



BUYERS' GUIDE 2016

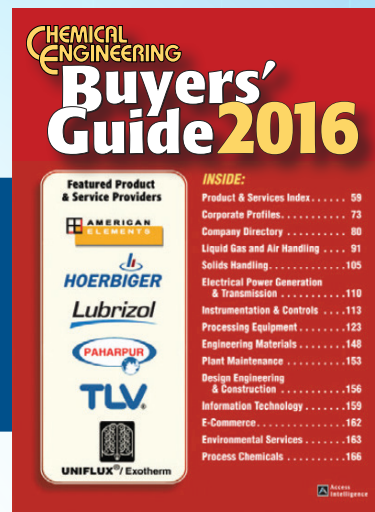
chemengonline.com/buyersguide

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.

Issue Date: December 2015

Listing Deadline: October 7, 2015

Ad Materials Due: October 14, 2015



According to the 2014 E-media Study, 57% of readers use the Internet to research vendors

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.

FREE INCENTIVES FOR DISPLAY ADVERTISERS

All display advertisers will receive:

- » A hotlink on the *Chemical Engineering's Buyers' Guide* website to advertiser's website
- » Premium positioning of listings in the product categories
- » Company name in bold throughout *Chemical Engineering's Buyers' Guide*
- » Unlimited listings in the print and online versions of *Chemical Engineering's Buyers' Guide*
- » Banners online at chemengonline.com/buyersguide with each display ad purchase
- » All full page advertisers get their company logo on cover of the *Chemical Engineering's Buyers' Guide* section, plus exposure in the Corporate Capabilities section

Corporate Capabilities Profile

Make an impression that counts with the most exclusive business directory in the industry. Showcase your products and the markets they serve in this premium section — in print and online — with a full page corporate profile.

All full page advertisers will receive a FREE Corporate Capabilities Profile!

LISTING OPTIONS

Basic (free)

- Includes company name, address, phone and fax
- Email and URL
- 10 free category listings

Basic + Logo (\$450)

Mini Ad (\$860)

- Basic package
- Color or black/white logo in print OR online Buyers' Guide

A la cart

- 1 additional category \$20
- 10 additional categories \$150
- 20 additional categories \$300
- 50 additional categories \$750

Enhanced + Logo (\$895)

Mini Ad (\$1,300)

- Basic package
- Color or black/white logo in print and online Buyers' Guide
- 20 categories
- Clickable URL in online Buyers' Guide
- Clickable email address in online Buyers' Guide
- Priority listing in online Buyers' Guide - company will appear at top of search results in selected category and in bold
- 30-word company description (online and print)

Premium + Logo (\$1,195)

Mini Ad (\$1,600)

- Enhanced package
- 30 categories
- Option to add social media accounts
- Lead Generation
- 60 word company description (online and print)

ADVERTISING RATES

BUYERS GUIDE FULL RUN				
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

LOGOS AND MINI ADS			
Product & Services Directory Logos	Rates per logo	Mini-ads	Rates per mini-ad
1 logo	\$450	1 Mini-ad	\$860
2 logos	\$415	2 Mini-ads	\$820
3 logos	\$400	3 Mini-ads	\$765
4 logos	\$385	4 Mini-ads	\$725
5-9 logos	\$355	5-9 Mini-ads	\$690
10 or more logos	\$325	10 or more Mini-ads	\$650

The size of all logos is 2" x 1".

The size of all mini-ads is 2" x 2".

For enhanced listings information, contact:

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For information about Buyers' Guide display advertising options, contact:

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