

***ChemicalWeekly*** Online Media Kit  
([www.ChemicalWeekly.com](http://www.ChemicalWeekly.com))

- Banner AD on [www.ChemicalWeekly.com](http://www.ChemicalWeekly.com)
- Banner AD on Chemical Weekly Newsletter
- E-Cast (Email Campaign)

# Web Advertisement (Banner AD)

## Benefits:

- Visibility: Through out the website. Banner can be seen on any page.
- Total Registered users: 50,000+
- Active Users: 10,000+
- Page views: 50,000+ every month
- New registrations: 300-350 every month.
- User interaction: Average 25 minutes per visit

## Tariffs

<u>Banner Name</u>	<u>Size (Pixels)</u>	<u>Cost (Rs./USD) [Yearly]</u>
Home Load	650 (W) * 500 (H)	Rs. 5,000 / USD 100 (Per Day)
Standard	150 (W) * 60 (H)	Rs. 1,25,000 / USD 3,000
Vertical	120 (W) * 240 (H)	Rs. 3,75,000 / USD 9,000
Square	150 (W) * 150 (H)	Rs. 3,12,500 / USD 7,500
Skyscraper	120 (W) * 600 (H)	Rs. 6,00,000 / USD 15,000

**Note: GST@18% will be added on above**

## Banner AD on Chemical Weekly Newsletter

### Benefits:

- 15,000 + users are getting Chemical Weekly Newsletter delivered every week in their Inbox.
- Report of number of clicks / views available

### Banner Name

### Cost (Rs./USD) [Per Newsletter]

Standard

Rs. 5,000 / USD 125

Skyscraper

Rs. 20,000 / USD 500

**Note: GST@18% will be added on above**

## E-Cast (Email Campaign)

Dedicated mailer (HTML file to be prepared by client) to all registered users of Chemical Weekly website.

### Benefits:

- Mailer will be in the inbox of 15,000+ users.
- Report of number of clicks / views will be provided

### Cost

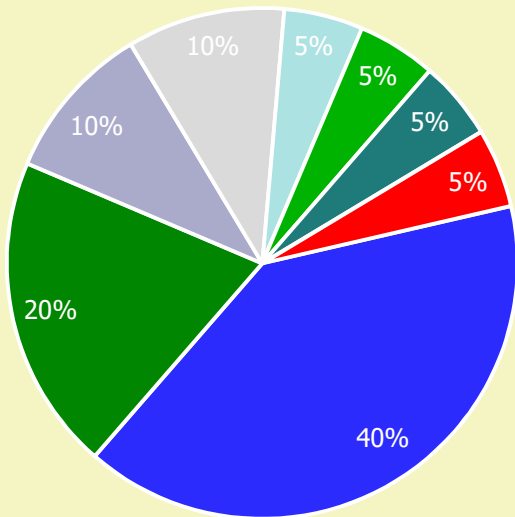
- Rs. 1,25,000 (USD 2,500) per mailer

**Note: GST@18% will be added on above**

# User Profile

## By Industry

- Chemicals
- Fertilisers
- Agrochemicals
- Consultants
- Pharma
- Plant & Equipment
- Hydrocarbons
- Others



## By Designation

- Marketing
- Chief Executives
- Others
- Purchase & Reasearch
- General Management

