Global awareness!

With our on-line advertising

Urethanes TECHNOLOGY INTERNATIONAL

EUROPEAN RubberJournal

The following rates apply to both *European Rubber Journal* and *Urethanes Technology International*. If you wish to advertise on both sites then there will be a 10% discount on prices shown.

The two web-sites are:
www.europeanrubberjournal.com
www.urethanestechnologyinternational.com

BANNER ADS

On each publications' web-site we carry two banner ads. Their sizes are either 468 pixels by 60 pixels or 320 pixels by 60 pixels.

The cost per site for 468 pixels by 60 pixels is:

12 months contract	2080 Pounds Sterling
6 months contract	1092 Pounds Sterling
1 Month contract	208 Pounds Sterling

The cost per site for 320 pixels by 60 pixels is:

12 months contract	1768 Pounds Sterling
6 months contract	936 Pounds Sterling
1 month contract	182 Pounds Sterling

MATERIAL REQUIRED
Banners can be .gif or .jpg. Max 100k in size. 468pixels x 60pixels. Dpi not applicable for screen. We can accept .swf flash banners (same size as above) but the following applies:
Animations must stay within the bounds of the 468x 60 banner.
Max 100k.
They must use the standard 'clicktag'.
Flash banners can only go on the website not in the mailing, any mailing containing a flash banner would get blocked.

HOTLINKS

Hotlinks consist of the company's logo and contact details only and are hotlinked to the advertising company's main web-site.

The size will be 320 pixels by 60 pixels.

The cost per site is:

12 month contract	1144 Pounds Sterling
6 months contract	624 Pounds Sterling
1 month contract	136 Pounds Sterling

RECRUITMENT ADVERTISEMENTS

These advertisements will run free on the web-site if linked to a display advertisement in the hard copy of the publication.

If it is not linked then there will be a cost of 780 Pounds for one months advertising per site.

DAILY E-MAIL NEWSLETTER

Both *European Rubber Journal* and *Urethanes Technology International* produce electronic newsletters.
These are sent to over 10,000 email addresses and are widely read by senior executives involved in these two industries.
They carry the very latest stories that impact on the European polymer industries, and so they are a must-read newsletter for these executives.

Banner advertisement are 468 by 60 pixels and positioned between these stories which generate high levels of readership.

The cost per publication newsletter is:

12 months contract	5720 Pounds Sterling
6 months contract	3640 Pounds Sterling
1 month contract	832 pounds Sterling

If you book both publications there is a 10% discount

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