

# PROSPECTOR<sup>®</sup> MEDIA GUIDE

UL's Prospector<sup>®</sup> connects suppliers with formulators, product developers and engineers around the world.

AUDIENCE

# 350,000+



MEMBERS IN

 **175+**  
**COUNTRIES**  
AROUND THE WORLD

**100%**  
 **VERIFIED**  
 **USERS**

## PROSPECTOR'S MEDIA OPTIONS ALLOW YOU TO:



REACH A  
**VERIFIED  
AUDIENCE**



MEASURE AND  
**OPTIMIZE  
RESULTS**



**TARGET**  
BY INDUSTRY, REGION,  
JOB FUNCTION AND MORE

## INDUSTRIES



HOUSEHOLD  
& INDUSTRIAL  
CLEANERS



ADHESIVES &  
SEALANTS



GRAPHIC  
ARTS & INKS



PAINT &  
COATINGS



METALS



PERSONAL  
CARE &  
COSMETICS



FOOD, BEVERAGE  
& NUTRITION



LUBRICANTS &  
METALWORKING  
FLUIDS



PLASTICS



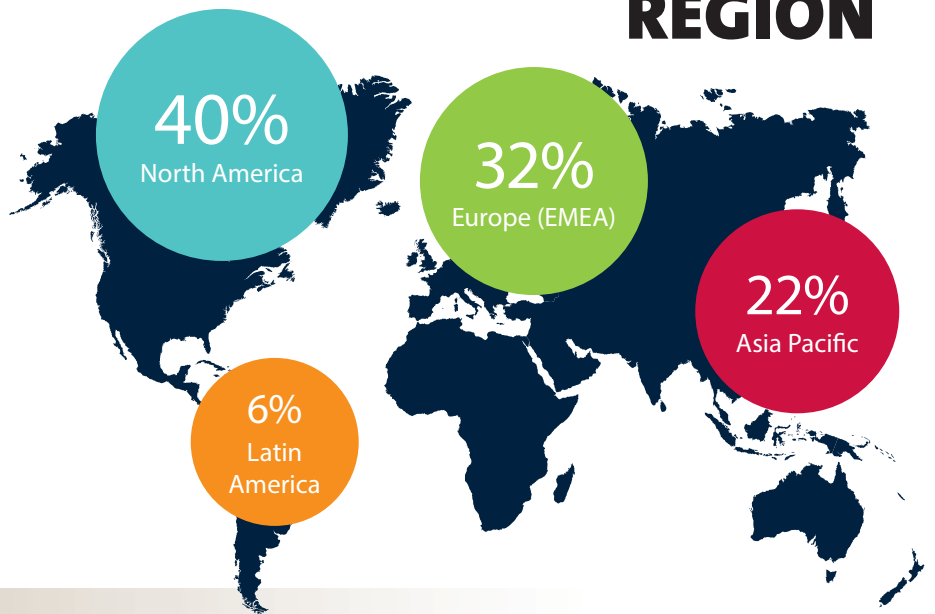
PLASTIC  
ADDITIVES

WE CAN CONNECT YOU WITH THE RIGHT AUDIENCE TO MEET YOUR MARKETING GOALS. CONTACT YOUR ACCOUNT REPRESENTATIVE OR SEND AN EMAIL TO [SALES@ULPROSPECTOR.COM](mailto:SALES@ULPROSPECTOR.COM)



# TARGET THE PROSPECTOR AUDIENCE

## BY REGION



## BY COMPANY



- MANUFACTURER OF FORMULATED PRODUCTS
- RESEARCH & DEVELOPMENT
- PROCESSOR
- DISTRIBUTOR/BROKER
- RAW MATERIALS/INGREDIENTS SUPPLIER
- CONSULTING/SERVICE COMPANY
- OEM/FABRICATOR
- ARCHITECTURE/DESIGN/ENGINEERING
- EQUIPMENT/MACHINERY/SOFTWARE

## BY JOB FUNCTION



PURCHASING

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# ADVERTISING SOLUTIONS

Prospector has marketing tools to meet your goals.

You can receive actionable insights to allow you to refine and optimize results.



		EXPERTISE	ENGAGEMENT	BRANDING	MARKET RESEARCH	ACTIONABLE INSIGHTS
CONTENT MARKETING	Sponsored Article	✓	✓	✓		Click Report
	Webinar	✓	✓	✓		Registration and Attendee Report
EMAIL MARKETING	Targeted Email	✓	✓	✓		Click and Activity Report
	Survey Targeted Email				✓	Survey Summary
NEWSLETTER ADVERTISING	Leaderboard		✓	✓		Click and Activity Report
	Spotlight Ad		✓	✓		Click and Activity Report
	Box Ad		✓	✓		Click and Activity Report
	Community Poll Box Ad				✓	Poll Summary
	Enhanced Product Announcement				✓	Click and Activity Report
ULPROSPECTOR.COM AND KNOWLEDGE CENTER	Skyscraper Banner Ad			✓		Click Report
	Sponsored Search Result/Featured Product			✓		Quarterly Report (Plastics only)
	Where to Buy		✓	✓		Activity Report
	Chinese Knowledge Center Enhanced Product Banner*			✓		Click Report
	Chinese Ask the Expert*	✓	✓	✓		Form Inquiries

\* Simplified Chinese only

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# DEMONSTRATE YOUR EXPERTISE



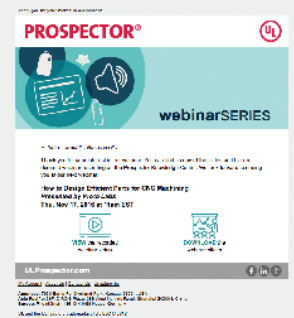
## TARGETED EMAIL

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



## WEBINAR PACKAGE

You present the content and the Prospector Team does the rest. We will promote the webinar to the qualified and engaged Prospector audience and moderate the webinar for you. Post-webinar contact information for the attendees will be made available to you. The webinar will be hosted on ULProspector.com for your continued marketing opportunities.



## SPONSORED ARTICLE

Position your company as an industry leader. Prospector offers content marketing solutions with articles that are promoted and will be viewed by visitors to the Knowledge Center. Contact us for availability and to schedule.

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# ADVERTISING SOLUTIONS



## eNEWSLETTER ADVERTISING

Place your marketing message in front of a targeted audience that engages at industry-leading rates due to the industry expertise and supplier information offered in each eNewsletter.

eNEWSLETTER	DIMENSIONS (W x H in px)
Leaderboard Ad	728x90
Spotlight Ad	640x400
Enhanced Product Announcement	550x140
Box Ad	300x250



## ONSITE ADVERTISING

Place your special message in front of a targeted audience of qualified professionals on ULProspector.com and the Prospector Knowledge Center. You can select the specific segments you wish to reach. Ads can be targeted by region, industry, job function, titles and more.

ONSITE	DIMENSIONS (W x H in px)
Onsite Banner Ad	160x600

**NEWSLETTER EXAMPLE:**

The newsletter layout includes the following sections from top to bottom:

- Header: "Prospector" logo and "Personal Care & Cosmetics Update"
- Personalized Greeting: "Dear Steve Stevenson, It's time to check out **Phytic Acid Extreme** for sensitive skin care products..."
- Leaderboard Ad
- Spotlight Ad
- Industry Insights
- Sponsored Article: "Modern, measure formulations built out" with a small image of a person.
- Two Box Ads
- Featured Ingredients: "Phytic Acid Extreme" and "Hydragel™-AcMA".
- Ingredients & Formulations: A grid of product highlights including "NEW! Vitalein®", "NEW! Acne Clarifying Cleanser", "NEW! Ecocare-Ginseng", "NEW! Acne Spot Cream", "NEW! Ecocare-Ginseng Wellness", and "NEW! Anti-Acne Gel".
- Prospector Announcements: "Tapping Innovation in Prospector" and "NEW SUPPLIER: BARLOG Plastics GmbH".
- News & Education: "Discover Innovation: A Cost-Effective Solution for Processing PE Compounds for Wires and Cables" and "Clarient Opens Global Competence Center for Haircare in Brazil".
- Footer: UL logo, contact information, and copyright notice.

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