



ChemLinked (Chemical Portal)

ChemLinked- **AD Pack 2022**



News



Alert



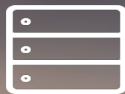
Translation



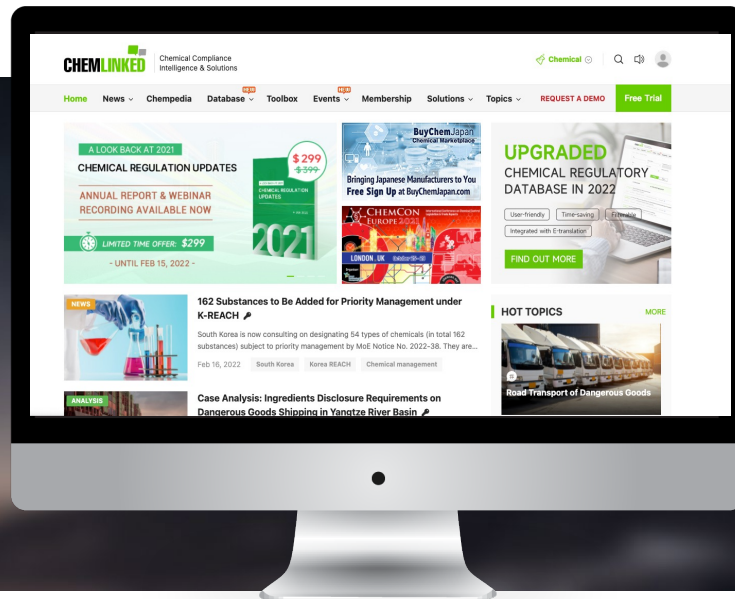
Knowledge base



Training course



Database



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

Provide over **42,000** professionals with unique **chemical regulatory updates** in Asia Pacific Region

Direct traffic to your **website, event or product** by advertising with ChemLinked

Our Readers

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Where are they based?



Who are they:

- Business managing directors
- Regulatory affairs managers & directors
- Product stewardship managers & directors
- R&D managers & directors
- EHS managers & directors
- Policy & regulation makers
- Lawyers & consultants
- Academic researchers
- Engineers

Interested areas:

Market access	Chemical registration
Custom clearance	Global GHS
Retail	Transportation
Packaging	Testing
Supply chain	Environmental protection
Branding	Waste disposal
Public relations	Work safety

A glance of premium members:



50,000+

Newsletter subscribers

130,000+

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 chemical 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 \$200.



Online Advertising

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1 BANNER ADVERTISING

In either premium or regular positions on our website

2 E-PUBLICATION ADVERTISING

In ChemLinked chemical report and bi-weekly newsletters

3 SPONSORSHIP OF WEBINAR/OFFLINE EVENT

Indicate the sponsor on our promotion materials as well as customize the webinar/offline events for the sponsor if he/she wants to be a speaker

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**, **expert analysis**, enabling you to engage with your target audience.

Rates- Home Page (20%ofTotalPageViews in2022)

Position	Size	Price (1 Month)	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 - Column Page (Exclude Homepage)

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

Position	Size	Price (1 Month)	Price (3 Months)
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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ChemLinked Chemical Compliance Intelligence & Solutions

Home News Chempedia Database ChemCheck Events Membership Solutions Topics REQUEST A DEMO Free Trial

SOLUTIONS FOR CARBON NEUTRALITY
Help you calculate and manage your carbon emissions across the entire value chain
▶ Greenhouse Gas Accounting
▶ Carbon Asset Management
▶ Carbon Reduction/Neutrality Strategies
Get Started

Monthly Digest
Asia Pacific Chemical Regulatory Updates
Recap: Chemical Regulatory Updates in Asia-Pacific Region

BE OUR WEBINAR PARTNER
1 Improve Brand Awareness
2 Reach Targeted Audience
3 Generate Business Leads
4 Penetrate New Markets
Find out more... CHEMLINKED

NEWS
Shanghai Pudong MSA Reviews the Management of Dangerous Good Shipping as per Yangtze River Protection...
On April 29, 2022, the Pudong Maritime Safety Administration (MSA), which is the subordinate unit of the Shanghai MSA, held a virtual forum to review the...
May 11, 2022 China China Hazchem Dangerous goods

NEWS
South Korea to Publish WoE Guidelines for All Toxicity Endpoints by 2027
NIER will invest KRW 4.2 billion in five years (2022-2026) in production and verification of alternative data for all existing toxicity endpoints, and publish...
May 10, 2022 South Korea Korea REACH Hazard/risk assessment

NEWS
31 Aug 2022: Deadline for 2021 Annual Report on Safety

DEMO
Want More Information? Get a Free Demo Now.
See how ChemLinked can help and benefit your business. REQUEST A DEMO

WEBINARS

FREE
Regulatory Compliance Strategy for Cosmetic Ingredients Entering China Market
Sessions 1: China's Cosmetic Ingredients Compliance under HEE Order No.12
Sessions 2: China's Cosmetic Ingredients Compliance under CSAR
Jun. 16, 2022 9:00-10:00 p.m.
Ivy Sun, Cindy Hu

FREE WEBINAR
Turkey REACH: KKDIK Registration Progress and Strategy
May 18, 2022 10:00-11:00 a.m. 09:00-10:00 p.m.
Stella Lu

OFFLINE EVENTS

Jun 2022
21st CPPI China 2022
Shanghai New International Expo Ce...

Jun 2022
20th ChemCon Europe 2022
PARK PLAZA LONDON RIVERBANK ...

Mar 2022
29th DIA Europe 2022
Brussels, Belgium or online

Sep 2022
6th ICIF 2022
Shanghai New International Expo Ce...

Aug 2022
22nd AICHEM 2022
Frankfurt am Main, Germany

REPORTS

Chemical Portal Home Page: <https://chemical.chemlinked.com>

2. E-publication Advertising

Every year we present regular electronic periodicals on chemical important regulatory updates in Asia-Pacific region.

Rates - Report

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



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



Full Page



1/2 Page



1/3 Page



1/4Page

3. E-mail Marketing

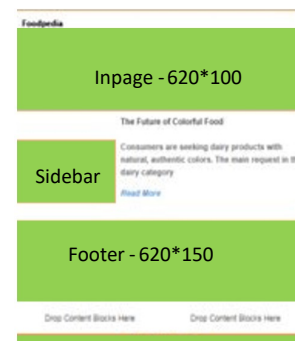
Our newsletters are published bi-weekly, displaying latest and important Asia regulatory news and information. It is sent out to all 42,000+ readers which will enjoy an impressive reach.

Rates-Newsletter

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	



50,000
Recipients



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

Example: <https://chemical.chemlinked.com/epublication/newsletter>

3. E-mail Marketing -Exclusive Ad E-mail Blast (Recommended)

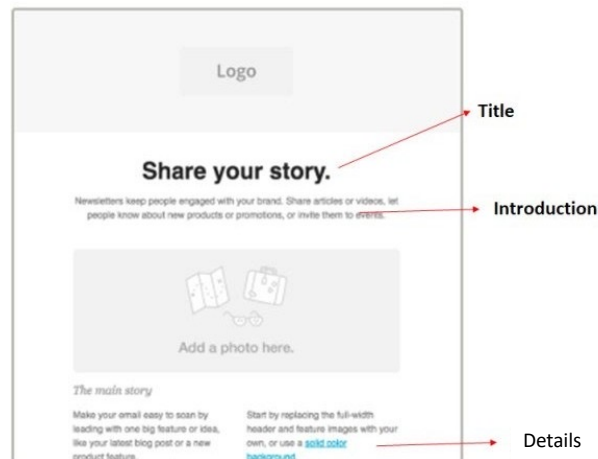
Introduction: This is a customized newsletter which will be sent to all chemical portal subscribers. This kind of public promotion will have a better media effects because the email content is all about your advertisement. Please see this e-mail example for promotion of an event.

Example: <https://mailchi.mp/chemlinked/crac-hcf-2020>

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

- **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 Marketing
- Website Promotion (banners, pop-ups etc.)
- SEO Optimization
- Exposure on External Media Channels
- Content Review and Language Support
- Webinar Rehearsal



Service brochure download [here](#)



LIVE EVENT :

- Speaking Opportunity (60-90 minutes presentation)
- Powerful Conference System
- Hosts and Moderators

POST EVENT :

- Webinar Recording
- Follow-up Emails
- Participation Report

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**

ChemLinked- **AD Pack 2022**

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 chemical 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 



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