



BUYERS GUIDE

CHEMISTRY AND LIFE SCIENCE

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CHEMANAGER-ONLINE.com

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PRODUCT INFORMATION

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www.CHEMANAGER-ONLINE.com



Online Portal for Chemistry and Life Science

CHEManager-online.com serves information adapted to its readers needs for business, news and education. Furthermore, it offers fast and comprehensive access to up-to-date briefings in Chemistry and Life Science. This eases work, saves time and stands for a considerable surplus value for the daily work of the target groups' specialists and executives.

ePaper

The CHEManager online journal is available as a paid content ePaper version including a full text search for relevant information. This presents a great value in addition to the printed version.

Industry News

Up-to-date daily news for business, joint ventures, mergers & acquisitions, awards, market data, reports from the associations, trend topics, trade show previews and reviews, and further industry information are available at CHEManager online news.

Whitepaper

Detailed information on current trends and new products will be presented as case studies, user reports, market studies, interviews and analysis in PDF format and is available for online view and download.

Webcasts & Webinars

Webcasts – webcasting is “broadcasting” on the “web” – provide information using video and audio files to perform a multi-media-based information on relevant news, insights, and products. A special application of webcast is the webinar, an interactive online seminar with live event character. It combines image sequences with audio content and presentations. The live webinar even allows for interaction between author and audience. The CHEManager online portal offers webinars to specific issues. It is an attractive and efficient way for your marketing.

The screenshot shows the CHEManager online portal with the following sections and features:

- Header:** Navigation menu (About Us, Magazine, Print Order, Media Kit, Partners, Contact), language options (DE | EN), and user options (myCHEManager login | register).
- Navigation:** CHEManager logo and secondary menu (News & Opinions, Topics, Products, Whitepaper, Webcasts, Buyers Guide, Jobs, Events).
- Latest News:** A list of recent articles including "Germany's Merck to Buy Millipore in \$6 Billion Deal", "Actavis to Vie With Teva for Ratiopharm", "Lyondell Settlement Paves Way For Bankruptcy Exit", and "Eastern Europe Offers Growth Pockets for Automation Vendors".
- Search:** A search bar with a "Keyword..." input field and buttons for "Search", "RSS", and "Newsletter".
- News & Opinions:** A section with articles like "Designing the Next Generation of Bio-Refineries" and "Evonik Acquires Catalyst Business From H.C. Starck".
- Products:** A section featuring "New Metathesis Catalysts", "Starna Offers Lifetime Guarantee on CRMs", "LEXSY software supports the UN GHS guideline", and "Spray Dryers: SDMicro from GEA Niro".
- Whitepaper & Webcasts:** Sections for "Alert To Danger" and "Industry Meets School".
- Topics:** A section with articles like "When The Unexpected Happens" and "Finding A Reliable Clean Energy Supply".
- Webinars:** A featured webinar titled "PRO-4-PRO" with the text "FAST EASY DIRECT ONLINE!".
- Right Sidebar:** "Chemspec europe" advertisement for "9-10 June 2010 Messe Berlin Germany" and social media links for Facebook and Twitter.
- Footer:** Legal information, help links, participation options, related publications, and the GIT VERLAG logo (A Wiley Company).

Full Text Search

Keyword based quick search within the entire web site.

Jobs

Continuously updated job portal for highly motivated industry specialists and executives.

Buyers' Guide

The CHEManager Buyers' Guide is the company database for services, products, systems and components for the chemical and pharmaceutical industry. Utilize this platform for your success!

Newsletter and RSS Feed

Up-to-date industry news can be received as a free newsletter or RSS feeds. You'll get all the news you need right away.

Top Stories

Current top stories focused on Chemistry and Life Science.

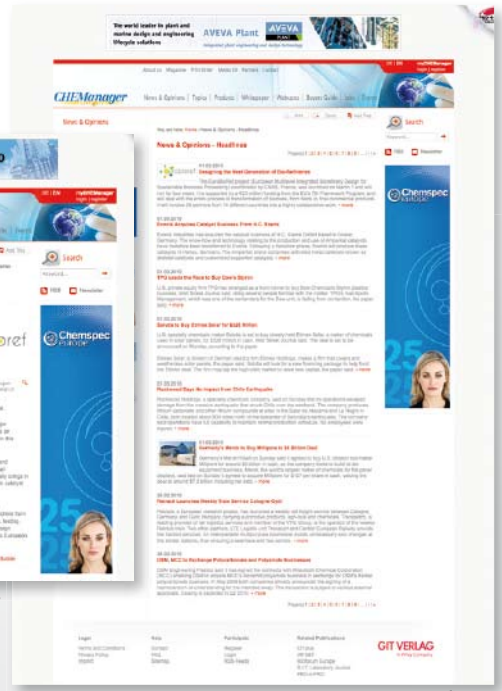
WEBCASTS, WEBINARS, JOBS, BUYERS' GUIDE

- **Webcast:** € 810 for 6 months including:
 - Teaser text
 - Product video
 - Company address for lead generation
 - Choice between Lead Generation, addresses from potential customers or Branding (maximum circulation without registration)

- **Webinar:**
 - One exclusive sponsor: € 9,920
 - Two sponsors: € 4,960 per sponsor
 - Three sponsors: € 3,310 per sponsor
 - Four sponsors: € 2,480 per sponsor.



Webcast



Newsletter

Webinars are online seminars with live-character – a brilliant instrument for lead generation. The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees likes display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

- **Jobs:** € 810 up to 3 months

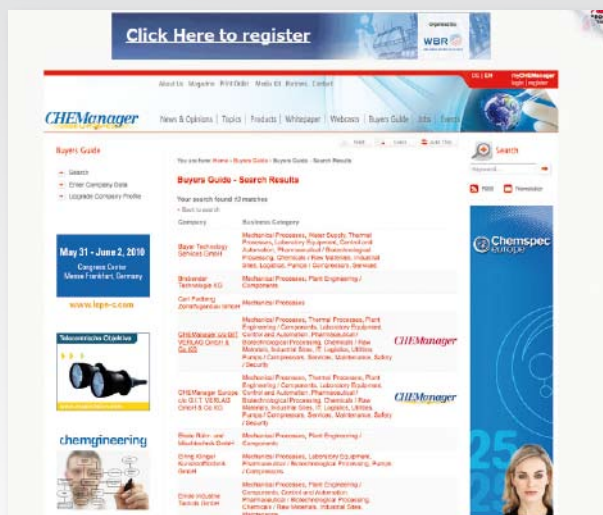
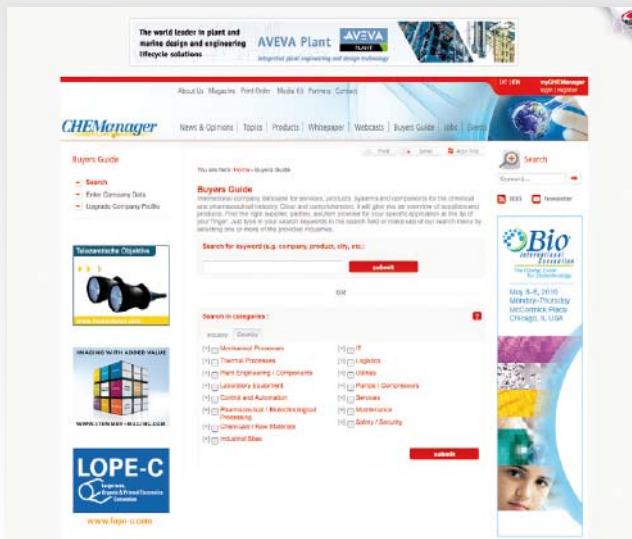
CHEMANAGER-ONLINE.com BUYERS' GUIDE

Reach your future customers

The CHEManager Buyers' Guide is the company database for services, products, systems and components for the chemical and pharmaceutical industry. Utilize this platform for your success!

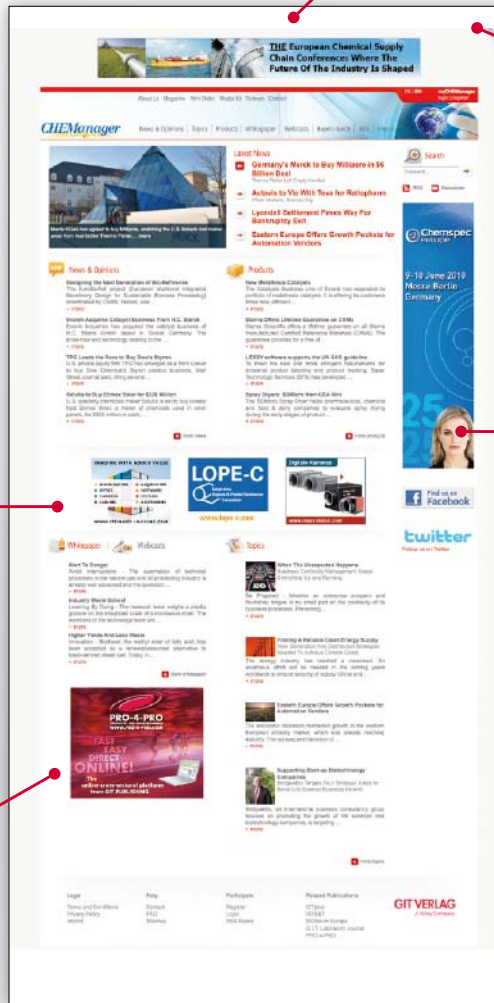
- Basic Company Entry: free
- Premium Company Entry: € 510 / 12 months
- Product Showcase: € 100 per Showcase

Clearly structured, complete with company profile, product information and cross-references, market overviews and trend reports.



BANNERS, WHITEPAPERS, PRODUCTS, NEWSLETTERS

CHEMANAGER-ONLINE.com offers all types of web-advertisement of the "Universal Ad Package," which was listed for Europe by the Interactive Advertising Bureau (IAB) and the European Interactive Advertising Association (EIAA). On top of that, additional attractive banner types like Full Banner, Skyscraper or special format PagePeel are available.



Leaderboard & Full Banner

Page Peel

Wide Skyscraper & Skyscraper

Rectangle

Medium Rectangle

Website

Newsletter

- Wide Skyscraper (at top right): € 1,650
- Full-Banner (middle): € 890
- Product Feature: € 420 plus price for product information (€ 285 or € 510)

In case of "Product Feature" the product will be highlighted one time in the newsletter.

Banner formats & prices:

Leaderboard	728 x 90 Pixel	€ 1,250 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,740 / month, only start page
Wide Skyscraper	160 x 600 Pixel	€ 1,650 / month, run of site
Rectangle	180 x 150 Pixel	€ 1,400 / month, run of site
Full Banner	468 x 60 Pixel	€ 890 / month, run of site
Skyscraper	120 x 600 Pixel	€ 1,300 / month, run of site
Page Peel	500 x 500 Pixel	€ 1,850 / month, run of site

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme with each new page impression (maximum of four banners at one position).

Whitepaper/Applications:

€ 810 for 6 months

including:

- teaser text
- photos
- company contacts
- pdf for download
- Choice between Lead Generation, addresses from potential customers or Branding (maximum circulation without registration)

Product Information

(in combination with PRO-4-PRO.com):

€ 285 for 6 months
€ 510 for 12 months

including:

- text (1,000 characters/150 words)
- product photos
- company contacts
- Product information appears also at vertical product search engine PRO-4-PRO.com, segment Process Technology

Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner:

Size of data: max. 40 KB, Flash (SWF no FLV)

Data formats: GIF, JPG

Target-website: please tell us the exact URL, where your banner should be linked to.

Exception Flash banner: We require an additional banner as GIF or JPG for users without Flash.

Exception Newsletter: Only static banners, no animated GIF and no Flash.

Whitepaper:

Data format: pdf

Size of data: max. 8 MB

Product Information:

Text: up to 1,000 characters incl. blanks

Pictures: JPG, PNG, TIF

Webcasts:

Data format: Flash (FLV no SWF)

Size of data: max. 40 MB

ADDED VALUE

- Multi-channel-marketing through cross-media campaigns online and in newsletters and print
- Laser-precision addressing of the target audience without wastage
- Advertising in high-value content environment
- Measurable success and measurable marketing ROI
- Direct contact to industry decision makers through newsletter advertisements (banner and product presentation)
- Lead generation through webinars: high-value contact data from people who have documented their specific product interest by webinar participation; the leads are pre-selected through customized questionnaires
- Your Buyers' Guide entry with your most important company information will be found by the purchase decision makers during online research
- Your Buyers' Guide entry will be present already at the beginning of the decision making process and the vendor research
- Buyers' Guide entries generate relevant and strong back links to your company website and thus enhance your own Search Engine Optimization (SEO)
- All standard banner formats are available and embedded in high-value content
- Webcasts to allow for new ways of corporate and product communication and optimized customer contact
- Whitepaper marketing: a chance to present your application, technology, new development or success story in ample length

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