



ChemLinked (Food Portal)

ChemLinked- **AD Pack 2022**



News



Alert



Translation



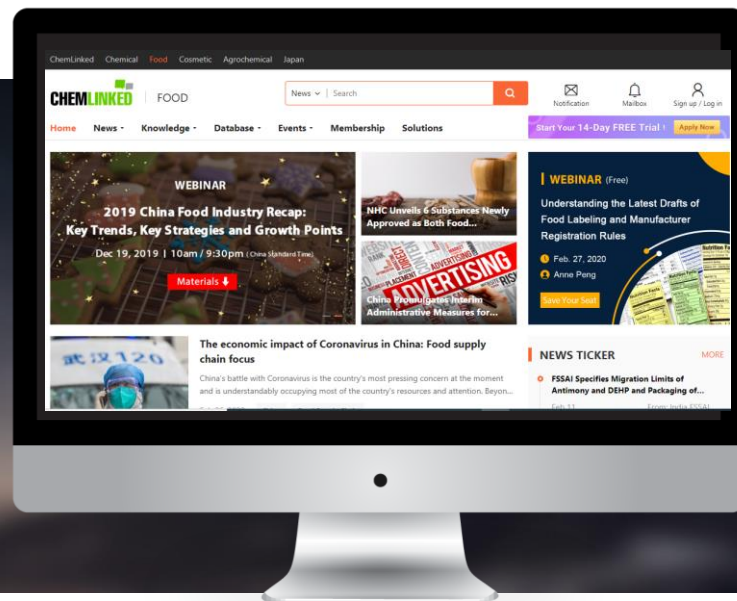
Knowledge base



Training course



Database



One division of ChemLinked (2012), a **Membership Based Website**

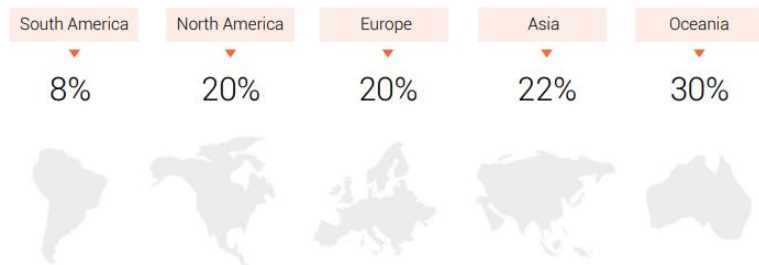
Provide over **55,000** professionals with unique **Food & Beverages regulatory updates** in Asia Pacific Region

Direct traffic to your **website, event or product** by advertising with ChemLinked to be reach audiences who matter

Our Readers

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Where are they based?



Who are they:

- Business managing directors
- Importers and exporters
- Regulatory affairs managers & directors
- Quality assurance managers & directors
- R&D managers & directors
- Policy & regulation makers
- Lawyers & consultants
- Academic researchers

Interested areas:

Market access	Infant formula
Custom clearance	Dairy product
Retail, CBEC	Health food
Packaging	Food additive
Supply chain	Beverage
Branding	Wine
Public relations	Meat
Web design	FCM

A glance of premium members:



22,000+

Newsletter subscribers

100,000+

Page view per month

95%

Membership Renew Rate

Why Advertise with Us?

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Target audience:

International enterprises, government bodies, NGOs and hundreds of small and medium sized enterprises from food industry.

Impressive web traffic:

Our readers view ChemLinked as a trusted source of timely information and frequently visit which converts to more high quality in-bounds leads for you.

Flexible solutions:

From banners, e-publications to sponsored webinars, we have advertising options to suit every business.

Cost-effective packages:

Incredible value for money with adverts price starting from \$500.



Testimonials

General Manager
I selected ChemLinked database, as the information is very fresh and clear, highly visible and easy to operate. Thanks for this database, we can catch Chinese regulatory trend at very early stage in English.
SHISEIDO
GINZA TOKYO

Scientific Leader
I am so glad to have the opportunity using ChemLinked premium membership. Due to this, we are very well informed, what's going on the Chinese and Asian market.
HiPP

General Manager
Your service provides excellent service and great value. I recommend your website and services to our many packaging suppliers.
Fonterra

Who can benefit most from our AD service?

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Our service provider membership presents the chance for both large and small companies to connect with international audience. Organizations that can benefit from sponsorship include:



Ingredient Suppliers

Showcase your product highlights, R&D innovations, etc. to attract more downstream manufacturers to purchase your products.



OEM/ODM Manufacturers

Showcase your service capabilities to attract more business partnerships and build your online presence.



Packaging and Equipment Manufacturers

Demonstrate how you can assist food companies with high-quality services to attract potential customers for your industrial business.



Consultants and Legal Firms

Demonstrate how you can help food companies stay compliant and resolve potential regulatory risks.



Software Providers

Present your IT and software solutions, conduct demonstrations from your stand, and lead your own dedicated workshop.



Laboratories

Promote your testing services and capabilities to targeted audience of regulatory and product safety professionals.

Online Advertising

ChemLinked- AD Pack 2022

1. BANNER ADVERTISING

In either premium or regular positions on our website

2. E-PUBLICATION ADVERTISING

In ChemLinked Cosmetic annual report

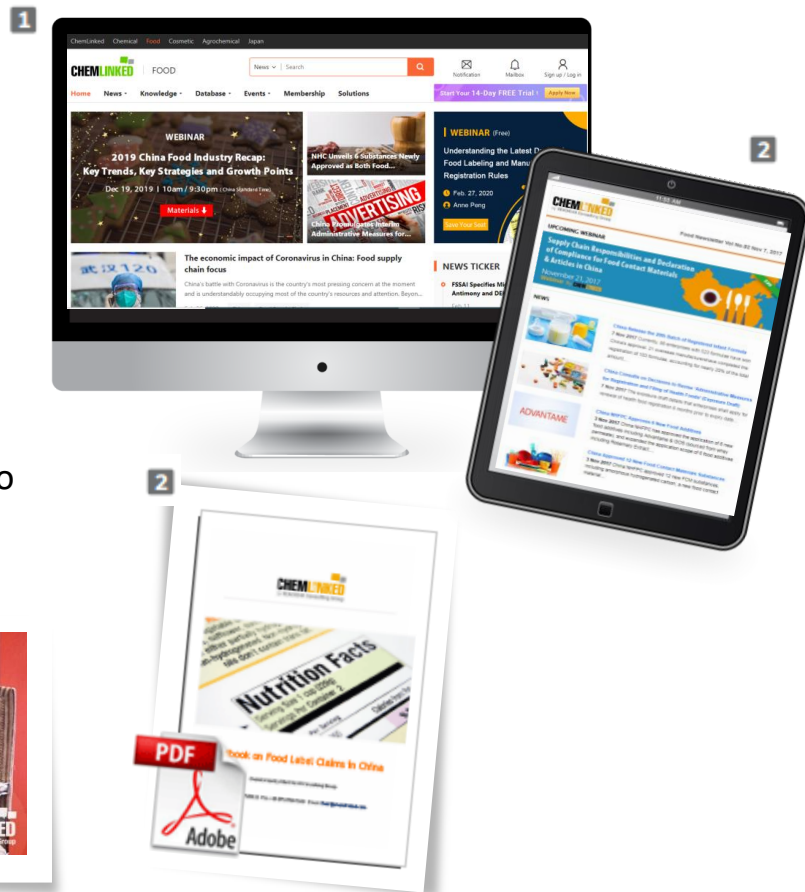
3. MASS MAILING ADVERTISING

In mass mailing to 20,000+ subscribers in your target industry

4. WEBINAR MARKETING CAMPAIGN

Include keynote speaker opportunity, full event cycle promotion to ensure the webinar involvement

We can help you reach more than 50,000+ potential customers



1. Banner Advertising

Using our banner ad package you can directly add hyperlinks to your website, event or product for additional traffic. Popular columns available such as **homepage**, **news**, **regulatory analysis**, **market insight**, enabling you to engage with your target audience.

Rates - Home Page (20% of Total Page Views in 2021)

Position	Size	Price (1 Months)	Price (3 months)
A (carousel)	530*300	\$600	\$1,400
B	350*300	\$1200	\$2,800
C or D	350*180	\$900	\$2,100
E	810*100	\$400	\$900

Rates - News Detailed Page

The banner will be placed on the right side of each news article

Position	Size	Price (1 Months)	Price (3 month)
Sidebar	340*180	\$600	\$1,400

Rates - Pop-ups

Each user can receive a pop-up alert once opening ChemLinked webpage (up to once a day)

Position	Size	Price (7 days)
Pop-up	750*400	\$500

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The screenshot displays the ChemLinked website homepage. At the top, the ChemLinked logo is visible alongside navigation links: Home, News, Foodpedia, Database, Events, Membership, Combox, Compliance Service, REQUEST A DEMO, and Free Trial. The main content area features several promotional banners and news snippets. On the left, a large banner for 'REGULATORY INFORMATION AND MARKET INTELLIGENCE' with a 'CUSTOMIZED SERVICE' tag is prominent. Below it, a news snippet titled '[Updated] Indonesia Amends the Maximum Limit of Heavy Metal Contaminants in Processed Food' is shown. To the right, there's a 'MONTHLY RECAP' banner for 'Asia Pacific Food Regulation Dynamics, 2020-2022'. Further right, a 'TRAINING COURSE' banner for 'ULTIMATE GUIDE: China's GA Overseas Food Manufacturer Registration' is displayed. Below these, a 'HOT TOPICS' section highlights 'All You Should Know About GACC Decree No. 248: Provisions for...'. At the bottom, a 'DEMO' banner encourages users to 'Want More Information? Get a Free Demo Now.' and a 'WEBINARS' section lists upcoming events like 'Regulatory Analysis of European and American Food Contact Material Legislations' and 'HOW TO SELL PET FOOD TO CHINA?'. A sidebar on the right lists 'OFFLINE EVENTS' such as 'ANUFOOD China 2022' and '6th Advances Summit on Food Law - Regulation, Compliance and Litigation'.

Food Portal Home Page: <https://food.chemlinked.com/>

2. E-publication

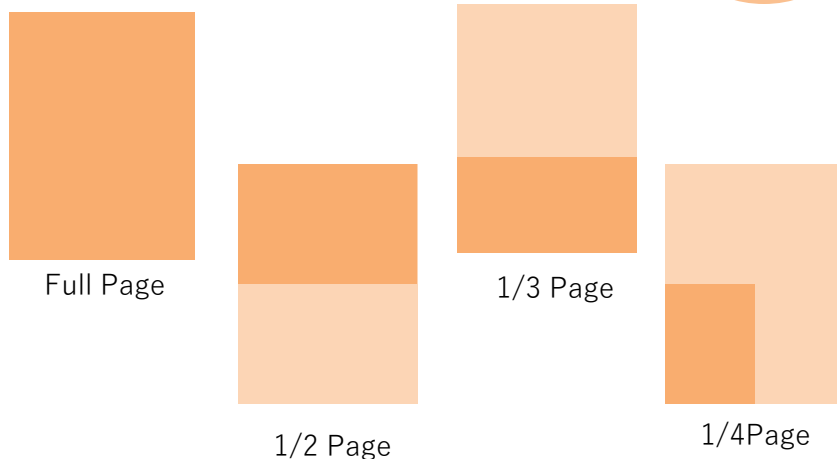
Every year we present regular electronical reports on food marketing access and important regulatory updates in Asia especially China.

Rates - Report

Size	Price
Whole page	\$500
1/2 page	\$400
1/3 page	\$350
1/4 page	\$300



Link: <https://food.chemlinked.com/report>



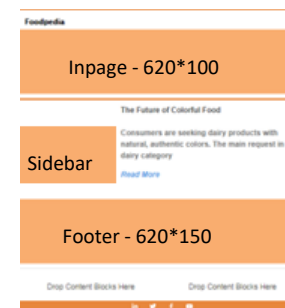
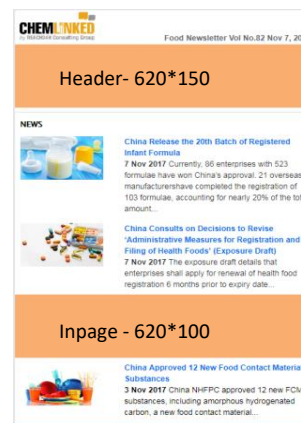
3. Mass Mailing ChemLinked- AD Pack 2022

Our newsletters are published bi-weekly, displaying latest and important Asia regulatory news and information. It is sent out to all 42,000+ readers which will enjoy an impressive reach.

Rates - Newsletter

50,000
Recipients

Position	Banner Size	Price (one-time)	Price (3-time)
Header	620*150	\$500	\$1,200
Inpage	620*100	\$400	\$1,000
Footer	620*150	\$300	\$800
Sidebar	250*140	\$300	\$800
Exclusive Ad E-mail Blast	Full page Customized	\$1200	



Your Ad banner will be placed in our bi-weekly newsletter and link to your target webpage.

Examples:

<https://food.chemlinked.com/epublication/newsletter>

3. Mass mailing -Exclusive Ad E-mail Blast (Recommended)

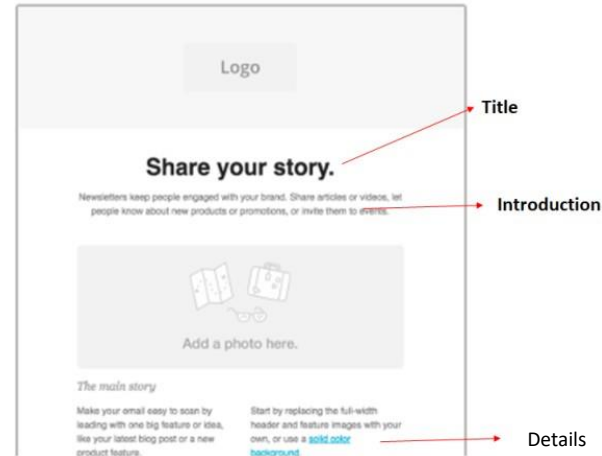
Introduction: This is a customized newsletter which will be sent to all food portal subscribers. This kind of public promotion will have a better media effects because the email content is all about your advertisement. Please see this e-mail example for promotion of an event:

Example: <https://mailchi.mp/chemlinked/special-offer-detailed-analytics-on-competing-products-in-your-category-381440>

Quotation: 1200 USD/one-time

Cooperation process:

1. Please choose an advertising date. We will give recommendations which might have better media effects.
2. You provide us an email blast templates and input that in our EDM system. If you do not have the templates, we can help you design one.
3. We collect the e-mail blast data (open/click rate) 1-2 weeks after advertising and share with you.



4. Webinar Marketing Service

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- **Introduction:**

Webinars are good opportunities to touch your potential clients and warm up your leads for sales. We help you conduct a strategic and well-planned webinar marketing campaign to help you figure about the best way to reach your target audience. You can select topics, pick dates and define your desired audience demographics.

- **Objectives:**

We execute sustained marketing campaigns to put your brand directly in front of our 50,000+ strong industry professionals for up to a year, and you will definitely benefit from impressive web traffic, continuous brand exposure and high-quality business leads (**at least 50 leads**) .

- **Quotation:** start from \$6500/per webinar

- **Our marketing approach:**

PRE-EVENT:

- Social Media Promotion (LinkedIn, Twitter, Wechat Official Account etc.)
- E-mail Mass Mailing
- Website Promotion (banners, pop-ups etc.)
- SEO Optimization
- Exposure on External Media Channels
- Content Review and Language Support
- Webinar Rehearsal



Service brochure download [here](#)



DURING THE EVENT :

- Presentation (30-45 minutes)
- Powerful Conference System Support
- Host's Opening and Assistance

POST EVENT :

- Continuous Promotion for Additional Exposure and Leads
- Feedback and Follow-up
- Output the Participation Report in Time

4. Webinar Marketing Service

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STEP 1

Understand Your Needs

one-on-one service to help you better understand our webinar campaign service and develop a promotion plan

STEP 3

Design Artworks for Multi-scenario Publicity

Our designer will make a series of webinar promotional artworks after the webinar topic and speakers are confirmed. The promotional materials are consist of posters, banners, pop-ups, etc.

STEP 5

Launch the Webinar and Execute Advertising Through Multiple Channels

STEP 7

Final Report :

We will provide a final report containing all information on the execution of the project

STEP 2

Plan and Review your Webinar Content

We will organize a topic selection meeting to help you better set up the webinar content framework. Our editorial team will also assist you in revising and proofreading the webinar promotion materials.

STEP 4

Determine Promotion Schedule, Platforms, and Target Audience

- Determine the promotion process and schedule.
- Screen the target audience from ChemLinked user database according to their profile.
- Determine the proper social media platform for exposure.

STEP 6

Assistance Before the Event:

Providing editorial suggestions for the content and language expression of your script and slides, and arrange a rehearsal before the event

Cooperation Process

Annual advertising service **NEW**

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If you have enough budget, you can choose our annual advertising service, which is more cost-effective. Through sustained marketing campaigns to put your brand directly in front of our 50,000+ strong industry professionals **for up to a year**, and you will definitely benefit from impressive web traffic, continuous brand exposure and high-quality business leads.

	Advertising Benefits	Service Provider Membership		
		Silver \$1980/year	Golden \$9800/year	Platinum \$15800/year
Banner & Logo	Year-round logo exposure on ChemLinked homepage	√	√	√
	Banner exposure on ChemLinked food portal homepage	X	√ 3 months	√ Year-round
E-newsletter	Customized full-page mass mailing to 20,000+ subscribers in your target industry	1 time	2 times	2 times
Annual Report	Logo exposure in ChemLinked annual report (15,000+ audience)	√	√	√
	Half-page advertising and logo exposure in ChemLinked annual report (15,000+ audience)	X	Half-page	Full page
Content Marketing	One-time customized company press release, marketing article, or exclusive interview posted on ChemLinked news page (exposure to 30,000+ audience)	X	X	√
Webinar marketing	Webinar marketing campaign: include keynote speaker opportunity, full event cycle promotion to ensure the webinar involvement	X	1 time	2 times
Social Media	Social media posts on our various channels: LinkedIn, Facebook, Twitter etc.	√	√	√
ChemLinked information knowledge &	One-year ChemLinked basic membership allows you access to up-to-date news, expert artless, webinars etc.	X	√	√
Value-added service	Year-round matchmaking service for your potential clients	√	√ At least 60 leads	√ At least 150 leads
	Advertising Promotion report	√	√	√

Talk to us 



food.chemlinked.com



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