

# 2019 PROSPECTOR<sup>®</sup> MEDIA KIT

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**



2019 MEDIA KIT

**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



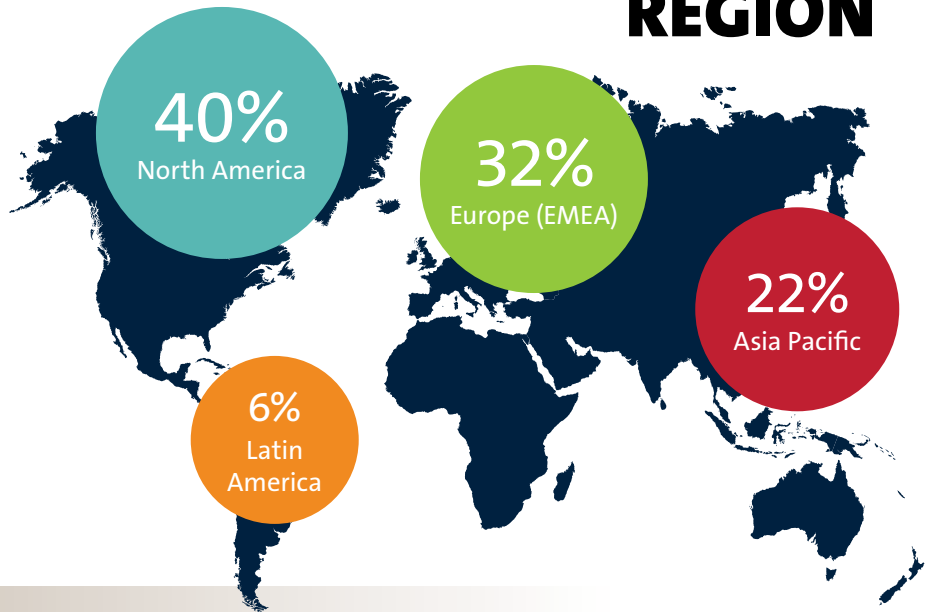
PLASTIC  
ADDITIVES

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)

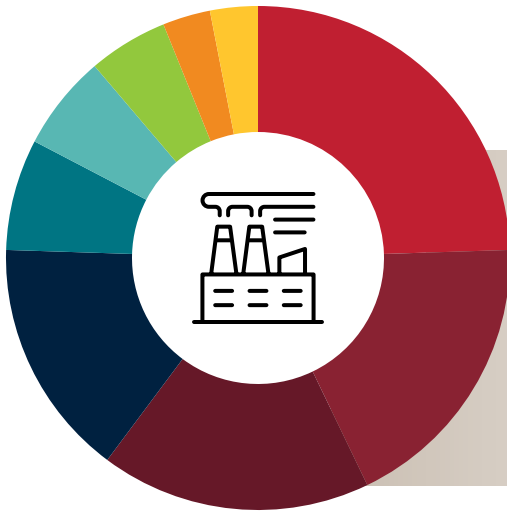


# TARGET THE PROSPECTOR AUDIENCE

## BY REGION



## BY COMPANY



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

## BY JOB FUNCTION



PURCHASING

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)



## ADVERTISING SOLUTIONS

Prospector has marketing tools to meet your goals. You can receive actionable insights to allow you to refine and optimize results.

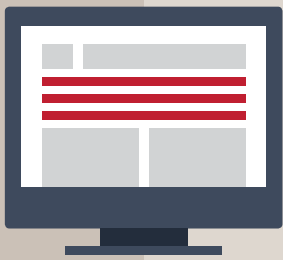


		EXPERTISE	ENGAGEMENT	BRANDING	MARKET RESEARCH	ACTIONABLE INSIGHTS	SPECS & GUIDELINES
<b>CONTENT MARKETING</b>	Sponsored Article	✓	✓	✓		Click Report	<a href="#">7</a>
	Webinar Package	✓	✓	✓		Registration and Attendee Report	<a href="#">8</a>
<b>EMAIL MARKETING</b>	Targeted Email	✓	✓	✓		Click and Activity Report	<a href="#">9</a>
	Survey Targeted Email				✓	Survey Summary	–
<b>NEWSLETTER ADVERTISING</b>	Spotlight Ad		✓	✓		Click and Activity Report	<a href="#">10</a>
	Box Ad		✓	✓		Click and Activity Report	<a href="#">11</a>
	Leaderboard		✓	✓		Click and Activity Report	<a href="#">12</a>
	Enhanced Product Announcement			✓		Click and Activity Report	<a href="#">12</a>
<b>ONSITE ADVERTISING</b>	Skyscraper Banner Ad			✓		Click Report	<a href="#">13</a>
	Sponsored Search Result/Featured Product			✓		Quarterly Report (Plastics only)	<a href="#">13</a>
	Where to Buy		✓	✓		Activity Report	–

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)



## DEMONSTRATE YOUR EXPERTISE



### 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. **SUBMISSION GUIDELINES: P7**



These articles have some of the **HIGHEST CLICK-THROUGH RATES** in our newsletters.

### 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.

**SUBMISSION GUIDELINES: P8**

In 2018 webinar **REGISTRATIONS AVERAGED 307 PER WEBINAR.\***



### 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.

**SUBMISSION GUIDELINES: P9**

Targeted emails are only sent to verified Prospector members, resulting in a **DELIVERY RATE OF 96%**. Because this audience is highly engaged, **OPEN RATES AVERAGE 34%.\***

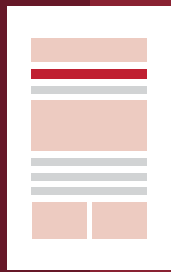


\*results through August 2018, results may vary by industry and region

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**



# REACH YOUR TARGET AUDIENCE



## NEWSLETTER 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 newsletter.

**SUBMISSION GUIDELINES: BEGINS P10**

With an **AVERAGE DELIVERY RATE OF 96%**, and **OPEN RATE OF NEARLY 35%** this engaged audience is one you'll want to reach.\*

## ONSITE ADVERTISING

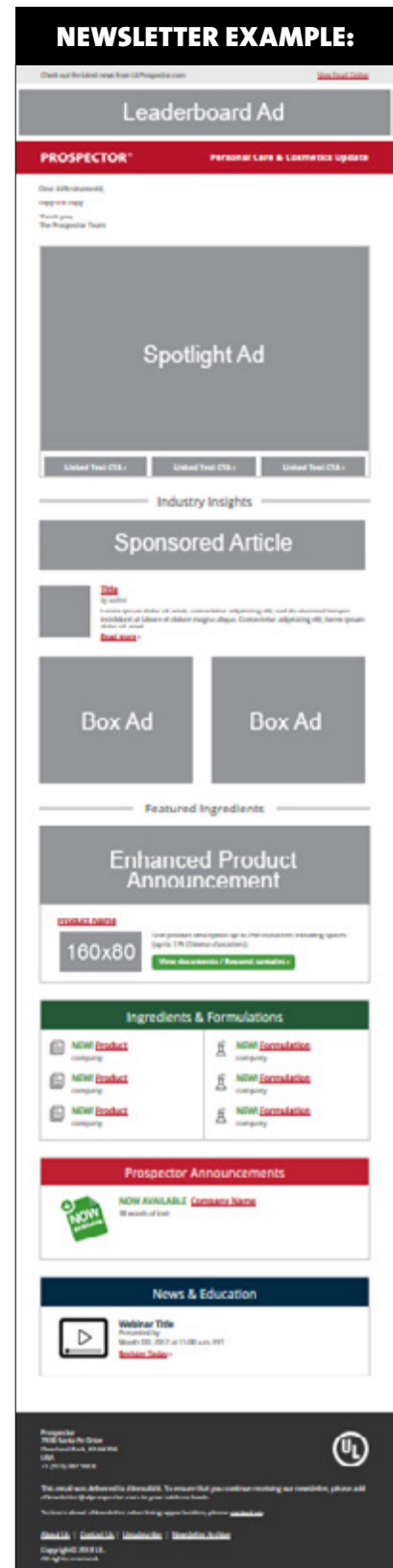


Banner ad size: 160x600

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. "Where to Buy" information can also be added to relevant product listings. **SUBMISSION GUIDELINES: P13**

With nearly **1 MILLION WEB SESSIONS A MONTH\*** visibility on Prospector can be very powerful for your business.

\*results through August 2018, results may vary by industry and region



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**



# DIGITAL MEDIA GUIDELINES & SPECS

Use these guidelines when preparing and submitting materials for your digital media placements. Provided are ad descriptions, specific requirements for each media type, and best practices to follow.

## IMAGE FILES


- Animated GIFs are accepted for onsite banner advertising only
- Photoshop and Illustrator files are accepted

## HTML FILES (if you submit your own)

- No CSS, embedded forms or scripting
- All image files must be provided to Prospector for linking
- Linked background images are not recommended

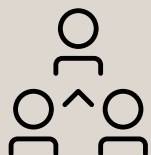
## CREATIVE FEES

- Media rates are for ads submitted per specifications
- Creative ad development is \$800 per ad, including up to 3 rounds of revisions
- Additional edits or revisions will be billed in 30-minute increments at \$100 per hour



## MATERIALS SUBMISSION

Please correctly submit all materials listed in the materials submission requirements section on or before the materials deadline to guarantee your media run date.



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)

## Content Marketing

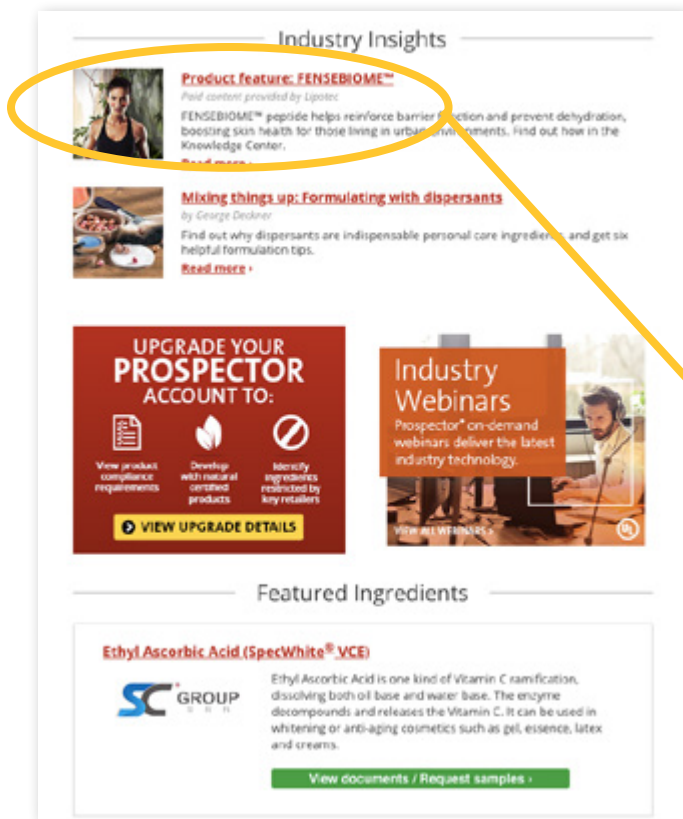
# SPONSORED ARTICLE

### MATERIALS SUBMISSION REQUIREMENTS

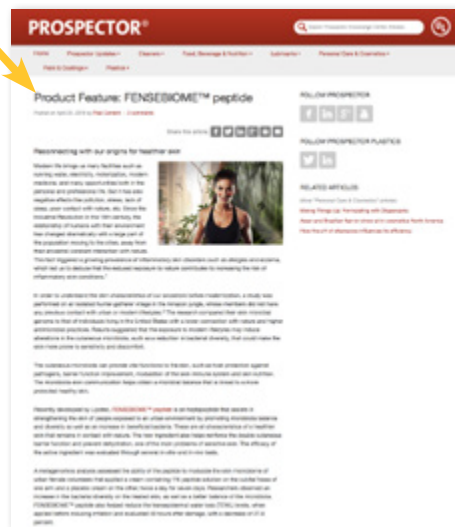
- Article text up to 1,000 words
- Article title
- Author name and bio, or company bio (if applicable)
- Supporting images and graphs
- Up to 5 products to promote at the end of your article

### BEST PRACTICES

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



### MORE SPONSORED ARTICLE BEST PRACTICES



## Content Marketing

# WEBINAR PACKAGE

### MATERIALS SUBMISSION REQUIREMENTS

- **REGISTRATION PAGE:** Webinar title, date, and time with time zone, webinar summary or description (up to 300 words), speaker name, bio, image, one promotional image for registration page 300 x 200 px (company logo also an option), up to three questions for webinar registration form
- **TARGETED EMAIL:** One promotional image 640 x 200 px, completed targeted email selection criteria form
- **NEWSLETTER BOX AD:** Shortened webinar description, up to 250 characters with spaces

### BEST PRACTICES

- The webinar package includes a registration page, an webinar targeted email, and a newsletter box ad
- Prospector will build these materials exactly as shown using the information you provide
- Select a colorful image to promote the content of your webinar
- Include bullet points of the key learnings from your webinar to aid with promotion
- Include up to three questions for attendees



Registration page



Targeted email



Newsletter box ad



Webinar follow-up email



Email Marketing

TARGETED EMAIL

**MATERIALS SUBMISSION REQUIREMENTS**



- One 600 x 800px HTML file (do not use CSS, embedded forms or scripting)
- All images as separate files
- Up to six links
- Email selection criteria
- Email subject line

**BEST PRACTICES**

- Prospecter will place the HTML inside the Prospecter header and footer as shown
- Display logo clearly and prominently
- Keep 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

**MORE TARGETED EMAIL  
BEST PRACTICES**


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

**Don't let foam slow down your innovation**

**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.



[See How Silicone Antifoams Work](#)

**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

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

---


©™ Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow.

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

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

Americas: 7930 Santa Fe, Overland Park, Kansas, 66204, USA  
Asia Pacific: 30F, CIPDS Plaza, 308 West Nanjing Road, Shanghai 200003, China  
Europe: Admiral - Rosendahl - Strasse 9 63263 Neu-Isenburg (Zeppelinhelm) Germany

UL and the UL logo are trademarks of UL LLC © #99/[T]/[Y][DATE/TIME]#



## Newsletter Advertising

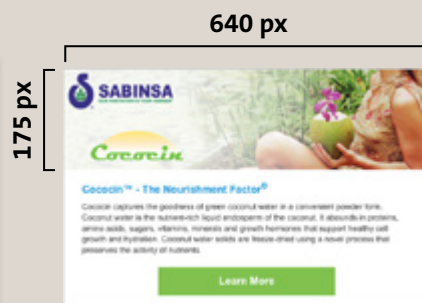
# SPOTLIGHT AD

### MATERIALS SUBMISSION REQUIREMENTS



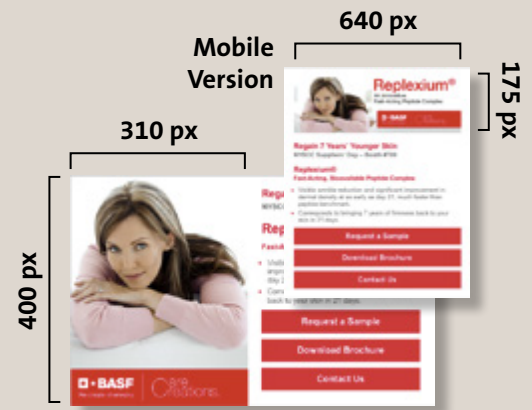
#### SINGLE IMAGE SPOTLIGHT

- **IMAGE:** 640 x 400 px
- Up to three additional links for under the image



#### HORIZONTAL IMAGE & 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 & TEXT SPOTLIGHT

- **IMAGES:** 310 x 400 px, 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

### BEST PRACTICES

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

**MORE SPOTLIGHT  
BEST PRACTICES**

## Newsletter Advertising

# BOX AD

### MATERIALS SUBMISSION REQUIREMENTS

Character count includes spaces.



#### TEXT WITH IMAGE

- **IMAGE:** 100 x 100 px
- **HEADLINE:** 60 characters
- **BODY COPY:** 250 characters
- **CALL-TO-ACTION:** 30 characters
- One link per box ad



#### SINGLE IMAGE AD

- **IMAGE:** 300 x 250 px
- One link per box ad



#### WHITE PAPER BOX AD

- **HEADLINE:** Up to 90 characters
- **BODY COPY:** 250 characters
- One white paper document

### BEST PRACTICES

- Prospecter will build the box ads exactly as shown
- Please send no more than the allotted character counts, which includes spaces
- For single-image ads, keep your copy brief, include a call-to-action, and display your logo
- For white paper box ads, Prospecter will build a landing page according to content

Newsletter Advertising

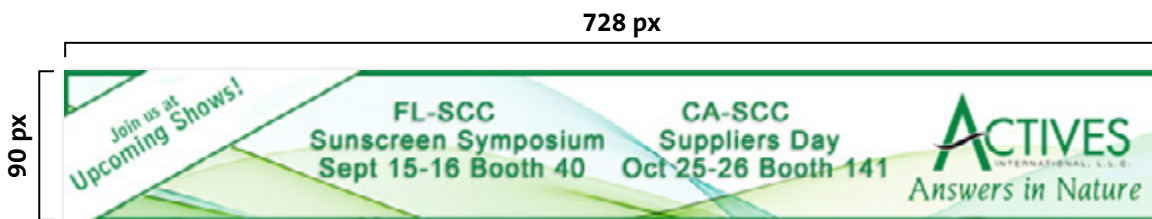
# LEADERBOARD

### MATERIALS SUBMISSION REQUIREMENTS

- **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.



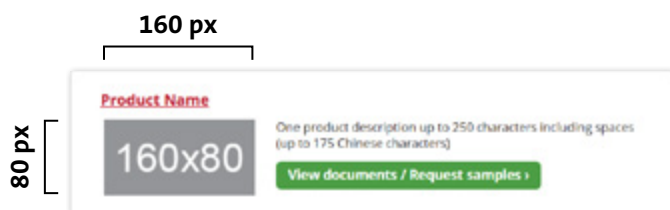
# ENHANCED PRODUCT ANNOUNCEMENT

### MATERIALS SUBMISSION REQUIREMENTS

- One company logo file
- One product listed on ULProspector.com
- One product description up to 250 characters including spaces (up to 175 Chinese characters)

### 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



Onsite Advertising

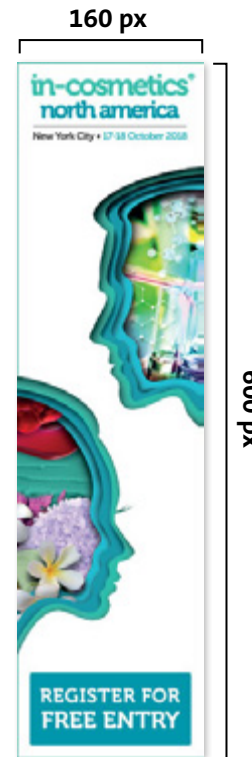
# SKYSCRAPER BANNER AD

### MATERIALS SUBMISSION REQUIREMENTS

- **IMAGE:** 160 x 600 px
- One link

### PRODUCT DESCRIPTION & BEST PRACTICES

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



# SPONSORED SEARCH RESULTS

### MATERIALS SUBMISSION REQUIREMENTS

- One product or formulation that is currently active on Prospector

### BEST PRACTICES

- Prospector will build the ad exactly as shown
- Content may promote one product or formulation
- The first two lines from the product description will be used
- Link to the product profile page on ULProspector.com

