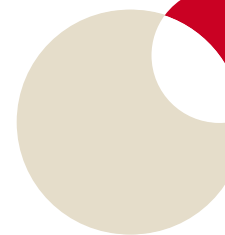


2025 Prospector media kit

Prospector, part of ULTRUS software from UL Solutions, is a leader in connecting raw material suppliers and manufacturers.



Reach your audience



Reach
110,000
companies in
175+ countries

More than
1 million
visits each month makes
us the leader in web traffic

Over
51 million
pageviews make
Prospector the website
engagement leader

Average of
400+
registrations per webinar
makes us the content
engagement leader

Prospector
leads the way
for digital newsletter
subscriptions and
engagement

Subscriber highlights:
119,000+ Plastics
62,000+ Personal care
and cosmetics
44,000+ 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

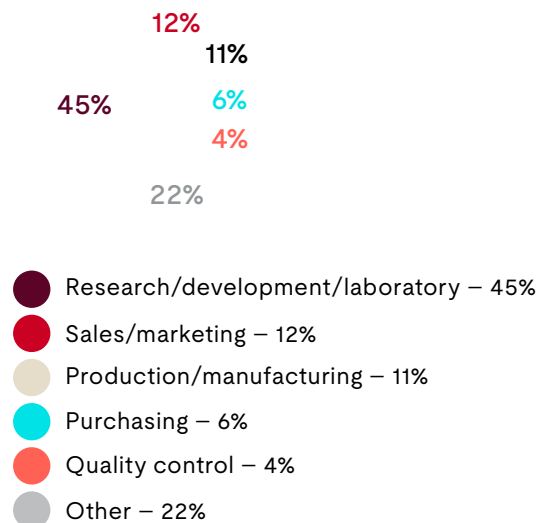
33%

24%

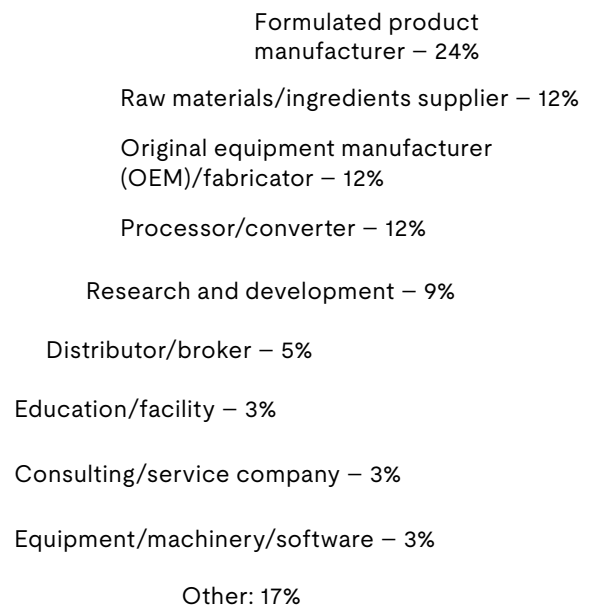
By Region



By job function



By company



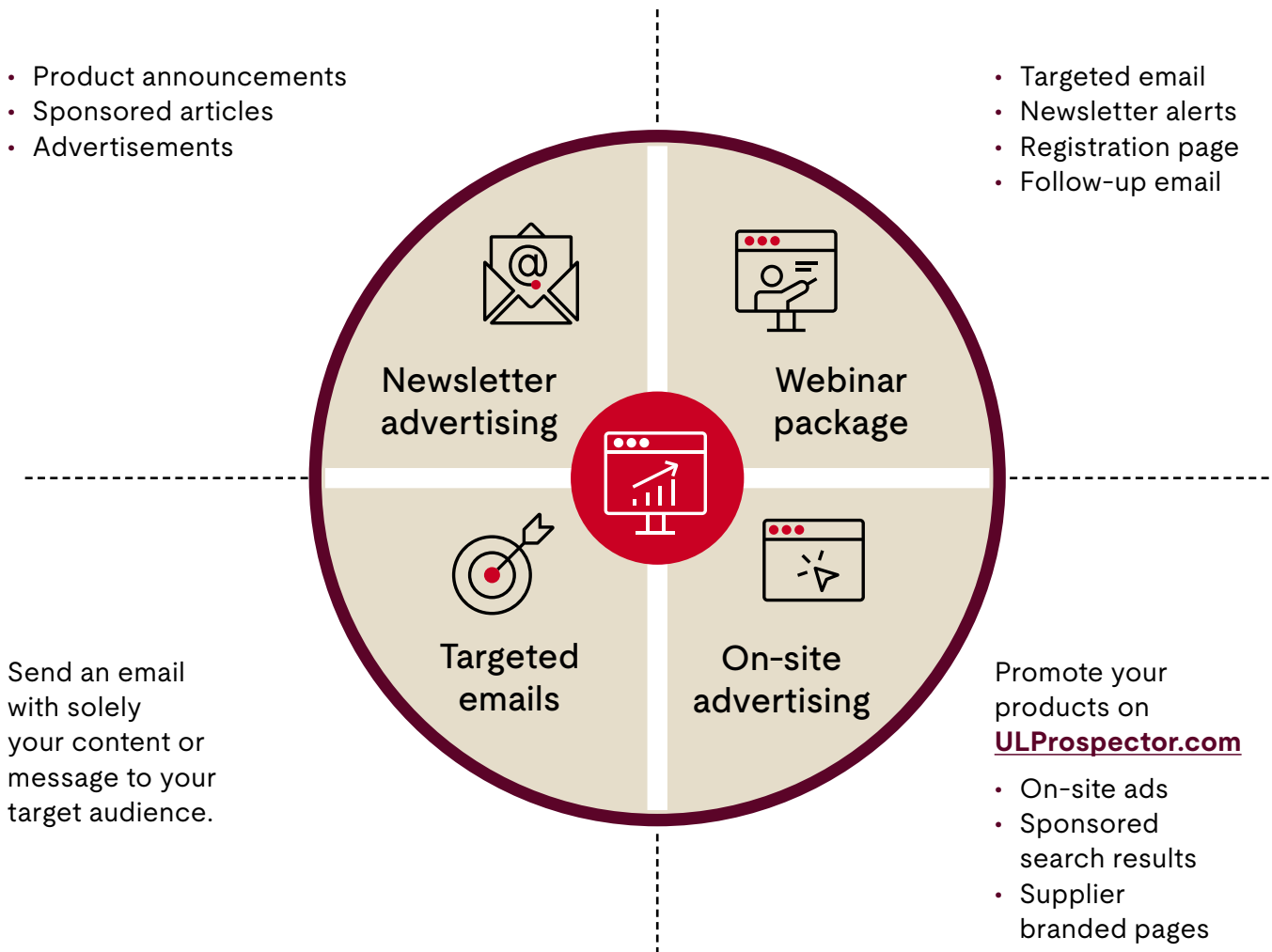


Advertise with Prospector

Our client success managers can help you pick the media options and packages best suited to 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





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
Webinars	Live webinar package	Registration and attendee report	7
Email	Targeted email sends	Click and activity report	8
Newsletter advertising	Leaderboard	Click and activity report	9
	Spotlight ad	Click and activity report	10
	Sponsored article	Click and activity report	11
	Showcase ad	Click and activity report	12
	Enhanced product announcement	Click and activity report	12
On-site advertising	Supplier branded pages	Activity report	13
	Skyscraper banner ad	Click report	14
	Sponsored search result	—	14
	Featured product	Quarterly report (plastics only)	14
	Where to buy	Activity report	15



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 targeted email, webinar alert, and Webinars Weekly newsletter, as well as a follow-up email to your targeted audience.

400+

Average number of registrants

50%

Average participation rate

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 time zone (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.

Knowledge Center page

Targeted email

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.



Targeted email

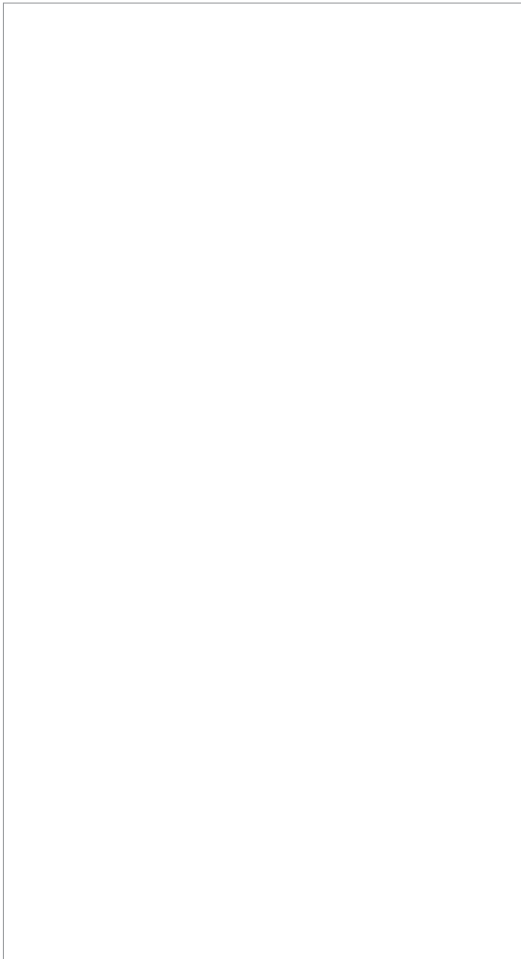
Select your target audience from the qualified Prospector member base. Segmentation criteria include industry, geography, job title, business type and more.

23%

Average open rate

9%

Average click-to-open rate



Material submission requirements

- Content due two weeks before media run date.
- All images as separate files.
- Email subject line.
- Design concept and email copy.
- Completed selection criteria form.

Best practices

- Prospector will create the 600px width HTML file.
- 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.



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.

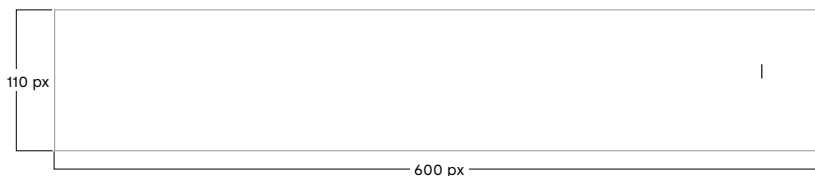
28% Average open rate

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 – 600 x 110 px.
- One link.

Best practices

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



[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.

B Spotlight ad



B

Horizontal image and text spotlight

- Image – 555 x 260 px.
- Headline – up to 100 characters (with spaces), link.
- Body copy – up to 375 characters (with spaces).
- Button(s) – up to 2 buttons, call to actions must be 30 characters or less (with spaces), link.

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.



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.

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 Prospector.

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.
- Prospector retains final editorial oversight, which may include collaboration to optimize the article's success rate.
- Article content submitted should be ready to publish.



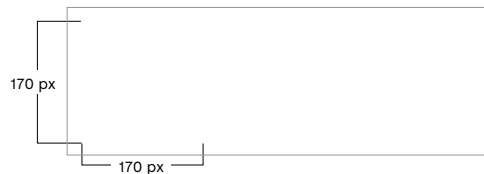
Contact us to reserve your media placement or to learn more.



Newsletter advertising continued

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

D Showcase ad



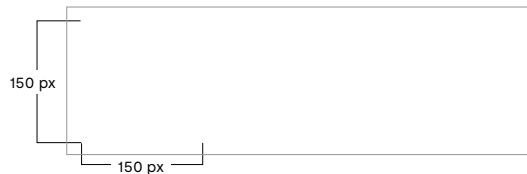
Material submission requirements

- Content due two weeks before media run date.
- Character count includes spaces.
- Text with image.
 - Image – 170 x 170 px.
 - Main headline – up to 80 characters (with spaces), link.
- Body copy – Up to 150 characters (with spaces).
- Button – call to actions must be 20 characters or less (with spaces), link.
- 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.
- Image – 150 x 150 px.
- Headline – product name.
- Body copy – product description up to 150 characters (with spaces).
- One link.

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.

D

E



On-site advertising

Reach your target audience while they are engaging in materials research on [ULProspector.com](https://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.](#)



On-site advertising continued

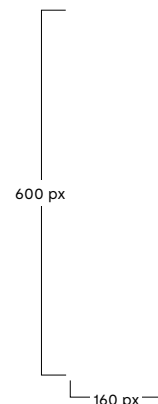
Skyscraper banner ad

Material submission requirements

- Content due two weeks before media run date.
- Image – 160 x 600 px.
- One link.
- Ad duration is one month.

Best practices

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



Sponsored search results (Non-plastics industries)

Material submission requirements

- Content due two weeks before media run date.
- One product or formulation currently active on Prospector.
- Ad duration is three months.

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](https://www.ulprospector.com).

Featured product (plastics industry only)

Material submission requirements

- Content due two weeks before media run date.
- One product or formulation currently active on Prospector.
- Ad duration is one year.



On-site advertising continued

Where to buy



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.



Ready to elevate your digital marketing? Contact us to reserve your media placement.

Prospector and ULTRUS software

Prospector is now available through ULTRUS software, which includes flagship offerings from UL Solutions to help customers manage their regulatory, supply chain and sustainability challenges.

