



ChemLinked (Food Portal)

ChemLinked- AD Pack 2022



News



Alert



Translation



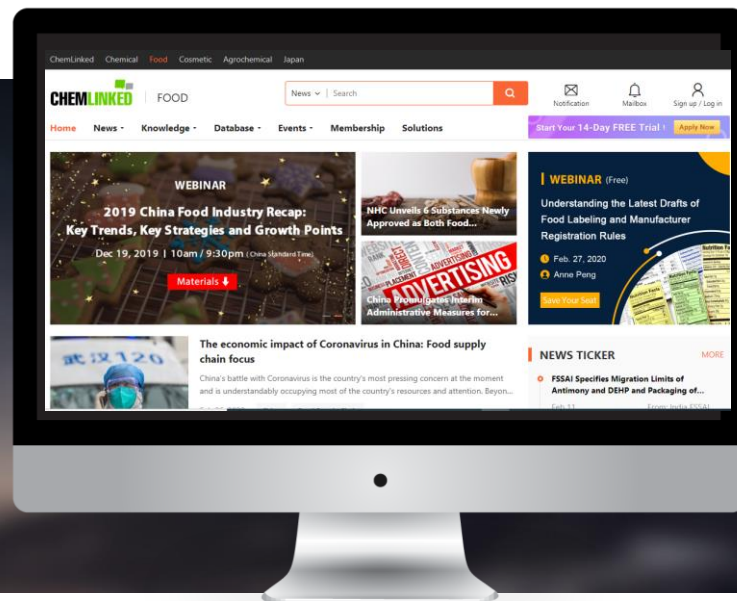
Knowledge base



Training course



Database



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

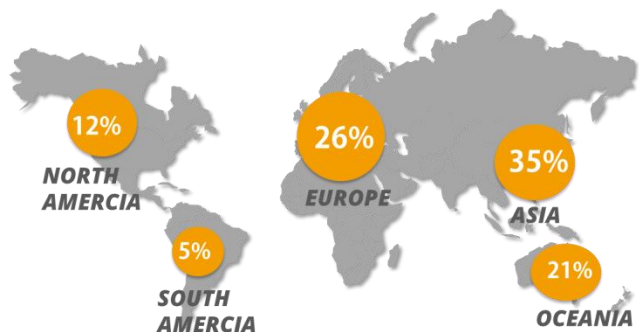
Provide over **55,000** professionals with unique **Food & Beverages regulatory updates** in Asia Pacific Region

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:

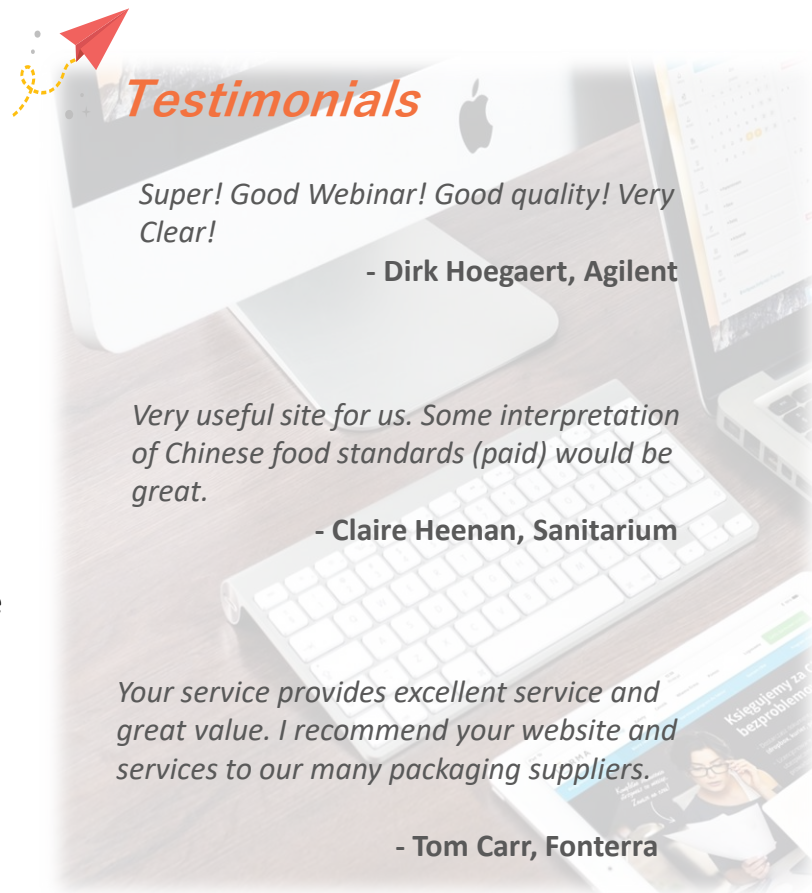
Our readers view ChemLinked as a trusted source of timely information and frequently visit which converts to more high quality in-bounds leads for you.

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 \$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 food report and bi-weekly newsletters

3 SPONSORSHIP OF TRAINING COURSE

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

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



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 2019)

Position	Size	Price (2 Months)	Price (6 month)
A (carousel)	530*300	\$600	\$1,500
B	270*145	\$400	\$1,000
C	1180*100	\$300	\$800

Rates - Column Page (Exclude Homepage)

Position	Size	Price (2 Months)	Price (6 month)
Sidebar	340*138	\$200	\$700

Increase your visibility in target markets and help drive relevant traffic to your own website using our banner advertising packages.

The screenshot displays the ChemLinked Food Portal Home Page. The header includes navigation links for Chemical, Food, Cosmetic, Agrochemical, and Japan, along with a search bar and user options like Notification, Mailbox, and Sign up / Log in. The main content area features several articles and banners:

- WEBINAR:** 2019 China Food Industry Recap: Key Trends, Key Strategies and Growth Points. Dec 19, 2019 | 10am / 9:30pm (China Standard Time).
- NEWS TICKER:** FSSAI Specifies Migration Limits of Antimony and DEHP and Packaging of...; Japan Releases Application Procedures for Adding Fungus Powder into Follow Up Milk.
- REGULATORY DATABASE:** Guidance on Preparing Data for Certification of Health Functional Raw Materials; Enforcement Rule of Food Sanitation Act; Enforcement Rule of Cattle and Beef Traceability Act.
- FOOD-LIST:** China Approved Overseas Manufacturers-Aquatic Products; Catalogue of Substances Traditionally Considered as Both Food and Chinese Medicine; China Approved Overseas Manufacturers-Meat (Meat Production and Processing Enterprises).
- FOODPEDIA:** Health and Medicinal Food Regulation in Malaysia; Malaysia Food Additive Legislative Framework; Food Additive Regulation.

A large banner at the bottom encourages users to "Extend Your Reach and Build Your Brand Awareness With Us" and includes a link to the "AD PACK" section.

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

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

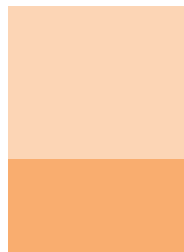
Link: <https://food.chemlinked.com/report>



Full Page



1/2 Page



1/3 Page



1/4Page



10,000
Digital
Downloads

Mass Mailing

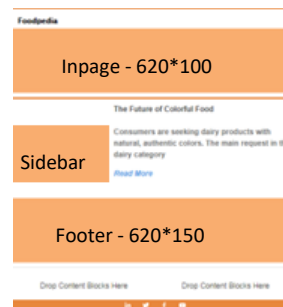
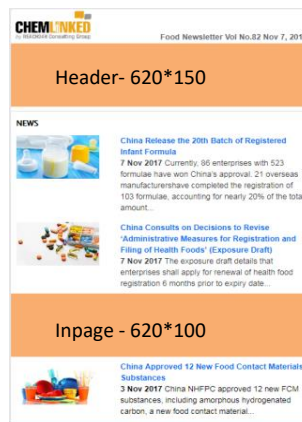
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Our newsletters are published bi-weekly, displaying latest and important Asia regulatory news and information. It is sent out to all 42,000+ readers which will enjoy an impressive reach.

50,000
Recipients

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	One page Customized	\$900	\$2500



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

Examples:

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

E-publication Advertising

-Exclusive Ad E-mail Blast (Recommended)

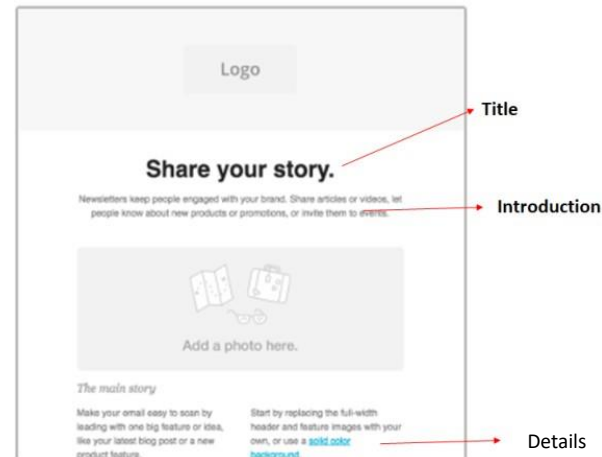
Introduction: This is a customized newsletter which will be sent to all food portal subscribers. This kind of public promotion will have a better media effects because the email content is all about your advertisement. Please see this e-mail example for promotion of an event:

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

Quotation: 900 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.



Sponsorship of Webinar

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We regularly host webinars and online courses covering a diverse range of interesting topics relating to China and Asia Pacific food industry, **regulations, markets and specific product categories.**

Opportunities

1. Webinar/Online Course sponsorship (without speaking opportunity)

- Sponsor indicated on promotion banners placed on high-traffic pages;
- Sponsor indicated on Newsletter (webinar:3 times; online course 1 time) which is sent to 46,000+ recipients from the global food industry
- Digital artwork like promotional video displayed before the webinar starts
- Sponsor indicated on materials like PPT & video.

2. Webinar sponsorship (with speaking opportunity)

Except the above promotion ways, ChemLinked can customize a webinar for the sponsor if he/she wants to be a speaker, on the condition that the webinar content meets the principle that “providing solutions for AP market access” rather than purely concentrating on introduction of company products and services. Besides, all the benefits described in point 1 are still included.



Rates

Sponsorship (without speaking opportunity)	\$1,200
Sponsorship (with speaking opportunity)	Start from \$6000

WEBINAR MARKETING SERVICE

Webinars are good opportunities to touch your potential clients and warm up your leads for sales. But are your webinars resulting in bad numbers of registrations or unqualified leads?

With a strategic and well-planned webinar marketing campaign (*All-round promotion before, during and after the event*), you can see a dramatic increase in sales opportunities. We'll help you figure about the best way to reach your target audience and maximize your brand visibility and exposure.

For more details , please contact Kallen Chen at kallen.chen@chemlinked.com

PRE-EVENT



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

DURING THE EVENT



- Presentation (40-60 minutes)
- Powerful Conference System Support
- Host's Opening and Assistance

POST EVENT



- Continuous Promotion for Additional Exposure and Leads
- Feedback and Follow-up

Talk to us 



food.chemlinked.com



contact@chemlinked.com



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