

We are pleased to hear that you may be interested in becoming a sponsor for one of our pages! Below are some current web traffic statistics courtesy of Alexa.com and Google Analytics:

- Every week we have visitors from over 110 countries
- 70 of the aforementioned nations send us traffic daily
- 84% of our traffic visits more than one page
- We have a global ranking of 405,795 and 58,200 in the United States
- Our visitors view over 5 pages per visit
- Visitors spend over 6 minutes on our website per visit
- Our pages take less than 0.5 seconds to load, meaning 94% of websites are slower
- Roughly 1 out of 7 visitors is a returning visitor to the website
- Our top non-English speaking visitors come from Japan, the Philippines, India, and Mexico

These statistics are current as of March 31, 2012. As we are under a year old, our web presence is growing rapidly. As you can see, we feel that we are capable of driving a great deal of traffic to your page while you proudly promote your interest in chemistry. Below is our price guide for sponsorship on our pages. Sponsorship costs are quoted on a per language basis for pages available in more than one language. Certain pages are available in multiple languages (currently four – English, Spanish, Chinese, and Japanese) and will not increase should we translate said page into more languages.

All of the prices given are an annual fee:

<u>Page Description</u>	<u>URL</u>	<u>1 language</u>	<u>All languages</u>
Element Data Page (per element)	/pdictable/q_elements.asp	\$25.00	\$100.00
Periodic Table	/pdictable/pdictable.asp	\$10.00	\$40.00
Compound Data Page (per compound)	/q_compounds.asp	\$5.00	-----
Any other page		\$3.00	-----

An email containing the following information (which will appear on your sponsorship banner) should be sent to the administrator at admin@chemistry-reference.com:

Name/Business/School: _____

Website (if applicable): _____

Message: _____

Page URL to sponsor: _____

When your sponsorship message has been approved, an email will be sent with instructions for sending your payment. Upon receipt of payment, your sponsorship will be displayed and your one year lease commences.

Guidelines:

- Names, websites, and messages cannot be related to porn, violence, drugs*, or anything that denigrates a particular group(s) based on but not limited to race, gender, religion, ethnicity, or sexual orientation.

* - We understand there are compound pages on chemicals such as nicotine and cocaine. These

are not intended to promote use of these or any other illicit substance, but rather for information on the chemical and physical properties of the compound. These pages can be sponsored, but all other guidelines apply.

- You may renew a page from year to year, and will be given the option to do so before others may sponsor the page. Be advised that if fees increase, you may be asked to contribute more to sponsor a page, even if you began sponsoring it at a time when it was less costly.
- When your sponsorship is approved, any and all other advertising will be removed from your page.
- We update the information on certain pages more often than others. The content of your page may change at times (when new information is added), but the position and content of your sponsorship will not change.
- You may not change your sponsorship during the course of the year, but you may add more sponsorships at any time.
- Should you choose to discontinue your sponsorship before one year has elapsed, you will not be refunded for any remaining time.
- The administrative team has final say on what is and is not allowed on a sponsorship.

Your submission of payment conveys your acceptance to these guidelines.