

AIChE® SmartBrief

2010 Media Kit

Launched in the spring of 2009, AIChE SmartBrief has quickly grown to become one of the most trusted news resources for chemical engineering professionals.



Surpassing 18,800 subscribers in June 2010, this weekly e-newsletter has more than 94,163 impressions during an average month. Of those readers, more than 28 percent open AIChE SmartBrief every week, and 11 percent click through on a story.

AIChE SmartBrief is a fast growing weekly briefing of news and information specifically targeted to chemical engineering professionals. Each Tuesday, AIChE SmartBrief delivers the top news stories via e-mail to AIChE's high level membership. We deliver the news our readers need to stay abreast of industry news, breaking stories and hot topics. And, in doing so, we offer advertisers the idea vehicle to reach this community in a branded, highly trusted news environment.

Advertising Overview

AIChE SmartBrief is a premier destination for business-to-business advertising because:

Advertising in AIChE SmartBrief provides your company with exceptional market exposure:

- Because our e-briefings are sent by e-mail, we deliver your message straight to the desktops of our readers.

We offer unparalleled campaign reporting:

- Your customized reports will include total clickthroughs to your Web site, as well as the name of every company and title of every person who clicks on your ad.

What is AIChE SmartBrief?

- An opt-in, weekly e-mail newsletter read by 18,800 engaged chemical engineering professionals.
- A concise, comprehensive briefing of the day's top chemistry-related news stories, delivered every Tuesday.

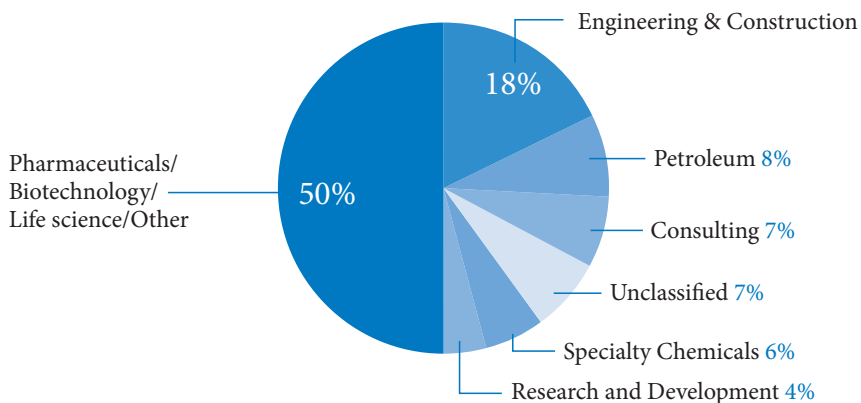
Praise for AIChE SmartBrief

Here's what SmartBrief subscribers are saying about our publications...

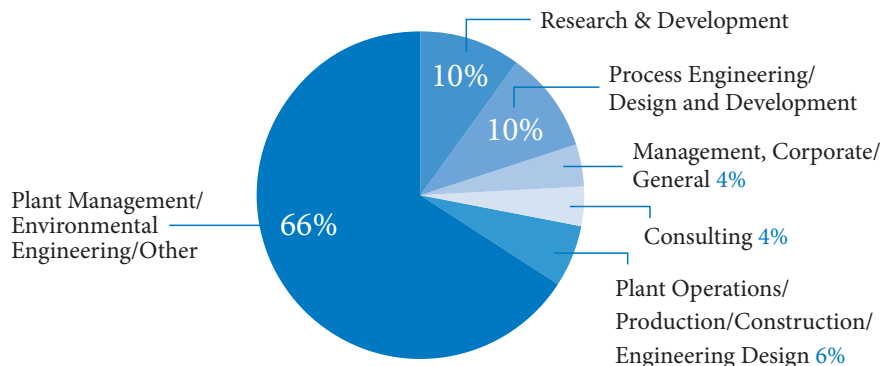
"It's about more than just awareness building. It has had a definite impact on how I do business. The information is so timely and far reaching that it helps me to think about innovation and development going forward."

– CEO

Readers by Company Type



Readers by Job Function



18,800

Subscribers

**E-mail Newsletter
Published Weekly**

AIChE SmartBrief reaches key contacts at the following institutions:

- ExxonMobil
- DUPONT
- BP
- KBR
- The Dow Chemical Company
- ConocoPhillips
- Dow Chemical
- Chevron
- FM Global
- BASF
- LyondellBasell
- Unemployed
- UOP
- Eastman Chemical Company
- Fluor
- Jacobs Engineering
- University of Michigan
- Jacobs
- Auburn University
- CH2M HILL
- UOP LLC
- Honeywell
- Shell
- UCLA
- Universidad de Los Andes

The screenshot displays the AIChE SmartBrief website interface. At the top, there is a banner for Merck with the text "BE PART OF OUR STORY" and the Merck logo. Below this, the date "JUNE 1, 2010" is shown along with navigation links: "SIGN UP", "FORWARD", "ARCHIVE", and "ADVERTISE". The main header features the "AIChE SmartBrief" logo and a sub-header: "Business and technology news exclusively for chemical engineers".

The content is organized into several sections:

- Business Update:** Sponsored by AdvantaPure. It includes two news items:
 - Fitch Ratings gives "stable" outlook for Dow Chemical:** Fitch Ratings Service improved its forecast of Dow Chemical from "negative" to "stable," as it expects recovering product demand to continue past this year. Fitch has attributed Dow's recovery to strong sales in the Asian and Latin American markets. Includes a share link to Bloomberg Businessweek/The Associated Press (5/27).
 - FDA panel recommends approval of Theratechnologies' tesamorelin:** Theratechnologies got the unanimous endorsement of an FDA panel for tesamorelin, a drug that reduces abdominal fat in HIV patients. The FDA is scheduled to issue an approval decision by July 27. Includes a share link to Reuters (5/27).
- Chemical Technology News:** Sponsored by ChemSW. It includes:
 - Silicon dot may take leap into quantum computing:** Quantum researchers in Australia report the development of a computer chip 10 times smaller than ones used today, marking the first time the placement and behavior of single atoms within a transistor were controlled. Includes a share link to The Age (Melbourne, Australia) (5/24).
 - WHITE PAPER: Best Practices for Chemical Inventory Management:** A white paper detailing operational excellence & risk mitigation. Key points include:
 - Identify & optimize critical inventory system components
 - Optimize chemical safety & inventory data
 - Automate Tier2, Fire Code, GHS reporting
 - Address regulatory requirements
- Energy, Sustainability & Safety:** It includes:
 - Gulf rig disaster may prompt an increase in regulation:** The Gulf of Mexico oil-rig incident is expected to result in changes in risk management, according to a roundtable discussion last week co-organized by Shell Chemicals. Includes a share link to ICIS News (U.K.)/Chemicals and the Economy blog (5/15).
- Biological Engineering & Pharmaceuticals:** It includes:
 - Analysis uncovers 7 gene mutations linked to rheumatoid arthritis:** Researchers who analyzed six studies involving 5,539 European patients identified seven gene variants that appear to play a role in causing rheumatoid arthritis. Includes a share link to Reuters (5/9).

Leaderboard

Establish prominent branding in front of your target audience. Position your company at the very top of the e-briefing.

SPECS:

- Banner size: 728 x 90 pixels.
- File: 120k maximum; .gif or .jpeg; no limits on animation.
- As a best practice for Outlook 2007, please include descriptive information in your first banner frame.

News Section Sponsorship

AIChE SmartBrief Sections:

SPONSORSHIP LOGO SPECS:

- Image size: 160 x 45 pixels.
- File: 30k maximum; .gif or .jpeg; no limits on animation.
- Image is "clickable" and links to the same page as your text ad.

OUTLINE TEXT SPECS:

- Headline: 50 characters, excluding spaces.
- Text copy: 300 characters maximum, excluding spaces.
- Text includes a link to any page on your Web site.
- Sponsorship logo (above) is required.

Sponsorship Details:

- Sponsors will be provided with regular campaign reports detailing the total clickthroughs to their Web site, as well as the companies and titles of the readers who click on their ads.
- “Leaderboard” and “News Section Sponsorship” ads are purchased on a per-issue (per-day) basis.
- AIChE can work with you to provide special deals and offers for advertising in multiple e-briefings.

Ad Rates

	1-4 issues	5-8 issues
“Leaderboard” Banner Ad	\$2,000/issue	\$1,800/issue
“Business Update” News Section Sponsorship	\$1,750/issue	\$1,575/issue
“Chemical Technology News” News Section Sponsorship	\$1,500/issue	\$1,350/issue
“Energy, Sustainability & Safety” News Section Sponsorship	\$1,500/issue	\$1,350/issue
“Biological Engineering & Pharmaceuticals” News Section Sponsorship	\$1,500/issue	\$1,350/issue
“Materials & Nanotechnology” News Section Sponsorship	\$1,500/issue	\$1,350/issue
“Education & Government Update” News Section Sponsorship	\$1,500/issue	\$1,350/issue
“Career Focus” News Section Sponsorship	\$1,500/issue	\$1,350/issue
“Institute News” News Section Sponsorship	\$1,500/issue	\$1,350/issue

Call us today to learn more and reserve your space!

For information about advertising opportunities, please contact us.

PRODUCT AND SERVICE ADS, SPONSORSHIPS & EXHIBITS:

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RECRUITMENT ADS & CAREER FAIRS:

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