

ChE.com

Chemical Engineering's website, ChE.com, is used by engineers, technical decision-makers and operating management for news, research, analysis and more. ChE.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.



Consistent double digit growth for www.che.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!

Key Performance Metric [◇]	% of growth vs. same time previous year
64,725 Visits	+43%
144,619 Pageviews	+23%
48,187 Unique Visitors	+38%

January-July 2013 average monthly website metrics compared to previous year[◇]

ChE.com gross rates

Rates are based on CPM (cost per thousand impressions); ChE.com averages 150,000 impressions per month. (Example: 40,000 ad impressions in a \$65 CPM ad position would cost \$2,600) Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

Leaderboard (728x90)	\$80 cpm
Medium Rectangle (top - 300x250)	\$75 cpm
Medium Rectangle (middle - 300x250)	\$70 cpm
Medium Rectangle (bottom - 300x250)	\$60 cpm
Skyscraper (160x600)	\$70 cpm
Standard (468x60)	\$50 cpm
Buttons (160x160)	\$30 cpm
Page Peel (home page only)	\$5,500 gross
Roadblock* (640x480)	\$6,500

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

[◇] Publisher's own data

Chemical Engineering's Buyers' Guide

Sell your products to qualified buyers in the chemical processing industries! Our Buyers' Guide is the most economic, timely, and resourceful way to increase brand awareness and recognition for your company. Available in the November issue and always accessible online, it is regularly used by over 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.

Chemploy

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 details.



Digital Issue

Every month, *Chemical Engineering's* print issue is also converted into a digital version and is sent to subscribers who request this format. As more and more readers ask for this version, utilize the enhanced digital features, such as custom and rotating flash ads mentioned in this media kit's back pocket insert.



Digital issue gross rates

Cover Wraps/ Insert Cards	\$2,900
Banner Ads: Above Issue and in Email Notices	\$2,500
Cover 'Ø' Ad (opposite of the front cover)	\$3,300
BRC Forms	\$1,900
In-Page Ads: Rotating Flash	\$1,000
Custom Flash Animation	\$1,000

E-newsletters

Chemical Engineering DIRECT

Chemical Engineering's weekly CE DIRECT newsletter is sent to a database of chemical process industry professionals, providing the latest news, product information, technology updates, tradeshow information and more from around the world. This important news product helps our technical audience stay on top of the latest information affecting the CPI. Introduce your products and services with a banner ad, white paper or text ad.



CE 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

Chemical Engineering FOCUS

The Chemical Engineering (CE) FOCUS is sent to a targeted database determined by the subject matter of each technical report. CE FOCUS will highlight a specific technology with each issue.



Topics for CE FOCUS in 2014 include:

January 23	Safety
February 6	Process Control and Instrumentation
March 20	Water Management
April 24	Solids Handling
May 8	Maintenance & Reliability
June 19	Petroleum Refining & Petrochemicals
July 17	Packaging and Storage
August 28	Pumps
September 18	Water Management
October 23	Solids Handling
November 20	Petroleum Refining & Petrochemicals
December 11	Process Control and Instrumentation

CE FOCUS gross rates

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

Webinars

Chemical Engineering's webinars are an engaging, measurable and cost-effective way to reach the CPI. By combining the immediacy of the Web with the impact of streaming audio, video and live Q&A, CE webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results. Not only will we 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) and multi-sponsored (editorial staff develops the content) programs available.



Webinar rates

(Includes print, web, and e-newsletter advertising; e-mail promotion; registration list; one-year archive and post-event promotion)

Single-sponsored (per publisher approval)
Ask your sales representative for pricing

Multi-sponsored Topics and pricing vary;
Ask 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 send out the link via email to our 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!

White Paper sponsorship

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

DecisionBriefs

Introducing DecisionBriefs | Chemical Engineering

This dynamic content marketing platform is an efficient way to reach buyers at key points of their decision 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 ChE.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 & Upgrades available

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.

E-mail list rental

\$500 cpm net
Minimum is \$2,500 net

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 video. 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

Prices determined by size of distribution and based on \$600 cpm net.

Minimum order \$4,200 net or 7,000 names/e-mails.

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

Video

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. Let *Chemical Engineering* promote that video to our global audience to show your expertise in a specific area. This can be open to the CPI audience or gated for lead-gen opportunities.

Video Sponsorship

\$4,500 net per month for 4-minute video or \$50/lead for a gated, lead-gen program

Price includes email and advertising promotion

Custom E-media

Have an original idea that has worked well for your company or want to experiment with a new idea? Let our marketing and technology teams work with you to deploy a fully customizable solution to your specs to reach the global chemical process industries!