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## Elements of E-Media



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Cartoon Sponsorship



Elements are the building blocks of all great things. Elements combine together to create larger and more complex objects.

At Chemical Processing, we have developed our Elements of E-Media to illustrate how you can take these building blocks to create your own unique e-media program.

**CHEMICAL PROCESSING**

# ChemicalProcessing.com

Built to meet our users' needs for deep, searchable and actionable content, ChemicalProcessing.com combines news, original topical articles, expert advice and carefully chosen product and vendor information to provide comprehensive industry insight and information.

With more than 45,000 unique visitors and more than 115,000 page views per month, ChemicalProcessing.com is a superior marketing tool for suppliers looking to fulfill their e-business initiatives with guaranteed repeat exposure to thousands of chemical professionals around the world!

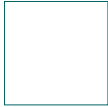
Approximately 45% of Chemical Processing traffic comes from international sources. Website traffic reflects emerging markets and geographical hot spots across the globe.

## Landing Pages

A custom landing page immediately tells your customer you are web savvy. You have taken the first step towards thoughtful, effective permission based marketing.

- Landing pages can be specific to each product and offer you make.
- Landing pages allow you to test, measure, retain and repeat ... quickly.
- You will be generating leads and learning what worked best.

- 45,000 unique monthly visitors on average
- Ad positions available include top leaderboard, large rectangle, button, article embedded text, sponsored product and sponsored link
- Rich Media accepted
- DART and HBX Analytics reports provided



# Chemical Processing Enewsletters

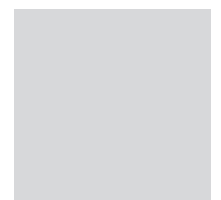
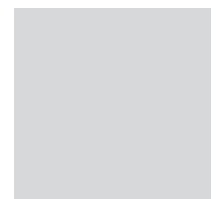
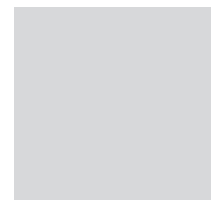
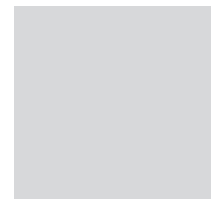
Chemical Processing's e-newsletters contain original topical features, the latest industry news and technical insights, assuring that you get high response rates from your key prospects. With no wasted circulation, our e-newsletters target your message to readers that are responsible for making decisions about your product.

- ChemicalProcessing.com Enewsletter | published monthly
- PowderHandling Insider | published monthly
- FluidHandling Insider | published monthly
- NewProduct Bulletin | published monthly
- CP 50 Insights | published monthly
- Chemical Processing Weekly | published weekly

## Single Sponsor E-newsletters

Your content will be combined with editorial content to give users aggregated information positioning your company as the thought leader on a particular subject. Your company will have exclusive rights to all ad positions, allowing you to drive users to your site, landing page, etc.

- Delivered to a targeted audience of 15,000.
- Plus you have the option to add your own email database to blast.
- Executive Summary report furnished to you including metrics and company name and title



# W

## Webcasts

# Webcasts

Webcasts are not only a highly efficient way to harness the power of the internet to generate qualified leads for your sales team; they also present your company as a leading source for industry insight and actionable content.

The Webcasts package centers on a solution to an identifiable problem or emerging technology in the chemical industry. Chemical Processing's Editor acts as host and moderator. There are a variety of formats that can be used for a successful Webcast. All formats are ones you would see at an in person event but with the ability to touch more people since there is no travel for the attendees and for that matter, for the speakers.

- \* Generate qualified sales leads with higher ROI, backed by measurable results
- Leverage Chemical Processing's well recognized brand to lend unparalleled credibility and reach
- Communicate with your desired audience at a time that is convenient for them



# Sc

## Solution Centers

# Solution Centers

Chemical Processing Solution Centers are designed to combine lead generation with thought-leadership positioning. Solution Centers bring together essential decision-making resources on a specific topic—whitepapers, webcasts, video clips, articles, application notes, etc.—in a microsite on Chemicalprocessing.com.

Reporting for our Solution Center customers goes well beyond impressions, click thrus and open rates. Chemical Processing will provide client partners with demographic information including email addresses, phone numbers and answers to qualifying questions that we develop together.

- Co-brand your message with the brand best known for identifying and tracking chemical industry trends—Chemical Processing
- Ensure a positive “post click experience” by taking your prospect to a page specifically designed for their needs
- Position your company as the thought leader
- Another approach to convincing prospects to “sign up”
- Lead generation and sales lead capture utilizing detailed landing pages which helps build a pipeline of qualified leads.



# Ka

## Keyword Advertising

# Keyword Advertising

ChemicalProcessing.com's contextual Keyword Program allows you to target your ad messaging advertising to chemical industry professionals looking for solutions related to your business and products. Our Web site visitors find and access specific content through internal site search or external search engines, based on using keywords or phrases.

With our Keyword Search Program, visitors will be served your ad messaging when they search using your sponsored key word(s) or whenever they open your keyword-related article, product or white paper on ChemicalProcessing.com. These visitors are searching for specific solutions and are likely to be in a purchasing cycle for your product and service.

- ChemicalProcessing.com site content has been tagged with an extensive range of technology, product and service topics.
- Premium boom box ad positioned directly next to list searched items
- Leaderboard ad located at top keyword-related article, product or white paper on chemicalprocessing.com
- Text ad located within the article adds higher visibility to your marketing message



# Pc

Premium Content

## Premium Content Sponsorship

Chemical Processing's unique premium content sponsorship programs drives traffic to your **White Paper, Case Study, Podcast** etc., guaranteeing you'll receive quality sales leads. Chemical Processing's premium content sponsorship program positions your company as a thought leader and provide an invaluable service to our readers searching for solutions to specific technology or product issues.

With lead generation at the core of our premium content program, we enable you to zero in on the most qualified decision makers while they are engaged in a "research to buy" mode. Every time potential costumers download your premium content you'll be able to get their full contact information.

- Client submitted premium content (white paper, case study, podcast, etc.) to be reviewed and vetted by Chemical Processing editorial staff
- Push promotion for two months to a targeted audience via white paper or multimedia content alert and prominent positions in our e-newsletters and CP.com website
- Archived in multi-media library on ChemicalProcessing.com
- Lead generation and sales lead capture utilizing detailed landing pages which helps build a pipeline of qualified leads.
- You can also include 3-4 sponsor supplied customized questions

# V

Video

## Video Sponsorships

Chemical Processing videos help position vendors as partners for product development projects and provides your potential customers information on emerging market trends and new product technologies.

Your company teams with Chemical Processing and Putman Media to film and produce a custom video on a topic of your choice, or you can sponsor a video that is already planned or submit your own non-promotional video. Videos can include a compelling call-to-action that allows viewers ultimate flexibility in response. Sponsored videos are promoted through Multimedia Alerts and other e-newsletters; the sponsorship is exclusive and enduring for as long as the video is posted.



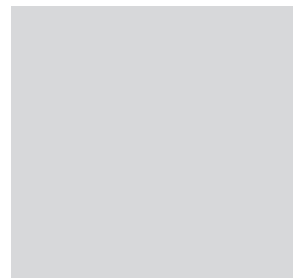
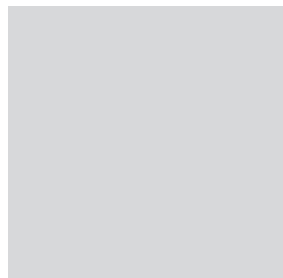
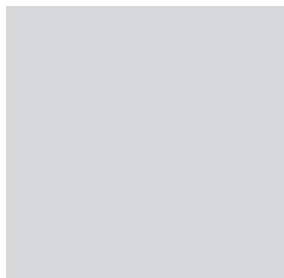
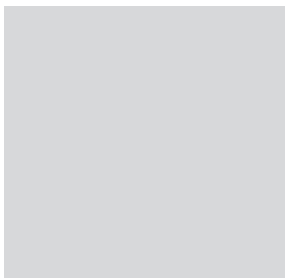
# Fp

Featured Product

## Featured Products

### Package includes:

- Up to 10 products featured in Chemical Processing.com's New Products Resource Center.
- Your boombox ad served on the Chemical Processing.com New Products Resource Center page each time a site visitor accesses your products within the New Products Resource Center.
- One sponsored product included in a Chemical Processing.com e-newsletter.
- One sponsored link within Chemical Processing.com e-newsletter.
- Two ad-lits in Chemical Processing magazine.



# Sr

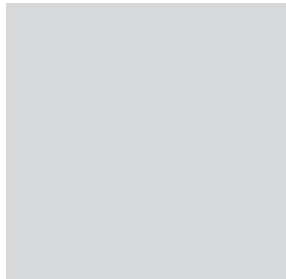
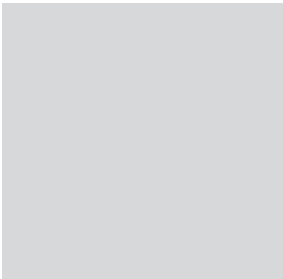
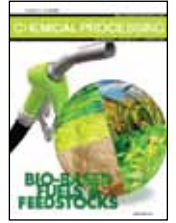
Special Report

## Special Report Sponsorship

Exclusively sponsor a Chemical Processing Special Report on a specific topic, product or application that is relevant to your targeted prospects and raise brand awareness while building a pipeline of qualified sales leads. Chemical Processing Special Report is turnkey and will contain editorial written by well-known industry experts.

- Topic specific to your products, applications or expertise

- Turnkey solution - Chemical Processing creates and publishes the Special Report
- Special Report is e-mailed to targeted subscriber database
- Extensive promotion to a targeted audience via multimedia alerts and prominent positions in our e-newsletters and CP.com website
- Archived in multi-media library on ChemicalProcessing.com
- Lead generation and sales lead capture utilizing detailed landing pages which helps build a pipeline of qualified leads.



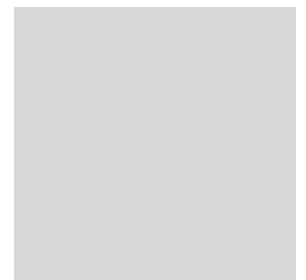
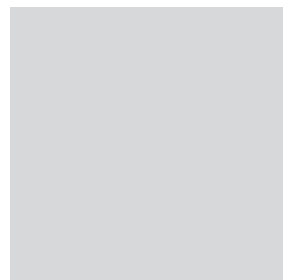
# Dc

Driving Campaign

## Stampede Traffic Driving Campaign

You're continually investing in your website and you need to drive traffic to build a steady flow of prospects and existing customers. You need to create a traffic stampede.

- Extensive traffic driver promotion utilizing various online products directing traffic to your website
- Website advertising utilizing various ad positions
- E-Newsletter text ads to drive traffic
- Content alert promotions targeted to appropriate audience
- Report metrics provided



# Da

Display Advertising

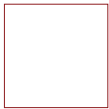
## HTML Display Advertising Program

- Guaranteed exposure to the chemical community for your HTML ad message
- Push promotion to a targeted audience via a HTML e-blast
- Promote product catalogs, upcoming events, training programs and other content
- Lead generation through landing pages helps build a pipeline of qualified leads



## Cs Cartoon Sponsorship

# Cartoon, Search Box and Reader Poll Sponsorship



- Continuous branding
- Exclusive single sponsorship of the Comical Processing Cartoon, Search Box, and Reader Poll
- Sponsor ad messaging will be highlighted with in the Reader Poll above the Comical Processing Cartoon or below the Search Box
- Links back to your home page or specific product or application URL



## Ae Ask the Expert

# Ask the Expert Sponsorship

Ask the Experts has become a valuable resource for chemical industry professionals looking for solutions. Chemical Processing's leading panel of experts answer and solve questions submitted by readers, which are then posted for all readers to see.



This is a great opportunity to intuitively associate your brand with the leading experts in the chemical processing industry.... as our readers are searching for targeted solutions. This powerful branding opportunity enables your company to position your expertise and technology as the industry leader.

Exclusive sponsorship includes a roadblock of the Ask the Expert product category of your choice and rotating sponsorship on the Ask the Expert home page.



# Client services included with digital programs



- Client success manager and or digital manager assigned
- Monthly client service reporting of metrics, leads and recommendations as required
- Ad and or landing page creative available as required

FOR MORE INFORMATION, PLEASE CONTACT:

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