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# 2023

# PROSPECTOR<sup>®</sup>

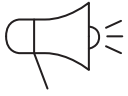
# media kit

UL Prospector<sup>®</sup> is the leader in connecting raw material suppliers and manufacturers



Safety. Science. Transformation.™

# Reach your audience



Reach **110,000+** companies in **175+** countries



More than **1 million** visits each month make Prospector the leader in web traffic and visibility



Over **51 million** pageviews make Prospector the leader in website engagement



Average of **400+** registrations per webinar makes Prospector the leader in content engagement



Prospector **leads the way** for digital newsletter subscriptions and engagement



Subscriber highlights: **119,000+** in Plastics, **62,000+** in Personal Care and Cosmetics, **44,000+** in Paints and Coatings

## INDUSTRIES



PERSONAL CARE AND COSMETICS



PLASTICS



PLASTICS ADDITIVES



PAINTS AND COATINGS



GRAPHIC ARTS AND INKS



FOOD, BEVERAGE AND NUTRITION



HOUSEHOLD AND INDUSTRIAL CLEANERS

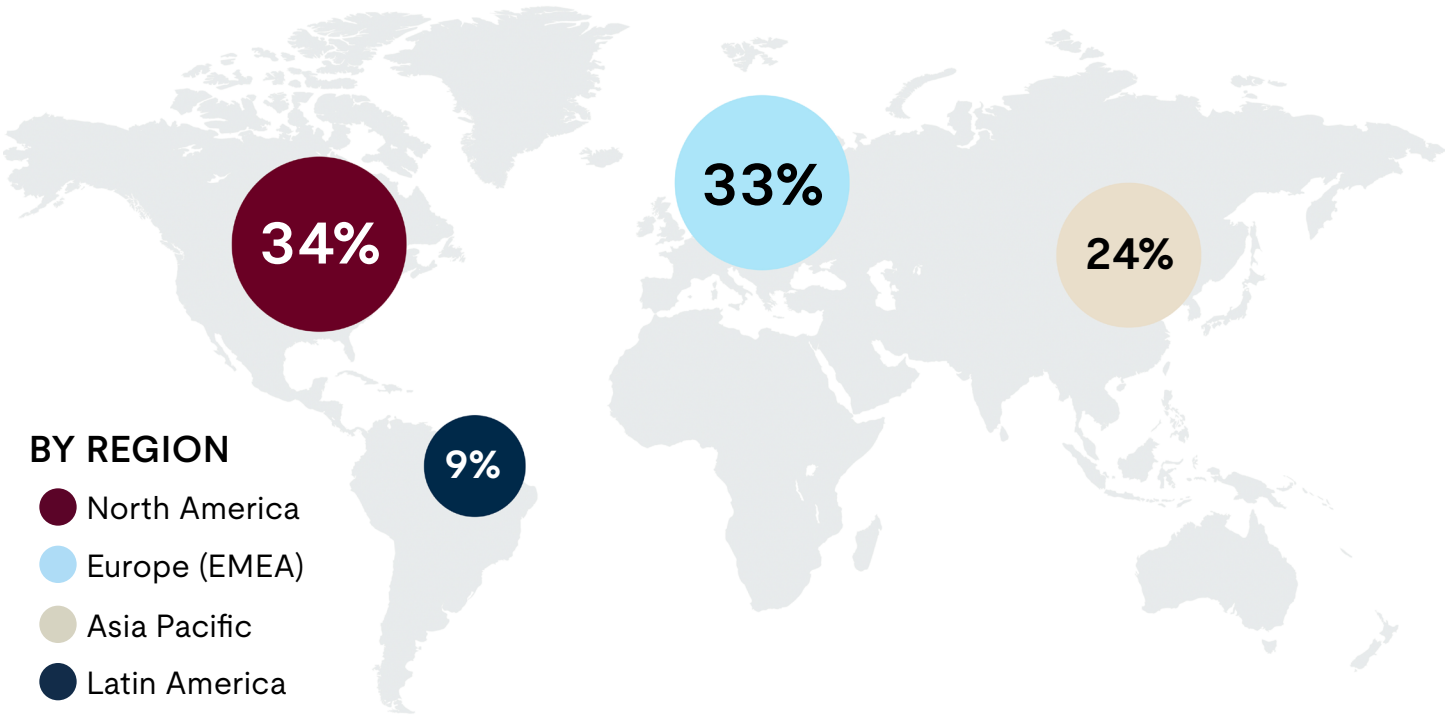


METALS

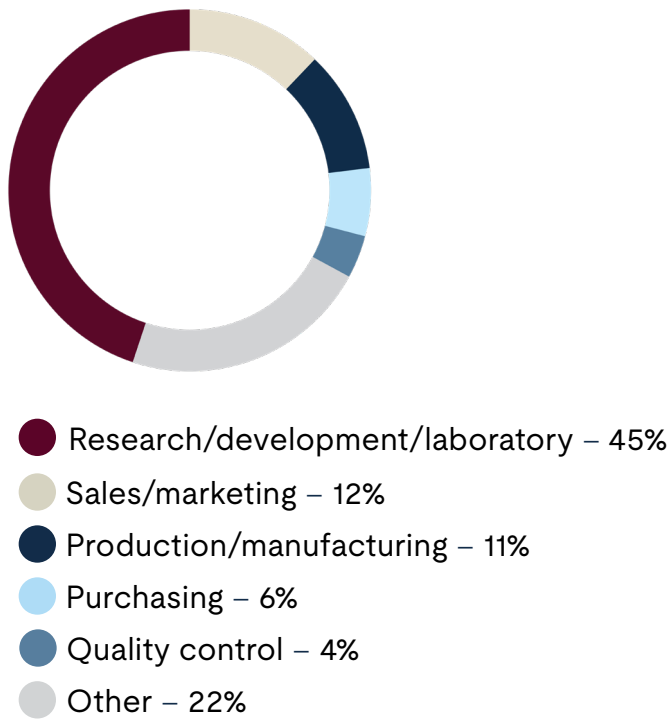


LUBRICANTS AND METALWORKING FLUID

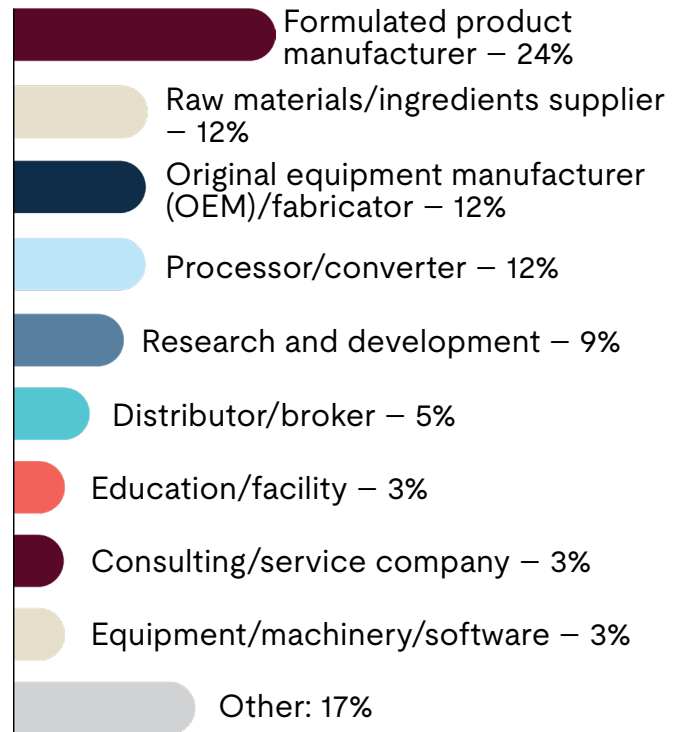
# Target the Prospector audience



## BY JOB FUNCTION



## BY COMPANY



# Advertise with Prospector



Our client success managers can help you pick the media options and packages best for your goals and budget. Whether your goal is brand awareness, driving traffic to your listings, a new product launch or something else, our team is here to help you be successful.

- Product announcements
- Sponsored articles
- Advertisements

- Targeted email
- Newsletter alerts
- Registration page
- Follow-up email



Send an email with solely your content or message to your target audience.

Promote your products on ULProspector.com

- On-site ads
- Sponsored search results
- Supplier branded pages

**CONTACT US**



[Contact us to reserve your media placement or to learn more.](#)

# Reporting and insights

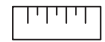


Prospector digital media provides marketing tools to meet your goals. Receive actionable insight to refine and optimize results.

[See examples of media reports and insights.](#)



## ACTIONABLE INSIGHTS



## SPECS AND GUIDELINES

		ACTIONABLE INSIGHTS	SPECS AND GUIDELINES
WEBINARS	Live webinar package	Registration and attendee report	<a href="#">7</a>
EMAIL	Targeted email sends	Click and activity report	<a href="#">8</a>
NEWSLETTER ADVERTISING	Leaderboard	Click and activity report	<a href="#">9</a>
	Spotlight ad	Click and activity report	<a href="#">10</a>
	Sponsored article	Click and activity report	<a href="#">11</a>
	Showcase ad	Click and activity report	<a href="#">12</a>
	Enhanced product announcement	Click and activity report	<a href="#">12</a>
ON-SITE ADVERTISING	Skyscraper banner ad	Click report	<a href="#">13</a>
	Sponsored search result	—	<a href="#">13</a>
	Featured product	Quarterly report (plastics only)	<a href="#">13</a>
	Supplier branded pages	Activity report	<a href="#">13</a>
	Where to buy	Activity report	<a href="#">14</a>

# Digital media guidelines, specs and reporting



Use these guidelines when preparing and submitting materials for your digital media placements. Please submit all materials listed in the materials submission requirements section on or before the materials deadline to guarantee our media run date.

## DIGITAL MEDIA PROCESS

- Media cannot be scheduled until a signed statement of work (SOW) has been received.
- After the signed SOW is received, a digital media coordinator will reach out to review media scheduling requirements.
- For digital media purchases, please be aware that advertisements may not contain offensive content and must meet truth-in-advertising laws outlined by the Federal Trade Commission (FTC).
- Media reports and insights will be provided upon completion of each media run date. The type of metrics available are determined by the type of media. [See examples of media reports.](#)

## IMAGE FILES

- Animated GIFs are accepted.
- Images within Word documents or PowerPoints will not be accepted. Images must be sent separately in one of the following formats: JPG, PNG, TIFF, PSD or AI.

## HTML FILES

- CSS must be inline styling.
- HTML must be formatted in tables.
- No embedded forms or scripting.
- All image files must be provided to Prospector for linking.
- Linked background images are not recommended.

## CREATIVE FEES

- Media rates apply per submitted ads' specifications.
- Creative ad development is \$800 (USD) per ad, including up to three rounds of revisions.
- Additional edits or revisions will be billed in 30-minute increments at \$100 (USD) per hour.

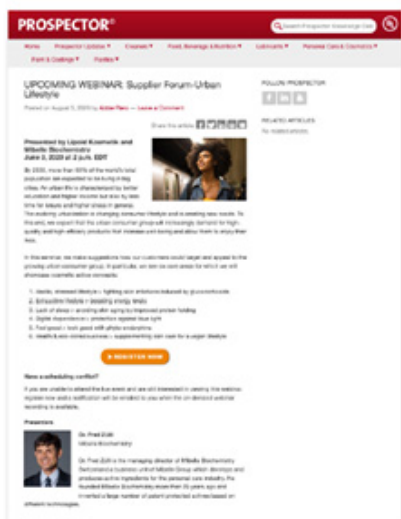
# Live webinar package



Present your content, and the Prospector team will do the rest! Webinar packages include a registration page, promotion through email and a webinar alert, as well as a follow-up email to your targeted audience.

**AVERAGE NO. OF REGISTRANTS | 400+**

**AVERAGE PARTICIPATION RATE | 50%**



Knowledge Center page



Targeted email

### MATERIAL SUBMISSION REQUIREMENTS

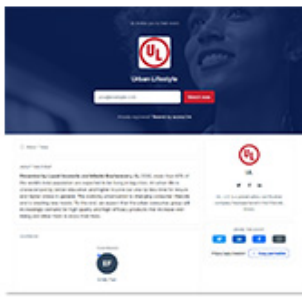
- Content is due six weeks before media run date.
- Presentations must be in PDF.
- A practice session is required. Three potential dates for the practice session must be provided.
- Registration page – Webinar title, date and time with timezone (within the hours of 8 a.m. to 8 p.m. EST), webinar summary or description (up to 300 words), speaker name, biography and image, a 300 x 200 px and a 510 x 510 px promotional image for registration page and thumbnail (company logo also an option), up to three questions for webinar registration form.
- Targeted email – One promotional image, 640 x 200 px.
- Webinar alert – Shortened webinar description, up to 250 characters with spaces, a logo 100 x 100 px.
- Platform banner – One promotional image for webinar platform page, 1600 x 600 px.



Webinar alert



Webinar follow-up email



Registration page

- ### BEST PRACTICES
- The webinar package includes a registration page, a webinar targeted email and a webinar alert. Prospector will build these materials exactly as shown using the information you provide.
  - Select a colorful image to promote your webinar's content.
  - Select the same or complementary background images for all promotional webinar assets to keep branding consistent across media items.
  - To help with promotion, include bullet points of the key learnings from your webinar.
  - Include up to three questions for attendees.

\*Live webinars will only take place in English



[Contact us to reserve your media placement or to learn more.](#)





# Targeted email



Select your target audience from the qualified Prospector member base. Segmentation criteria include industry, geography, job title, business type and more.

AVERAGE  
OPEN RATE

23%

AVERAGE  
CLICK-TO-OPEN  
RATE

9%

## MATERIAL SUBMISSION REQUIREMENTS

- Content due two weeks before media run date.
- One 600 x 800 px HTML file (do not use embedded forms or scripting).
- CSS must be inline styling.
- All images as separate files.
- Email subject line.
- Completed selection criteria form.

## BEST PRACTICES

- Prospector places the HTML inside the Prospector header and footer as shown.
- Display the logo clearly and prominently.
- Keep the layout clean and simple with minimal text or bullet points.
- Include an explicit call to action and use images to draw attention to it.
- Link to the product profile page on ULProspector.com for best results.
- Underline and bold all links.

## TARGETED EMAIL EXAMPLE

Prospector® is pleased to provide information on the following products and services. | [View In Browser](#)



### Resolve Your Challenging Foam Control Situations

Uncontrolled foaming issues can limit your productivity while formulating new products that attend new market needs, such as added sugar reduction or gluten- and GMO-free products. Dow's [foam-control solutions](#) can help you eliminate undesired foam safely and cost-effectively in all stages of food production, processing and packaging.



**Additional advantages of Dow silicone antifoams vs. organic antifoams:**

- Broad application range
- Effective at lower dosage rates
- Longer lasting
- Reduced cost-in-use
- Less reactive in foaming medium
- Fewer compatibility problems
- Odorless and tasteless
- FDA Regulation 21 CFR 173.340 compliance

[See How Silicone Antifoams Work](#)

Ready to learn more?  
[Visit our product portfolio page >](#)

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[View all Dow Products on Prospector](#) | [Contact Dow](#) | [Request Sample](#)

[Unsubscribe](#) | [About Us](#) | [Contact Us](#) | [Privacy Policy](#)

**Americas:** 7930 Santa Fe, Overland Park, Kansas, 66204, USA  
**Asia Pacific:** 38F, CIRCUS Plaza, 388 West Nanjing Road, Shanghai 200003, China  
**Europe:** Admiral – Rosendahl – Strasse 9 63263 Neu-Isenburg (Zeppelinheim) Germany

UL and the UL logo are trademarks of UL LLC © ##[F][T][%Y][[DATETIME]]##





# Newsletter advertising



Promote your products in our industry-leading newsletters. Ad formats are tailored to meet your advertising needs, and sponsored articles can position your company as a thought leader.

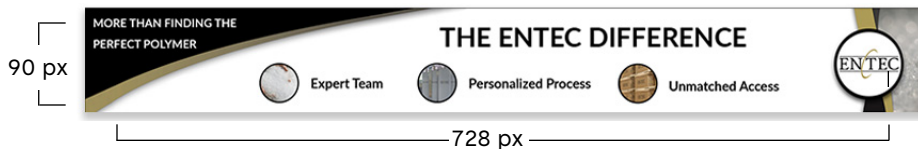
**AVERAGE OPEN RATE** | **28%**

### SUBSCRIBERS BY INDUSTRY

- Plastics – **119,000+**
- Personal care and cosmetics – **62,000+**
- Paints and coatings – **44,000+**
- Food and beverage – **18,000+**
- Household institutional and industrial cleaners – **11,000+**

\*Please reference the markers on the newsletter example for the approximate placement of ad types below.

## A Leaderboard

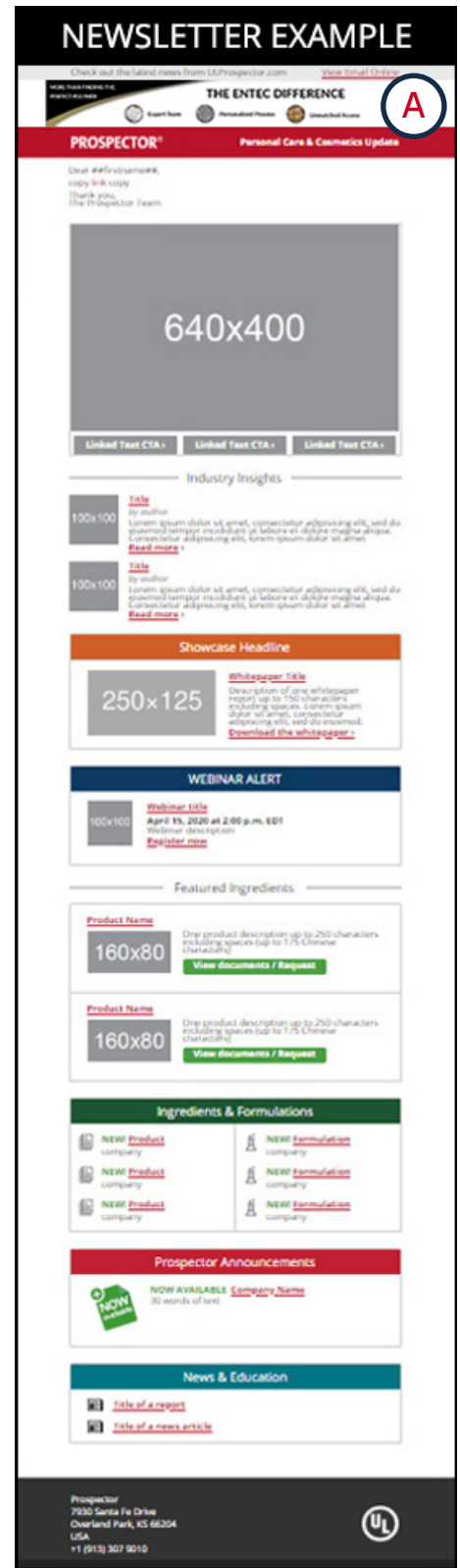


### MATERIAL SUBMISSION REQUIREMENTS

- Content due two weeks before media run date.
- Image – 728 x 90 px.
- One link.

### BEST PRACTICES

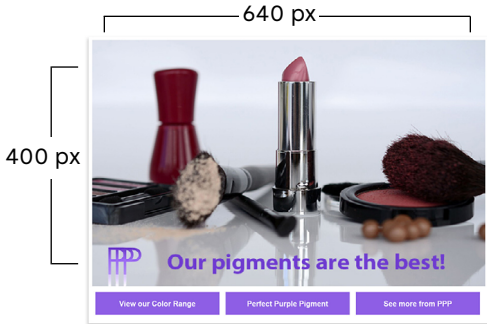
- Display logo clearly and prominently.
- Keep layout clean and simple with minimal text.
- Include an explicit call to action.



# Newsletter advertising continued

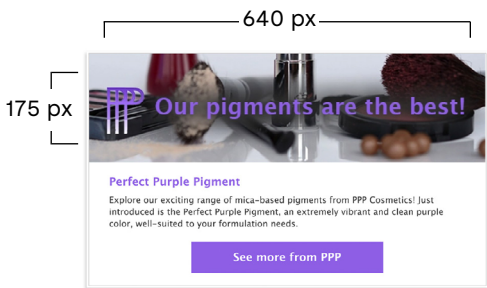
\*Please reference the markers on the newsletter example for the approximate placement of ad types below.

## B Spotlight ad



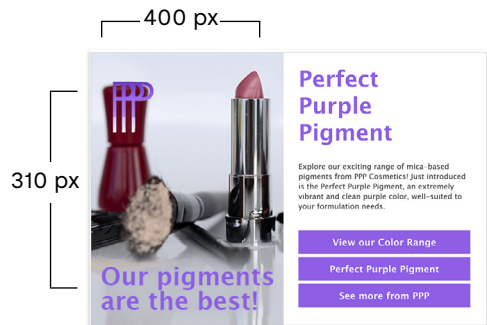
### SINGLE IMAGE SPOTLIGHT

- Image – 640 x 400 px.
- Up to three additional links below the image.



### HORIZONTAL IMAGE AND TEXT SPOTLIGHT

- Image – 640 x 175 px.
- Headline – 100 characters.
- Body copy – 250 characters.
- Up to five links within copy.
- One link for the call to action.



### VERTICAL IMAGE AND TEXT SPOTLIGHT

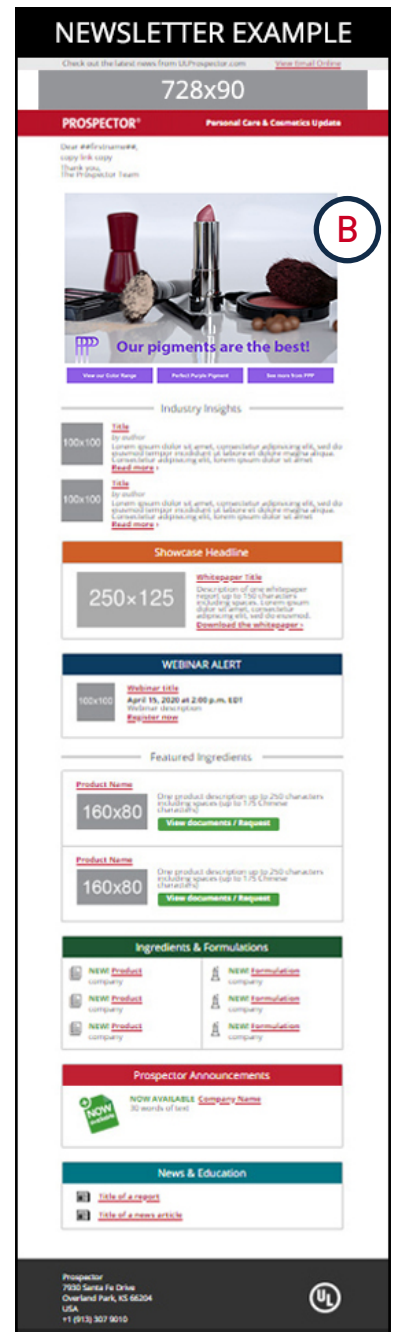
- Images – 310 x 400 px. (desktop), 640 x 175 px image (mobile).
- Headline – 100 characters.
- Body copy – 250 characters.
- Up to three links within copy.
- One link for the call to action.

### MATERIAL SUBMISSION REQUIREMENTS

- Content due two weeks before media run date.
- One line must go to Prospector.

### BEST PRACTICES

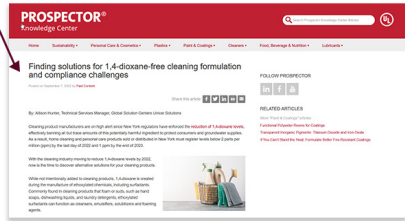
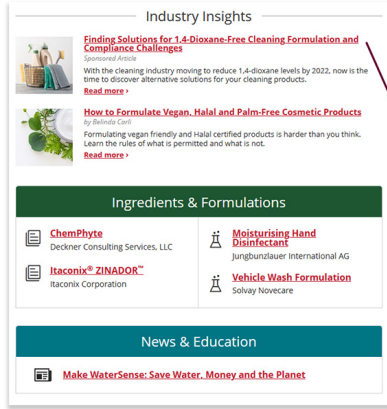
- Display logo clearly and prominently.
- Keep the layout clean and simple with minimal text or bullet points.
- Include a clear call to action.
- Underline and bold all links.
- Link to the product profile page on ULProspector.com for best results.



# Newsletter advertising continued

\*Please reference the markers on the newsletter example for the approximate placement of ad types below.

## C Sponsored article



Hosted on Knowledge Center



### MATERIAL SUBMISSION REQUIREMENTS

- Content due two weeks before media run date.
- Article text up to 1,000 words.
- Article title.
- Author name and biography, or company biography (if applicable).
- Supporting images and graphs.
- Promote up to five products in your article.
- One link must go to Prospectors.

### BEST PRACTICES

- The most engaging articles are educational and focus on a subject about which you can demonstrate your expertise. Article examples include:
  - Case study.
  - Research findings.
  - Solution to formulation challenge.
- To make your article web-friendly and minimize scrolling, keep the word count between 700 to 1,000 words.
- Images supporting the article's written content should be sent along with directions or examples of where they should be placed within the copy. Please make sure you have the legal rights to publish any images you send.
- Prospectors retains final editorial oversight, which may include collaboration to optimize the article's success rate.
- Article content submitted should be ready to publish.



Contact us to reserve your media placement or to learn more.



# Newsletter advertising continued

\*Please reference the markers on the newsletter example for the approximate placement of ad types below.

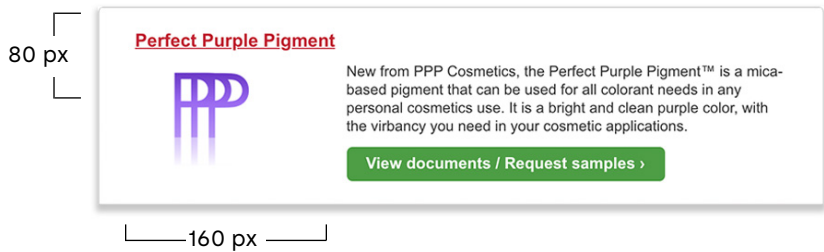
## D Showcase ad



- MATERIAL SUBMISSION REQUIREMENTS**
- Content due two weeks before media run date.
  - Character count includes spaces.
  - Text with image.
    - Image – 250 x 125 px.
    - Main headline – 40 characters with spaces.
    - Sub-headline – 50 characters with spaces.
  - Body copy – 150 characters with spaces.
  - Call to action – 30 characters with spaces.
  - Two links per showcase ad.
  - One link must go to Prospector.

- BEST PRACTICES**
- Prospector will build the showcase ad exactly as shown.
  - Please send no more than the allotted character counts, which include spaces.
  - Please send image as a separate file.
  - Keep your copy brief and include a call to action.

## E Enhanced product announcement



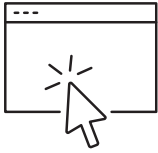
- MATERIAL SUBMISSION REQUIREMENTS**
- Content due two weeks before media run date.
  - One company logo image, 160 x 80 px.
  - One product listed on ULProspector.com.
  - One product description up to 250 characters, which include spaces.

- BEST PRACTICES**
- Enhanced product announcement can promote one product or formulation – product title must match Prospector product profile page. No product lines or company announcements.
  - If no product description is submitted, the description from the product profile page on Prospector will be used.



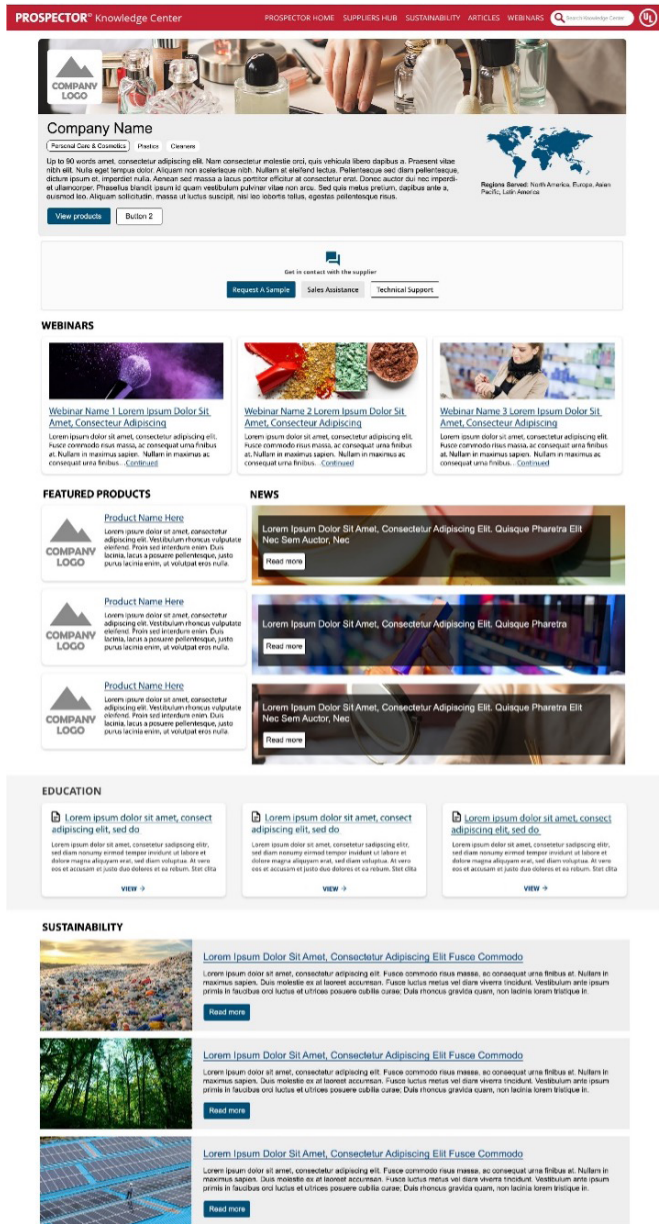


# On-site advertising



Reach your target audience while they are engaging in materials research on ULProspector.com. Create supplier branded pages to leverage our SEO authority for your content. Or deliver ads by region and industry. Additionally, include Sponsored Search Results and “Where to Buy” information to your product listings.

## Supplier branded pages



### MATERIAL SUBMISSION REQUIREMENTS

Most content blocks are optional and section placement is flexible.

- Company bio
  - Logo – 200 x 200 px.
  - Image – 1600 x 210 px.
  - Description – Up to 90 words
  - Main industry listing(s)
  - Region(s) served
- Contact information
  - Request for sample link
  - Sales assistance link
  - Technical support link
- Webinars: Auto populated with most recent Prospector webinars.
  - Featured products / Formulations
  - Up to three links
  - Optional updates to title and descriptions
- News
  - Up to three links
  - Image(s) – 1200 x 400 px.
- Education
  - Up to three links
  - Description – Up to 25 words
- Sustainability
  - Up to three links
  - Description(s) – Up to 40 words
  - Image(s) – 400 x 250 px.

[Contact us for details on customized pages.](#)



[Contact us to reserve your media placement or to learn more.](#)




# On-site advertising continued

## Where to buy

Properties Processing Literature Visual Analysis Curve Data Where to Buy Units: SI

**Supplier**

SABIC  [Web](#) [Contact Information](#)

Distributor	Contact	Availability
3Polymer (Guangzhou) Chemical Technology Co., Ltd.	<a href="#">Web</a> <a href="#">Contact Information</a> <a href="#">E-Mail</a>	China
Amco Polymers	<a href="#">Web</a> <a href="#">Contact Information</a> <a href="#">E-Mail</a>	North America
Chase Plastic Services, Inc.	<a href="#">Web</a> <a href="#">Contact Information</a> <a href="#">E-Mail</a> <a href="#">Request for Quotation</a>	North America
Chase Plastics Services is a North American distributor with representatives throughout the region. Please find your rep here: <a href="http://www.chaseplastics.com/contact/locations">http://www.chaseplastics.com/contact/locations</a>		
Nexeo Plastics	<a href="#">Web</a> <a href="#">Contact Information</a> <a href="#">E-Mail</a>	North America

**WHERE TO BUY**

Gattefossé

[Visit Website](#)  
[Request Sample](#)  
[Contact Supplier](#)

Omya Specialty Materials Inc. (Authorized Distributor)  
 Availability: AZ, CA, CO, ID, MT, NM, NV, OR, TX, UT, WA, WY

[Visit Website](#)  
[Request Sample](#)  
[Contact Distributor](#)

Are you a distributor who is interested in being listed here? [Contact us!](#)

**MATERIAL SUBMISSION REQUIREMENTS**

- Submit contact details, including line card.
- If suppliers are regional, please denote the region.

\*Results in the media kit are through June 2022; results may vary by industry and region.



[Contact us to reserve your media placement or to learn more.](#)