

**PULP &  
PAPER**

**CHEMICALS &  
PETROCHEMICALS**

**PETROLEUM  
REFINING**

# CHEMICAL ENGINEERING

[chemengonline.com](http://chemengonline.com)

**STONE, CLAY, GLASS  
& CERAMICS**

**FOOD &  
BEVERAGES**

**PHARMACEUTICALS**

**RUBBER &  
ELASTOMERS**

**NONFERROUS  
METALS**

# 2015 MEDIA KIT

# CHEMICAL ENGINEERING

*Chemical Engineering* magazine was launched in 1902 and is the most widely respected global information source for the chemical process industries (CPI). For more than 113 years, *Chemical Engineering* has been the leading source for news, technology, and analysis used by engineers, operators, plant managers, senior managers and consultants worldwide. This combination of technology, analysis, and experience makes *Chemical Engineering* the primary publication for the most important and influential people in the industry.

In addition to the monthly print magazine, *Chemical Engineering* communicates with the CPI across several media platforms. *Chemical Engineering* reaches the market through chemengonline.com, *Chemical Engineering* DIRECT e-newsletter, *Chemical Engineering* FOCUS e-newsletter, webinars, job boards, technical books, social media, trade shows, conferences and more.



## EDITORIAL EXCELLENCE

The editors of *Chemical Engineering* magazine hold advanced educational degrees specifically relevant to the chemical processing industries. The prestigious editorial staff of chemical engineers and chemists understands the technical principles and application of process equipment.

**“Chemical Engineering is very useful to me in my job. I use it to keep current on existing and emerging technologies, products and calculation techniques.”**

- Industrial Chemicals, Engineering

**“Chemical Engineering helps keep me up on significant topics in the field, and has a good education/background program.”**

- Energy, Plant Operations



## BEYOND REPORTING

*Chemical Engineering* is uniquely positioned in the market due to the consistent analysis of the content from editors who understand the CPI. *Chemical Engineering* provides readers with timely, practical information that readers can use in their jobs.

**“Chemical Engineering is useful in keeping us up to date in current engineering practices and technologies. Also, the CEPCI is an excellent tool for us, especially during visualizations and feasibility studies.”**

-Engineering Services, Engineering

**Subscribers receive added value in the form of timely, perceptive and job-useful content.**



**84%** of readers use the Internet to do research for their job<sup>A</sup>

**CONNECT WITH US!**



**MORE THAN 34,000**

social media followers  
(as of July 2014)



Chat with us on Twitter @ChemEngMag and join more than 7,105 followers.



Join our group *Chemical Engineering Magazine* and discuss industry hot topics and updates with more than 27,101 members.

## AHEAD OF THE COMPETITION

When subscribers compared *Chemical Engineering* to *Chemical Processing* and *Processing* magazines, subscribers indicated *Chemical Engineering* as the superior publication due to *Chemical Engineering's*:\*\*

- » Timely information
- » Relevant information
- » Scope of coverage
- » Credibility

**Why subscribers read the magazine:\*\***

**71%** TO ACQUIRE TECHNICAL KNOWLEDGE

**67%** TO READ ABOUT INDUSTRY TRENDS

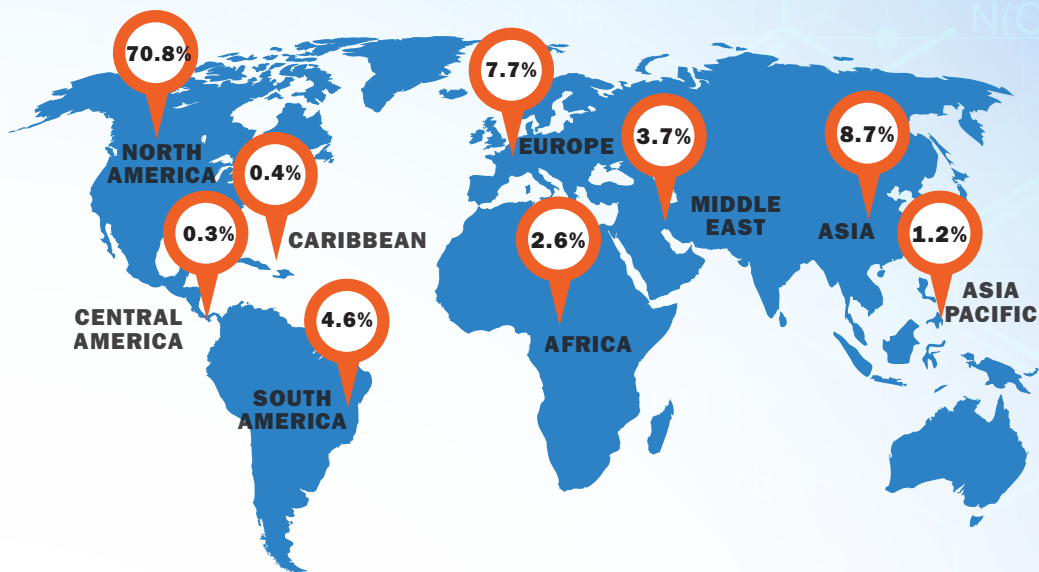
**60%** TO LEARN ABOUT NEW PRODUCTS AND SERVICES

According to the 2014 blind survey conducted by ReadEx, if subscribers could only choose one publication to read, **67% would choose *Chemical Engineering*** only 16% chose *Chemical Processing*, and 5% chose *Processing*\*\*\*



# GLOBAL COVERAGE

The largest global publication serving the CPI provides you with unmatched worldwide exposure. Percentages are according to the 2014 JUNE BPA statement. See back insert for complete BPA statement, including a country breakdown.



**Reaching subscribers in 165 countries each month\*\*\***

*Chemical Engineering* understands the critical need for global information exchange to increase productivity, encourage technological advancement and improve best practices. As markets and regions fluctuate, advertising in *Chemical Engineering* ensures you always reach the actively buying markets.



## ENDLESS IMPRESSIONS

**47%** of subscribers who personally receive *Chemical Engineering* share their copies with others

**"I not only view the articles but I save the technical ones to my engineering reference files."**

-Company's Operations, Administration



**77%** use/access at least one of *Chemical Engineering's* digital resources\*\*

**"When I come across a relevant article or advertisement, I print the pages and read thoroughly."**

-Plastics & Resins, Plant Operations

## AN AUDIENCE OF DECISION-MAKERS

The content in *Chemical Engineering* is published for the technical decision maker and is critical to the purchasing process for high-level engineers, mid-level managers, plant managers, and senior managers who refer to *Chemical Engineering* when making decisions critical to their work.



**63 MINUTES**

average time spent reading an issue of *Chemical Engineering*\*

**33%**

**UNDUPLICATED READERSHIP**

(subscribers who do not receive another industry publication)\*

**"Chemical Engineering is a source of news in the state of the art equipment and updated data influencing the performance of my job."**

-- Education, Engineering



**93%** are college graduates, including **50%** who have a Master's degree or higher\*\*



**86%** are involved in purchasing products/services for their organization\*\*

### ABOUT SUBSCRIBERS:\*\*\*

CPI Operating Co./Manufacturers: 33,219 (**55.4%**)

Engineer/Construction Co: 13,366 (**22.3%**)

Others Allied to the Field: 13,416 (**22.3%**)



**The only source for the Plant Cost Index, an essential tool for estimating equipment costs.**



## EFFECTIVE ADVERTISEMENTS

**76%** of subscribers have taken action on advertisements by visiting websites, requesting additional info, or buying products and services.\*\*

\* Signet AdStudy, February 2014

\*\* 2014 blind survey conducted by ReadEx

\*\*\* June 2014 BPA

Δ 2014 E-media Study

## WHAT TIES THE CHEMICAL PROCESS INDUSTRIES TOGETHER?

All major segments of the chemical process industries (CPI) use the same types of equipment and services.

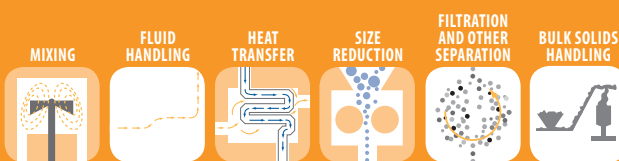
### RAW MATERIALS

Every process plant in the CPI starts with raw materials

### PRETREATING

#### UNIT OPERATIONS

The raw materials are pretreated by a variety of unit operations.



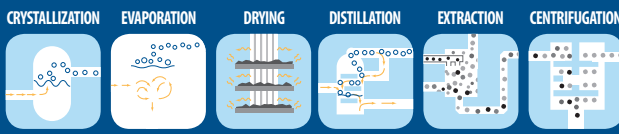
### CHEMICAL CONVERSIONS

Pretreated materials are then run through a reactor – a cracker, digester, fermenter, kiln, smelter, or some other unit– where chemical changes take place.

### SEPARATION & PURIFICATION

#### UNIT OPERATIONS

Whether a semi-finished product or intermediate, the materials need to be separated from other wastes or byproducts and purified.



### FINISHED PRODUCTS

Chemical Engineering subscribers produce a myriad of finished products covering major industry segments within the CPI market.

### SOFTWARE, AUTOMATION AND CONTROL

This technology sustains the entire operation, supporting safety and efficiency:

- Process simulation
- Computer-aided modeling
- Computer-aided design
- Enterprise resource planning
- Supply chain management
- Analyzers
- Instrumentation and controls
- Diagnostics
- Data recording and transmission
- Automation and control systems

### ENVIRONMENTAL, HEALTH, SAFETY AND SECURITY

Throughout the process, the CPI must ensure the health and safety of its workers and their surroundings.

The CPI apply diverse equipment and techniques to manage and treat the waste that they generate and to achieve more sustainable processes.

Meanwhile, they also specify a range of safety tools for personnel and process.

The CPI includes all industry segments that:

**1**

Take raw materials such as minerals, petroleum or even air

**2**

Apply chemical, thermal, or mechanical processes to them, such as oxidation, polymerization, distillation or filtration

**3**

And produce end products such as plastics, paper, paint, pharmaceuticals, soap, gasoline, or fertilizers for commercial or consumer use

## THE CPI MARKET DEFINED

It's more than just the chemicals market.

### MAJOR INDUSTRY SEGMENTS IN THE CPI:

- Chemicals & Petrochemicals
  - » Inorganic Chemicals
  - » Plastics Materials & Synthetic Resins
  - » Pharmaceuticals
  - » Soaps & Detergents
  - » Paints & Allied Products
  - » Organic Chemicals
  - » Fertilizers & Agrichemicals
  - » Adhesives & Sealants
- Petroleum Refining
- Nonferrous Metals
- Stone, Clay, Glass & Ceramics
- Pulp & Paper
- Food & Beverages
- Rubber & Misc.
- Other Manufacturing

**Chemical Engineering guarantees the broadest reach for your advertising dollars.**



In each issue, *Chemical Engineering* editorial covers a wide range of topics allowing readers to find in-depth articles that are relevant and valuable to their area of the industry. Topics relate to the full CPI as opposed to focusing on one particular area in the market.



# EXCEPTIONAL EDITORIAL EXPERIENCE

...Winner of eight Jessie H. Neal Awards for Editorial Excellence

The most prestigious editorial honors in the field of specialized journalism



Our subscribers look to *Chemical Engineering* for practical information that can be used directly on the job, plus the latest about what's happening in, or will be affecting, the CPI. Serving these needs is the primary function of *Chemical Engineering*. This means that we seek out and select **only** those manuscripts and press releases that will serve the reader.

## ESTEEMED EDITORIAL QUALITY

Our high quality editorial is what sets us apart. Our editors are chemical engineers and advanced-degree chemists who truly understand the complex issues our subscribers face. We provide technical depth without diverting to theoretical treatises. We focus on novel, yet proven technologies for the CPI.

**Our reputation and credibility have been built on this policy for more than 113 years. It guarantees that material we publish will attract serious subscriber attention.**

## ONE OF A KIND EDITORIAL STAFF



### **DOROTHY LOZOWSKI, B.S.Ch.E., M.S.ChE.**

10 years with *Chemical Engineering*, 20 years in industry  
Editor in Chief  
[dlozowski@chemengonline.com](mailto:dlozowski@chemengonline.com)

**DOROTHY LOZOWSKI** is the Editor in Chief of *Chemical Engineering*, where she has been an editor since 2005. Prior to that, she worked for AkzoNobel in both R&D facilities and production environments in several countries, including five years in the Netherlands. Her positions included Project Manager, Technical Development Manager and Research Engineer. Much of her work was in the specialty and polymer chemical areas. Dorothy holds M.S.Ch.E. and B.S.Ch.E. degrees from the State University of New York at Buffalo.



### **SCOTT JENKINS, B.A., M.S. Chemistry**

6 years with *Chemical Engineering*  
Senior Editor  
[sjenkins@chemengonline.com](mailto:sjenkins@chemengonline.com)

**SCOTT JENKINS** has been an editor with *Chemical Engineering* since 2009. Prior to joining *Chemical Engineering*, Scott worked in various capacities as a science journalist and communications specialist, reporting and writing on a variety of sectors, including chemical processing, biotechnology, pharmaceutical manufacturing and research policy. He also has industry experience as a quality assurance chemist and research experience as a synthetic organic chemist. Scott holds a B.S. degree from Colgate University, and an M.S. in chemistry from the University of North Carolina at Chapel Hill.



### **GERALD ONDREY, B.S. Chemistry, M.A., M. Phil., Ph.D. Physical Chemistry**

23 years with *Chemical Engineering*, 3 years in industry  
Senior Editor  
[gondrey@chemengonline.com](mailto:gondrey@chemengonline.com)

**GERALD ONDREY** has been an editor with *Chemical Engineering* since January 1992. Prior to that he was a chemistry professor at Gannon University (Erie, Pa.), a visiting scientist at the Max Planck Institute for Quantum Optics (Garching by Munich, Germany) and the former Max Planck Institute for Flow Research (Göttingen, Germany). He holds Ph.D. M.Phil. and M.A. degrees in physical chemistry from Columbia University, and a B.S. in chemistry from Gannon University.



### **MARY PAGE BAILEY, B.S.Ch.E.**

2 years with *Chemical Engineering*, 5 years in industry  
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**MARY PAGE BAILEY** has been an editor with *Chemical Engineering* since May 2013, after working five years as a process design engineer at ExxonMobil Chemical Company's joint venture, Univation Technologies, LLC. During her time with Univation, she designed equipment for numerous Unipol polyethylene plants and attended a plant startup in China. She holds a B.S. Ch.E. degree from the University of Oklahoma.

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## The Kirkpatrick Chemical Engineering Achievement Award

The aim of the *Kirkpatrick Chemical Engineering Achievement Award* is to recognize and honor the most noteworthy chemical-engineering technology commercialized anywhere in the world during the two years prior to a given award year. *Chemical Engineering* magazine has awarded this biennial prize continuously since 1933. Nominate your company's technological developments and join the distinguished roster of winners. Learn more at [chemengonline.com/kirkpatrick](http://chemengonline.com/kirkpatrick)

2015	FEATURE REPORTS	EQUIPMENT NEWSFRONT	EQUIPMENT FOCUS	FACTS AT YOUR FINGERTIPS	SOLIDS PROCESSING
<b>JANUARY</b> Ad Closing Date: 12/5/14 Ad Materials Due: 12/8/14	Methane Processing	Modular Construction	Pressure Measurement & Control	Pumps	Suspension Rheology
	Suspension Rheology				
<b>FEBRUARY</b> Ad Closing Date: 1/5/15 Ad Materials Due: 1/8/15	Mixing	Valves	Safety & Industrial Housekeeping	Dimensionless Numbers	Feeding & Conveying
	Heat Transfer				
<b>MARCH</b> Ad Closing Date: 2/3/15 Ad Materials Due: 2/6/15	Steam Handling	Process Control	Bulk Solids Storage & Flow	Corrosion	Bulk Solids Storage & Flow
	Inert-Gas Blanketing				
<b>APRIL</b> Ad Closing Date: 3/3/15 Ad Materials Due: 3/6/15	Drying Technology	Analyzers	Compressors, Fans and Blowers	Biotechnology	Drying Technology
	Distillation				
<b>MAY</b> Ad Closing Date: 4/1/15 Ad Materials Due: 4/6/15	Plant Startups	Petroleum Refining	Flow Measurement & Control	Catalysts	Particle Size Analysis & Classification
	Maintenance and Reliability	Particle Size Analysis & Classification			
<b>JUNE</b> Ad Closing Date: 5/1/15 Ad Materials Due: 5/6/15	Materials of Construction	Column Internals	Software	Liquid-Liquid Extraction	Dust Control
	Temperature Measurement & Control				
<b>JULY</b> Ad Closing Date: 6/2/15 Ad Materials Due: 6/5/15	Valves	Performance Materials	Weighing	Electrochemistry	Weighing
	Hazardous Waste Handling				
<b>AUGUST</b> Ad Closing Date: 7/1/15 Ad Materials Due: 7/6/15	Extreme-Temperature Handling	Achema	Packaging	Heat Transfer	Powder Processing, Packaging
	Plant & Process Safety	Sensors			
<b>SEPTEMBER</b> Ad Closing Date: 8/3/15 Ad Materials Due: 8/6/15	Water & Wastewater Strategies	Drying & Evaporation	Mobile Devices & Applications	Motors & Drives	Drying & Evaporation
	Pumps				
<b>OCTOBER</b> Ad Closing Date: 9/1/15 Ad Materials Due: 9/6/15	Seals & Gaskets	Simulation & Modeling Software	Filters & Membranes	Adsorbents	Milling, Grinding & Screening
	Engineering Ethics				
<b>NOVEMBER</b> Ad Closing Date: 10/1/15 Ad Materials Due: 10/6/15	Tanks, Vessels and Storage	Emissions Monitoring & Control	Pipes, Tubes & Fittings	Bio-based Processing	Solid/Liquid Separation
	Solid/Liquid Separation				
<b>DECEMBER</b> Ad Closing Date: 11/3/15 Ad Materials Due: 11/6/15	Cost Engineering	Safety Equipment	Mixing & Blending	Water Treatment	Mixing & Blending
	Level Measurement & Control				



ENVIRONMENTAL, HEALTH & SAFETY	SOFTWARE, AUTOMATION & CONTROL	SHOW PREVIEWS	SPECIAL SECTIONS	BONUS DISTRIBUTION
Pressure Measurement & Control	Pressure Measurement & Control			
Safety & Industrial Housekeeping	Valves		Signet AdStudy®	ARC Advisory Group Forum, February 9-12, Orlando
Inert-Gas Blanketing	Process Control	Interphex	Europe	Corrosion 2015, March 15-19, Dallas
Personal-Protective Equipment	Analyzers			ELECTRIC POWER, April 21-23, Rosemont Interphex, April 21-23, New York City American Filtration Society Meeting, April 28-29, Charlotte AIChE Spring Meeting & 11th Global Congress on Process Safety, April 26-30, Austin
Pressure Relief	Flow Measurement & Control	Achema I	Gulf Coast	AFPM Reliability & Maintenance Conference, May 19-22, Austin
Dust Control	Software	Achema II		ACHEMA, June 15-19, Germany PTXI Power & Bulk Solids, June 16-18, Canada
Hazardous Waste Handling	Valves		Signet AdStudy®	Chemical Sector Security Summit & Expo
Plant & Process Safety	Sensors		Solids Processing	
Water & Wastewater Strategies	Mobile Devices & Applications	Weftec	Water Management	Turbomachinery and Pump Users' Symposia, September 14-17
				WEFTEC 2015, September 26-30, Chicago
Seals & Gaskets	Simulation & Modeling Software	CHEM SHOW	Fluid Sealing	Fluid Sealing Association Fall Meeting, October 6-8, New Orleans PTXI Power & Bulk Solids, October 13-14, Houston CHEM SHOW, November 17-19, New York City (official show issue in attendees bags)
			CHEM SHOW	
Safety Systems Automation	Safety Systems Automation		Signet AdStudy®	CHEM SHOW, November 17-19, New York City
Safety Equipment	Level Measurement & Control		BUYERS' GUIDE ISSUE	
Water Treatment				

See back insert for additional advertising opportunities to ACEHMA and CHEM SHOW attendees.

See page 12 for more information on Signet AdStudy® features.

# Generate Leads with **CHEMICAL ENGINEERING**

Continuously improve and optimize your lead generation strategy with *Chemical Engineering*.

## WEBINARS

**62% of readers said participating in webinars is very useful or useful to stay informed about the chemical process industries<sup>A</sup>**



*Chemical Engineering's* webinars are an engaging, measurable and cost-effective way to reach the CPI. By combining the immediacy of the Internet with the impact of streaming audio, video and live Q&A, *Chemical Engineering* webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results. We will assist you in the creation of your presentation and promote it to our email list. Your company will get the contact information for all of those who signed up to attend.

- » **Single-sponsored:** advertiser develops the content
- » **Multi-sponsored:** editorial staff develops the content (topics vary)

**Previous webinars have produced 1,600+ registrations with as many as 500 attendees**

### All packages include:

- » A moderator
  - Sponsors are recognized during the webinar
- » Print advertising
- » Online advertising
  - *Chemical Engineering* will develop and schedule banner ads with sponsor's logo on *Chemical Engineering's* website and e-newsletters
  - Sponsor logo will appear on the landing and registration pages
- » Email promotion
  - At least four email blasts promoting the webinar with sponsor's logo
- » Registration list
  - Contact information of all registrants will be given to each sponsor after the webinar
- » One-year archive on chemengonline.com
- » Post-event promotion
- » Sponsor will receive a master CD of the webinar presentation for marketing purposes



**75% of readers plan to attend webinars in the coming year<sup>A</sup>**

**40% said they will attend more webinars next year than in previous years<sup>A</sup>**

Contact your sales representative for pricing.

## WHITE PAPERS

Industry professionals are always looking for content to help them make informed decisions, and white papers hosted by *Chemical Engineering* have become a popular source for the CPI. We upload the white paper to our website and distribute the link to our email database.



You will be provided with the contact information for anyone who downloads the white paper. Generate profitable leads with this valuable online lead-generation tool!

**73% of readers said reading white papers is very useful or useful to stay informed about the chemical process industries<sup>A</sup>**

### White Paper Sponsorship \$50 net/lead

Includes email and advertising promotion.  
Monthly posting for up to 6 pages: \$50 net/lead

## TARGETED E-BLASTS

Do you have an original email that you would like to deploy to specific titles or to specific markets within the CPI? Reach beyond your database and into ours for business leads through this valuable service. Our marketing and audience development teams can assist with direct marketing by renting lists from *Chemical Engineering's* email database.

### Email List Rental

\$500 cost per thousand (cpm) net  
Minimum is \$2,500 net



## E-RESPONSE EMAIL PROGRAM

Receive subscriber names from interested buyers in an easy-to-use digital format. Partner with *Chemical Engineering* and receive names of prospective buyers and gain invaluable insight into the CPI.



**Contests and quizzes are available on the new website, chemengline.com. Custom applications can be tailored to produce lead generation opportunities. Contact your sales representative for more information.**



## VIDEO

**56% of readers said watching videos is very useful or useful to stay informed about the chemical process industries<sup>A</sup>**



Video is becoming a more common marketing and lead generation tool. Short videos showing technology demonstrations, how a product works, animation and technical interviews are commanding significant attention. Many companies already have some form of video or animation that they display at trade shows. *Chemical Engineering* can promote that video to our global audience to showcase your expertise in a specific area. This can be open to the CPI audience or gated for lead-gen opportunities.

### Video Sponsorship Rates

\$4,725 net per month for a 4-minute video or \$50 per lead for a gated, lead-gen program

Price includes email and advertising promotion.

**“Chemical Engineering is really important for managing refinery and petrochemical projects. I can find recent information about new processes and technologies. Also, I can communicate with companies in order to receive additional information for project costs.”**

- Engineering Services, Engineering

**“Chemical Engineering is an excellent resource of knowledge. It has been a valuable source of technical information. In the last issue, the article about quick pipe calculations was so useful for me. On the other hand, the advertisements are interesting to open our list of providers.”**

- Industrial Chemicals, Plant Operations

## CUSTOM E-NEWSLETTERS



Be the sole sponsor of an e-newsletter on a specific topic of your choice, which is then sent to a targeted audience. While the e-newsletter is titled under the *Chemical Engineering* brand, you own the advertising positions and you can include white papers or videos. You choose from *Chemical Engineering's* content and audience and specify when it deploys. This tool positions your

company as a subject-matter expert on specific topics.

### Custom E-newsletters Rates

Price determined by distribution size based on \$600 cpm net. Minimum order \$4,200 net or 7,000 names/emails.

Example –

Development of a basic custom e-newsletter with distribution to an email list of 10,000 would cost \$6,000 net

## DECISIONBRIEFS

This dynamic content marketing platform is an efficient way to reach buyers at key points of their decision-making and is an extremely effective way to generate leads. You can manage all of your content in one place. By uploading white papers, webinars, social media, blog posts, articles, videos and more, DecisionBriefs allows you to create, distribute, and measure your content cost effectively.

DecisionBriefs also allows your content to be searchable on chemengonline.com alongside *Chemical Engineering* editorial content. Most importantly, you can track your marketing ROI and distribute your content anywhere!



### Standard Offering

\$5,000 or \$417/month

Premium packages and upgrades available



## CASE STUDY

After only two months, one sponsor's content posting on chemengonline.com received 57,718 impressions, 314 page views with an average of more than 1 minute per page and 1.41 pages per visit.

**95% of readers find sponsored content on websites interesting and/or useful<sup>A</sup>**

## AMPLIFY

Through the use of direct marketing programs with unique URLs, Amplify boosts the quality and quantity of your leads. High quality leads are generated through the use of audience data and behaviors. Once the leads are generated, track and analyze performance in real-time. *Contact your sales representative for pricing information.*

## CASCADE

Showcase your content and engage readers through integrating multiple content assets in one unique format. Cascade will bring articles to life showcasing your content, whitepapers, or case studies in a dynamic package. Engage your readers with high quality content and high impact ads, videos, audios, and graphics. *Contact your sales representative for pricing information.*

## Coming soon! The NEW, completely responsive, chemengonline.com

Chemengonline.com will be designed to conveniently reconfigure to whatever device is being used. All ad positions will be optimized for performance across devices, and we're proud to offer the first IAB (Interactive Advertising Bureau) "Rising Stars" rich media ad positions. IAB research indicates that "Rising Stars" ads, like the new slider position, will increase interaction rate and engagement time while promoting greater recall.



**70,354 Visits**  
(+15% vs. same time previous year)

**58,854 Unique visitors**  
(+28% vs. same time previous year)

**More than 1.7 million page views**

January – June 2014 average monthly website metrics compared to previous year

**79% of readers use a mobile device for work-related activity<sup>A</sup>**

The new site will offer many more ways for the CPI community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards and commentaries. More industry professionals will rely on chemengonline.com because it will be data-rich, easy to use and compatible with smart phones and tablets. To get the most out of your marketing investment, talk to your sales representative about leveraging the new chemengonline.com fully mobile and rich media advertising options.

**Check with your sales representative for tentative launch dates, new sizes and pricing for the responsive website, chemengonline.com**

### WEBSITE BANNER ADS

Consistent double-digit growth for chemengonline.com over the past year not only delivers a larger audience for your products and services but also points to an ever-expanding, active and engaged audience for the *Chemical Engineering* brand.

Chemengonline.com offers a wide range of opportunities to put your marketing message in front of this important audience and drive traffic to your own site. There are select banner positions available in certain areas of the site that provide the best visibility without being invasive to our visitors and members.

### Website and E-newsletter Specifications BANNER AD SIZES



#### Gross Rates

- » Rates are based on cost per thousand (cpm) impressions
  - Chemengonline.com averages 150,000 impressions per month.
- » Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

<b>Super Leaderboard</b> (728x90)	\$84 cpm
<b>Medium Rectangle</b> (top - 300x250)	\$79 cpm
<b>Medium Rectangle</b> (middle - 300x250)	\$74 cpm
<b>Medium Rectangle</b> (bottom - 300x250)	\$63 cpm
<b>Skyscraper</b> (160x600)	\$74 cpm
<b>Standard</b> (468x60)	\$53 cpm
<b>Buttons</b> (160x160)	\$32 cpm
<b>Page Peel</b> (home page only)	\$5,775 gross
<b>Roadblock</b> (640x480)	\$6,825 gross

Roadblock ad appears before site entrance. This price includes two alternating weeks per month (1st and 3rd week of the month) in this position

Example - 40,000 ad impressions in a \$63 cpm ad position would cost \$2,520



**Contest and quizzes available, such as "Test your Knowledge".**

See back insert for pricing and position availability.

#### WEBSITE

- » File formats: .gif (animated or static), .jpg, .swf (flash)
- » Note on flash formats:
  - Please make sure the action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file (*Chemical Engineering's* production team will add the URL from the order):  
on (release) {getURL (\_level0.clickTag, "\_blank");}
  - Please provide a backup .gif/.jpg file
- » Note on animated .gif format:
  - Please make sure the ad continuously loops
- » Max file size: 60K
- » 3rd Party Tags are accepted
  - Please contact sales representative for a list of supported vendors

#### E-NEWSLETTER

- » File formats: .jpg only
  - gif, .swf (flash) and animated files are not accepted
- » Max file size: 40K
- » Text/logo ads available
  - 50-100 words
  - Logo
  - Ad size: 150x100, plus website link



## E-newsletters

### Chemical Engineering DIRECT



Chemical Engineering's weekly DIRECT e-newsletter is sent to a global database of professionals in the chemical process industries, and provides the latest product information, technology updates, trade show information and more. Introduce your products and services with a banner ad, white paper or text ad.

#### Chemical Engineering DIRECT Gross Rates

40,000 subscribers

Leaderboard (728x90)	\$2,990
Text Ad (50 -100 words with logo/image)	\$2,750
Skyscraper (top - 160x600)	\$2,500
Additional Skyscraper (160x600)	\$2,200
Medium Rectangle (300x250)	\$2,700
Standard (468x60)	\$2,000
Button (160x160)	\$1,200
Issue Takeover (full issue exclusive sponsorship)	\$8,000

**94% of readers receive and read work-related e-newsletters** <sup>A</sup>

## Chemical Engineering FOCUS

The Chemical Engineering FOCUS monthly e-newsletter is sent to a targeted database determined by the subject matter of each technical report. Chemical Engineering FOCUS will highlight a specific technology with each issue.

#### 2015 TOPICS

January 15	Safety
February 19	Flow Measurement and Control
March 12	Corrosion
April 16	Petroleum Refining & Petrochemicals
May 14	Maintenance and Reliability
June 11	Solids Handling and Processing
July 16	Process Control & Instrumentation
August 13	Pressure Relief
September 10	Pumps
October 8	Solids Handling and Processing
November 12	Petroleum Refining & Petrochemicals
December 10	Water Management

#### Chemical Engineering FOCUS Gross Rates

35,000 subscribers

Leaderboard (728x90)	\$2,990
Text Ad (50 -100 words with logo/image)	\$2,750
Skyscraper (top - 160x600)	\$2,500
Additional Skyscraper (160x600)	\$2,200
Medium Rectangle (300x250)	\$2,700
Standard (468x60)	\$2,000
Button (160x160)	\$1,200
Issue Takeover (full issue exclusive sponsorship)	\$8,000

## SITE LICENSE

Receive access to Chemical Engineering online issues and archives with a site license. The site license includes access to Chemical Engineering's Plant Cost Index as downloadable data in Excel format for easy reporting. The site license is available to large groups, corporations, and libraries interested in receiving access to these data. For more information and rates, please contact Sarah Garwood at 301-354-1705 or sgarwood@accessintel.com.

**55% of readers use the Internet to analyze industry news, trends and events** <sup>A</sup>

## BUYERS' GUIDE

[chemengonline.com/buyersguide](http://chemengonline.com/buyersguide)

Sell your products directly to qualified buyers in the CPI on the improved chemengonline.com/buyersguide. Chemical Engineering's Buyers' Guide is the most economic, timely, and resourceful way to increase brand awareness and recognition for your company. Available in the December issue and always accessible online, it is regularly used by more than 166,000 readers, has over 68,000 unique page views a year, and is collectively referred to more than one million times a year.

A one-time yearly purchase guarantees that your advertisement will be circulated globally to the subscribers of Chemical Engineering and distributed at premier trade shows and conferences throughout the year. See back insert for pricing and position availability.

**57% of readers use the Internet to research vendors**<sup>A</sup>



**CHEmploy**<sup>®</sup>  
The Career Catalyst for Chemical Professionals

**24% of readers use the Internet to search for employment opportunities** <sup>A</sup>

Chemical Engineering magazine's print and digital job resources allow you to target passive and active job seekers in our community of CPI professionals. Reach them through all the media they use, in any combination – print, online, and, e-newsletters. See back insert for pricing and position availability.



## DIGITAL ISSUE

Chemical Engineering's monthly print issue is converted into a digital version and is sent to digital subscribers. As more and more subscribers ask for this version, utilize the enhanced digital features, such as custom and rotating flash ads. See back insert for pricing and position availability.

**66% of readers use the Internet to access archives of technical information** <sup>A</sup>

## BOOKSTORE

[store.chemengonline.com](http://store.chemengonline.com)

The Chemical Engineering Bookstore has an updated look and new merchandise, with quick and easy search options to locate the topics important to you. It offers a variety of industry topics including reference and guide books, top features, e-learning, wall charts and more.



The bookstore provides resources on all aspects of engineering technology used by the chemical process industries. It covers the topics of chemical, biotech, process and handling, thermal and energy management, software, automation and control, environmental and safety, business and business services, economics, petrochemicals, and much more.



**50% of those who use/access one of Chemical Engineering's digital resources, visited the online bookstore** <sup>\*\*</sup>

All rates listed are gross

Reach the CPI decision makers by partnering with the *Chemical Engineering* brand. Advertising with *Chemical Engineering* delivers your message to the CPI decision makers effectively across multiple media sources.

86% of readers said reading magazines is very useful or useful to stay informed about the chemical process industries <sup>Δ</sup>

Color 4c	1x	6x	12x	18x
Spread	\$27,053	\$25,281	\$23,628	\$22,083
Full Page	\$14,405	\$13,277	\$12,530	\$12,309
2/3 Page (vertical)	\$10,073	\$9,352	\$8,801	\$8,637
1/2 Page (island)	\$9,270	\$8,456	\$8,008	\$7,833
1/2 Page	\$8,122	\$7,509	\$7,102	\$6,922
1/3 Page	\$6,134	\$5,737	\$5,423	\$5,268
1/4 Page	\$4,815	\$4,671	\$4,481	\$4,398
Special Positions 4c	1x	6x	12x	18x
Back Cover	\$15,038	\$13,962	\$13,050	\$12,200
Inside Front Cover	\$15,038	\$13,962	\$13,050	\$12,200
Inside Back Cover	\$14,641	\$13,684	\$12,793	\$11,963
Spread Between TOCs	\$27,573	\$25,771	\$24,081	\$22,506
1/3 Page TOC Vertical	\$6,355	\$5,943	\$5,547	\$5,186
Opposite 2nd TOC Page	\$14,502	\$13,555	\$12,669	\$11,840
Opposite "Editor's Page"	\$14,502	\$13,555	\$12,669	\$11,840
Facts At Your Fingertips <sup>◇</sup>	\$14,590	\$13,632	\$12,442	\$11,629

<sup>◇</sup> Includes printing on heavier insert stock and advertiser receives 500 copies to use as handouts

#### International Split-run

*Chemical Engineering* offers an international split-run option where the advertisement will be distributed outside the U.S. and Canada only. For pricing information, please contact Petra Trautes at ptrautes@accessintel.com or +49 69 58604760.

#### Additional Color Charges:

Please check with your representative for 5th color or metallic colors

Classified 4c	1x	3x	6x	9x	12x
1 Page	\$10,980	\$10,346	\$9,867	\$9,229	\$8,755
1/2 Page	\$5,490	\$5,171	\$4,934	\$4,614	\$4,378
1/3 Page	\$3,662	\$3,451	\$3,291	\$3,075	\$2,920
1/4 Page	\$2,750	\$2,590	\$2,467	\$2,307	\$2,184
Per inch	\$366	\$345	\$330	\$309	\$294
Classified 2c	1x	3x	6x	9x	12x
1 Page	\$9,584	\$9,038	\$8,528	\$8,044	\$7,591
1/2 Page	\$4,795	\$4,527	\$4,269	\$4,027	\$3,801
1/3 Page	\$3,193	\$3,013	\$2,838	\$2,678	\$2,524
1/4 Page	\$2,261	\$2,137	\$2,019	\$1,906	\$1,797
Classified B&W	1x	3x	6x	9x	12x
1 Page	\$8,338	\$7,864	\$7,416	\$6,999	\$6,607
1/2 Page	\$4,166	\$3,935	\$3,713	\$3,502	\$3,301
1/3 Page	\$2,781	\$2,621	\$2,472	\$2,338	\$2,204
1/4 Page	\$2,086	\$1,967	\$1,854	\$1,751	\$1,653
Per inch	\$201	\$191	\$180	\$170	\$160
1x	3x	6x	12x		
Showcase	\$958	\$876	\$798	\$690	

12x	
Economic Indicators	\$2,700

#### Reprints

Take full advantage of your exposure in the industry-respected publication, *Chemical Engineering* by purchasing reprints. For more information, please contact sales@wrightsmedia.com.

## ARE YOUR ADS WORKING?

Signet AdStudy<sup>®</sup> offers objective research on the effectiveness of your advertising message. Complimentary research available to you in February, July and November issues of *Chemical Engineering*.

- » Find out if your ads have impact
- » Compare your advertising with the competition
- » Discover which ads score well (or poorly)
- » Test the impact of different ads
- » Learn how readers perceive the message of your ad through extensive verbatim comment feedback



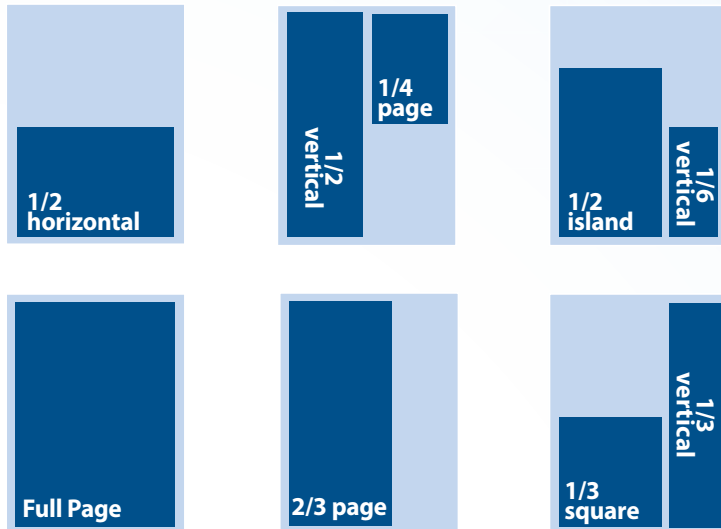
**Make sure your ads provide a return on investment and effectively sell your products or services.**

**"Implies an established company with a reliable efficient product. Text description should be more prominent."** -- Industrial Chemicals, Engineering

**"The bold white text captures your attention as a whole."** -- Company's Operations, Engineering



# MECHANICAL SPECIFICATIONS



## MECHANICAL REQUIREMENTS

Width x Depth	Inches	Millimeters	Picas
2 page spread (bleed)	16.25" x 11"	412.8 x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 x 254.0 mm	90p x 60p
1 page (bleed)	8.125" x 11"	206.4 x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 x 254.0 mm	42p x 60p
2/3 page (bleed)	5.25" x 11"	133.4 x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4.625" x 10"	115.9 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed) ◇◇	4" x 11"	102.0 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) ◇◇	3.375" x 10"	86.0 x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4.625" x 7.375"	117.5 x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8.125" x 5.625"	206.4 x 143.0 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4.875"	177.8 x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2.875" x 11"	73.0 x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2.1875" x 10"	55.6 x 254 mm	13p1.5 x 60p
1/3 page horizontal (non-bleed)	7" x 3.375"	177.8 x 85.7 mm	42p x 20.25p
1/3 page square (non-bleed)	4.625" x 4.875"	115.9 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed) ◇◇	3.375" x 4.875"	86.0 x 123.0 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2.1875" x 4.875"	55.6 x 123.8 mm	13p1.5 x 29p3
1/6 page horizontal (opposite cover #3 in every issue)	4.625" x 2.25"	117.5 x 57.2 mm	27p9 x 13p6
Publication Trim Size	7.875" x 10.75"	200 x 273.1 mm	47p3 x 64p6

◇◇ Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers' Guide.

**FOR ALL BLEED ADS:** Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edge. 1/8" (3mm) roughed out of gutter bleed. 1/8" (3mm) trimmed off all three outer edges.

### Mechanical Requirements for Furnished Inserts:

8 1/8" (206mm) X 11" (279mm). Publication trims to 7 7/8" (200mm) X 10 3/4" (273mm). Spread- 16 1/4" (413mm) X 11" (279mm). Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edges. Maximum stock weight of 70# coated is requested. Up to 80# accepted with advance clearance. 60# maximum weight for uncoated stock is requested. Up to 60# accepted with advance clearance. Maximums are 25" (635mm) X 38" (965mm) basis.

### Closing Dates and Cancellations:

See Editorial Calendar for space reservation and ad materials closing dates. No cancellations accepted after closing dates.

## AD DELIVERY INSTRUCTIONS

### ADVERTISING SPECS

**Publication Trim Size:** 7-7/8" wide x 10-3/4" high (200 x 273 mm)

**Paper Stock:** 70 lb gloss-coated offset cover, 40 lb coated offset body

**Method of Printing:** CTP Web on Offset

**Type of Binding:** Perfect-bound

**Material Specifications:** To qualify for standard agency commissions, digital ads and color proof must be provided.

**Storage of Advertising Materials:** All materials will be stored for 12 months and then destroyed unless otherwise instructed in writing.

### FILE PREP

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for Full Page Ads should be set up for BLEED SIZE (8-1/8" wide x 11" deep).
- Do not compress linked graphics when preparing TIFF or PDF.
- All files must be converted to CMYK – not RGB. 2-color ads must be CMYK builds.
- Trapping must be completed prior to creating final TIFF or PDF. Trap at .20 pt. and overprint black.

### ACCEPTED DIGITAL FORMATS

- Press-/Print-Optimized PDF (all font embedded/all graphics hi-res and linked properly), high-resolution (300 dpi minimum)
- TIFF or EPS formats, 133-line or 300-dpi resolution
- Media – CD-ROM

Note: We can not accept native application files, such as Quark XPress or InDesign. Film ads will incur a conversion charge.

### IF YOU HAVE FTP SOFTWARE, YOU MAY FORWARD YOUR AD FILES TO OUR FTP SITE:

**HOST:** [prod.accessintel.com](http://prod.accessintel.com)  
**USERID:** [produsr](http://produsr)  
**PASSWORD:** [pRodr2\\*](http://pRodr2*) (case sensitive, and don't forget the asterisk at the end)  
**DIRECTORY:** /CHE\_ads

Note: Files must be stuffed as a self-extracting archive before you forward your ad to our FTP site. Please e-mail confirmation to [jcooke@accessintel.com](mailto:jcooke@accessintel.com). Scanned images should be provided for placement, half-tone images should be 266 dpi or higher at 100% or reproduction size. Line art should be scanned at 300 dpi at 100%.

### MATCHED COLOR

When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

### PROOFS

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press. If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

### PRODUCTION CHARGES

Ads that do not meet the specs list above or requests for changes to digital ads are subject to production charges. Contact the magazine production manager for details on production charges.

### ADDRESS SPACE ORDERS, INSTRUCTIONS, CORRESPONDENCE AND PROOFS TO:

Chemical Engineering, Production Department,  
 88 Pine Street, Suite 510, New York, NY 10005

### FURNISHED INSERTS

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: RR Donnelley, Attn: Misty Lemke, 100 Banta Road, Long Prairie, MN 56347 Tel: 320-732-7914

(Please include magazine name and issue date if possible).

At the time of shipment, e-mail [jcooke@accessintel.com](mailto:jcooke@accessintel.com) the following information: flight number and time of arrival.

### FOR MORE INFORMATION

Production Manager  
 John Blaylock-Cooke: 212-621-4655  
[jcooke@accessintel.com](mailto:jcooke@accessintel.com)



**“Chemical Engineering offers information that I do not get elsewhere. It provides thought provoking ideas for problems that we can discuss and plan for resolution down the road.”** --Operations, Engineering

**“Chemical Engineering introduces me to new developments in process industries and products.”** --Engineering Services, Engineering

## GENERAL TERMS AND CONDITIONS - PRINT

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC (“Publisher”) will publish advertisements (“ads”) inserted in or attached to Chemical Engineering as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser’s most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher’s deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front /inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may be not be feasible.
- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.
- Publisher retains the right to display Advertiser’s ad on the Publisher’s web site(s), unless otherwise notified by Advertiser in writing.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney’s fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser’s ads. Publisher’s right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher’s failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.
- Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher’s rate card.
- In no event will Publisher’s liability for any ad exceed the amount charged by Publisher for such ad.
- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.
- A 1/4 page ad is the minimum size required to maintain frequency discount.
- Special units such as gatefolds are available. Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher’s advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney’s fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date.
- The Advertiser or their Agency will be billed a premium of not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

## GENERAL TERMS AND CONDITIONS - DIGITAL

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC (“Publisher”) will publish advertisements (“ads”) on the Chemical Engineering website as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher.
- Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser’s most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney’s fees and all other costs of litigation or settlement, arising out of or attributable to the Advertiser’s ads. Publisher’s right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher’s failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher’s liability for any ad exceed the amount charged by Publisher for such ad.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney’s fees, in addition to all invoiced amounts, late charges and interest.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.



# CONTACT INFORMATION

## VICE PRESIDENT & GROUP PUBLISHER

### MICHAEL GROSSMAN

Tel: 918-877-2662  
mgrossman@accessintel.com

## UNITED STATES

### TERRY DAVIS

SALES DIRECTOR  
2276 Eastway Road  
Decatur, GA 30033  
Tel: 404-634-5123  
tdavis@chemengonline.com  
ALABAMA, CONNECTICUT, DELAWARE, GEORGIA, IDAHO, KENTUCKY, MAINE, MARYLAND, MASSACHUSETTS, MISSISSIPPI, MONTANA, NEW HAMPSHIRE, NEW JERSEY, NEW YORK, NORTH AND SOUTH CAROLINA, NORTH AND SOUTH DAKOTA, OHIO, OREGON, PENNSYLVANIA, RHODE ISLAND, TENNESSEE, VERMONT, VIRGINIA, WASHINGTON D.C., WEST VIRGINIA, WYOMING, CANADA, LATIN AMERICA

### JASON BULLOCK

DISTRICT SALES MANAGER  
8325 Broadway  
Ste. 202/PMB 261  
Pearland, TX 77581  
Tel: 281-485-4077, Fax: 281-485-1285  
jbullock@chemengonline.com  
ALASKA, ARIZONA, ARKANSAS, CALIFORNIA, COLORADO, FLORIDA, HAWAII, KANSAS, LOUISIANA, MISSOURI, NEVADA, NEW MEXICO, OKLAHOMA, TEXAS, WASHINGTON

### DAN GENTILE

DISTRICT SALES MANAGER  
10209 Prism Drive  
Austin, TX, 78726  
Tel: 512-918-8075  
dgentile@chemengonline.com  
ILLINOIS, INDIANA, IOWA, MICHIGAN, MINNESOTA, NEBRASKA, UTAH, WISCONSIN

### DIANE BURLESON

INSIDE SALES MANAGER  
Tel: 512-337-7890  
dburleson@chemengonline.com  
PRODUCT SHOWCASE, LITERATURE REVIEWS, CLASSIFIEDS, BUYERS' GUIDE & CHEMPLOY

## INTERNATIONAL

### EUROPE

#### PETRA TRAUTES

EUROPEAN SALES MANAGER  
Zeilweg 44, 60439 Frankfurt, Germany  
Tel: 49-69-58604760, Fax: 49-69-57002484  
ptrאות@accessintel.com  
AUSTRIA, BENELUX, CZECH REPUBLIC, EASTERN EUROPE, GERMANY, SCANDINAVIA, SWITZERLAND, UNITED KINGDOM

### MEDITERRANEAN & MIDDLE EAST

#### FERRUCCIO SILVERA

SALES REPRESENTATIVE  
Silvera Pubblicita  
Viale Monza, 24; Milano 20127; Italy  
Tel: 39-02-284-6716, Fax: 39-02-289-3849  
ferruccio@silvera.it  
ANDORRA, FRANCE, GIBRALTAR, GREECE, ISRAEL, ITALY, PORTUGAL, SPAIN

### INDIA

#### DIPALI DHAR

SALES REPRESENTATIVE  
66-01 Burns Street  
Forest Hills, NY 11374  
Tel: +1 718-263-1162, Fax: 1-917-591-8913  
ddhar@chemengonline.com

### JAPAN

#### KATSUHIRO ISHII

SALES REPRESENTATIVE  
Ace Media Services, INC.,  
12-6-4-chome  
Nishiiko, Adachi-ku; Tokyo 121; Japan  
Tel: 81-3-5691-3335, Fax: 81-3-5691-3336  
amskatsu@dream.com

### ASIA

#### RUDY TENG

SALES REPRESENTATIVE  
Hinton Information Services  
8F-1 #181 Wulin Road  
Hsinchu 30055 Taiwan  
Tel: +86 13818181202, (China),  
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