- Sponsored Service Provider **Directory** listing
- Banner advertising on **Home page**
- Banner advertising on **News page**
- Banner advertising on **Articles pages**
- Banner advertising on **Consortia page**
- Free **Events** Advertising

Advertising Costs – Premium

20,000 impressions – double size banner 215 x 140 pixels

Discount of 10% for 6 month bookings and 20% for 12 months

	Price for first 20,000 page impressions per month	Price per additional 1,000 page impressions per month (25% discount)
1 month	€487 (USD 642 / GBP 399)	€18.26 (USD 24.11 / GBP 14.98)
3 months	€1461 (USD 1928 / GBP 1198)	€18.26 (USD 24.11 / GBP 14.98)
6 months (10% discount)	€2629 (USD 3471 / GBP 2156)	€16.44 (USD 21.70 / GBP 13.48)
12 months (20% discount)	€4675 (USD 6171 / GBP 3833)	€14.61 (USD 19.29 / GBP 11.98)

Directory Listing for Service Providers

- 12-month listing prices: 160 EUR / 215 USD / 135 GBP
- 25% discount for Chemical Watch subscribers
- Advertisers taking a banner advertising package receive a more prominent “sponsored” directory listing
- See [www.chemicalwatch.com/reach services](http://www.chemicalwatch.com/reach_services)

Advertise your Event

- Listing in Events page with logo
 - Banner appears in rotation on Events Page
 - Banner appears in rotation on News Page
 - Listing in 4 weekly email alerts
 - Listing all Events & Vacancies email alerts
 - Listing in 1 PDF monthly briefing
 - Listing on LinkedIn and via Twitter
- Prices are 215 EUR / 290 USD / 180 GBP for up to 10 events

25% discount for Chemical Watch subscribers

www.chemicalwatch.com/events

CHEMICALWATCH

Advertise your Vacancy

- Listing in Jobs page with logo
 - Listing each job in 4 weekly email alerts
 - Listing of all Events & Jobs email alerts
 - Listing in 1 monthly briefing per event
 - Listing on LinkedIn of all vacancies
 - Listing tweeted via Twitter of all jobs
-
- Single vacancy for one month **110 EUR / 145 USD / 90 GBP**
 - Up to 10 vacancies in one month **215 EUR / 290 USD / 180 GBP**

25% discount for Chemical Watch subscribers

www.chemicalwatch.com/jobs

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Advertising Requirements

- Our website does not accept animated graphics (static banners only please)
- Banners can be submitted in GIF, PNG or JPG format
- Banner sizes are either 215 x 70 pixels or 215 x 140 pixels
- Advertising artwork can be changed (free of charge) with at least five working days notice
- We can design banner artwork on your behalf for a fee of EUR 70 per banner

Advertising Terms & Conditions

Chemical Watch advertising/sponsorship terms and conditions

1. Subject to the conditions below, CW Research Ltd (CW) undertakes to publish advertisement(s) or carry sponsorship in accordance with the specifications stated in the agreement.
2. The buyer undertakes to settle the account by the date(s) stated in the agreement.
3. CW shall not be liable for any loss or damage suffered as a result of any error or omission in publishing an advertisement or sponsored activity. In the event of an error or omission, CW may at its discretion either repeat the advertisement or activity or make a reasonable refund or adjustment to the price paid.
4. The total liability of CW for any act or omission by CW, its personnel or its agents shall not exceed the amount of a full refund of any price paid to CW under this contract.
5. Without liability to the buyer, CW reserves the right to suspend an advertisement or sponsored activity at any time for good reason, including (a) changes in CW business strategy, (b) any indication that the buyer may be encountering financial difficulties and (c) concern that the advertisement or activity may result in a complaint, claim or proceedings.
6. The buyer will indemnify CW from and against any claim that the advertisement or sponsored activity infringes the copyright, trademark or other intellectual property rights of any person or that it is defamatory or infringes any other right of any person.
7. The buyer warrants that the advertiser/sponsor has obtained the authority of any living persons represented in any copy or artwork.

CHEMICALWATCH

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