



**CHEMICAL
ENGINEERING**

2014

MEDIA KIT

PETROLEUM REFINING CHEMICALS & PETROCHEMICALS

FOOD & BEVERAGES STONE, CLAY, GLASS & CERAMICS PULP & PAPER

RUBBER & ELASTOMERS PHARMACEUTICALS NONFERROUS METALS

Why Advertise in

**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 112 years, *Chemical Engineering* has been the leading source for news, technology, and analysis used by engineers, operators, plant managers, senior managers, and consultants the world over.

Following are a few reasons why *Chemical Engineering* presents such an effective and efficient medium for your marketing and communication objectives.

1 GLOBAL COVERAGE

Chemical Engineering is the largest global publication serving the CPI, reaching subscribers in 162 countries each month.

It is critical that today's industry professionals exchange ideas and experiences to help increase productivity, encourage technological development, and improve on best practices. Whether a business is regional or global, more knowledge can be gained from worldwide information exchange than from regional knowledge only. Additionally, markets and regions fluctuate; advertising in *Chemical Engineering* ensures you always reach the markets that are actively buying.

2 EDITORIAL EXCELLENCE

The editors of *Chemical Engineering* magazine are chemical engineers or advanced-degree chemists who understand the technical principles underlying the application of process equipment. Throughout the year the editorial team travels to processing plants, conferences, and industry events to keep up with the latest technology and industry needs. With advanced educational degrees specific to chemical engineering and processing, industry experience, and publishing experience, the editorial team of *Chemical Engineering* is unmatched. No other editorial staff in the CPI can compare.

NOT JUST NEWS AND TECHNOLOGY, BUT ANALYSIS

3

While industry news and information comes from many sources, *Chemical Engineering's* value to the market lies in the independent analysis of what this information means to the market from editors who understand the business. *Chemical Engineering* differentiates itself from others by providing readers added value in the form of timely, perceptive and job-useful content. Comparatively, most other sources simply report information and provide little or no analysis.

***“Chemical Engineering* issues are very useful for reading technical articles related to my job. We use almost everything in hydrocarbon processing industry like pumps, instrumentation, power generation, control valves, motors, compressors etc., and *Chemical Engineering* articles are very well written to give detailed analysis of everything. Advertisements are also very helpful to understand the services for processing industry.”**

Plant Operations, Petroleum Refining

REACH MORE DECISION-MAKERS

4

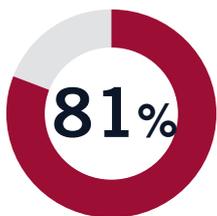
Chemical Engineering is edited for the technical decision maker. This unmatched content is critical to the purchasing process for high-level engineers, mid-level managers, plant managers, and senior managers who refer to *Chemical Engineering* when making decisions critical to their work. No other industry publication provides this level of information. *Chemical Engineering* is also the only source for the Plant Cost Index, an essential tool for estimating equipment costs. This combination of technology, analysis, and experience makes *Chemical Engineering* the primary publication for the most important and influential people in the industry.

63 minutes

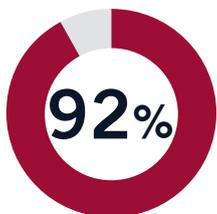
Average time spent reading an issue of *Chemical Engineering*[♦]

35% unduplicated readership

Readers who do not receive another industry book[◇]

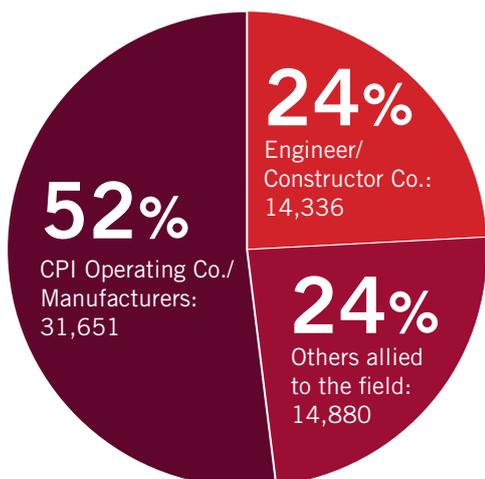


Readers who purchase directly or have purchasing influence^{**}



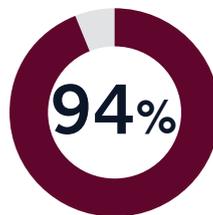
Readers who have taken action on advertisements by visiting websites, requesting additional info, or buying products and services^{**}

About Our Subscribers*

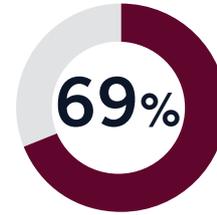


5 MORE THAN A MAGAZINE

Chemical Engineering is a brand that communicates with the CPI across many platforms. In addition to our magazine, *Chemical Engineering* reaches the market through trade shows and conferences, websites, newsletters, webinars, job boards, technical books, social media and more. Brand extensions include *CHE.com*, *CE DIRECT*, *CE FOCUS*, ChemInnovations, *Chemploy*, *DecisionBriefs*, and *Chemical Engineering Buyers' Guide*.



Readers who receive and read work-related e-newsletters^{*}



Readers who plan to attend webinars in the coming year^{*}

Over 15,000 social media followers*

(As of July 2013)

6 VALUE ADDED: LEAD GENERATION, RESEARCH, AND MARKET FEEDBACK

Signet readership studies offer objective research on the effectiveness of your advertising message.

The eResponse email program delivers leads to advertisers in an easy-to-use digital format. This lead-generation tool gives the advertiser subscriber names who will soon be purchasing their product and/or service. By partnering with *Chemical Engineering*, advertisers not only receive names of prospective buyers but also gain invaluable insight into the chemical process industries.

[♦] Signet AdStudy, July 2013

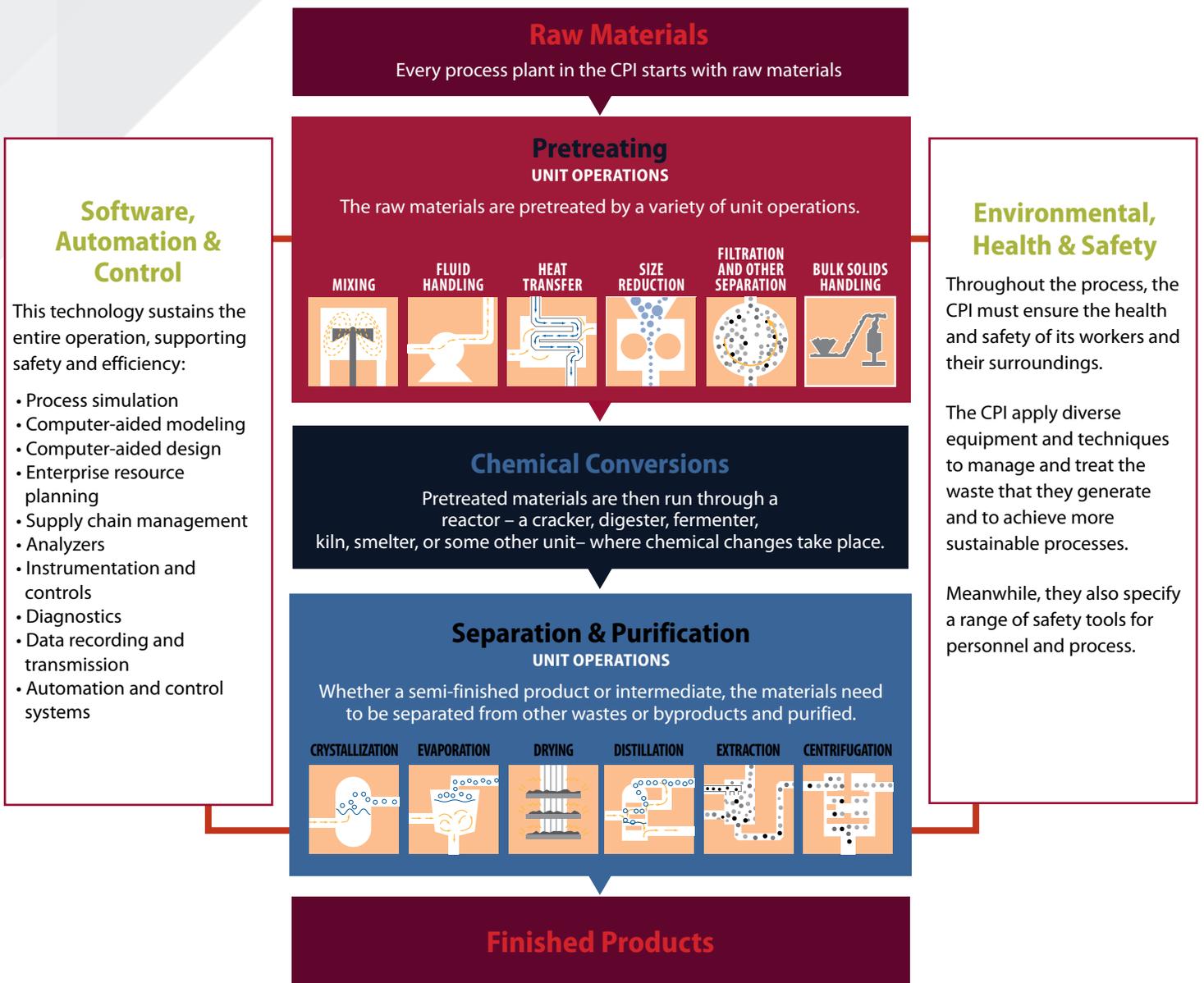
[◇] Signet AdStudy, February 2013

^{*} Publisher's own data

^{**} Signet AdStudy, Jan 2011 - Feb 2013

What ties the CPI together?

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



That is how *Chemical Engineering* gives you the broadest reach for your advertising budget.

The CPI Market Defined

The chemical process industries (CPI) is more than just the chemicals market

Finished Products

Our subscribers produce a myriad of finished products, spanning 7 major industry segments

The CPI span 7 major industry segments

- ▶ Chemicals & Petrochemicals
- ▶ Petroleum Refining
- ▶ Nonferrous Metals
- ▶ Stone, Clay, Glass & Ceramics
- ▶ Pulp & Paper
- ▶ Food & Beverages
- ▶ Rubber & Misc.
- ▶ Other Manufacturing

Market segments comprising the chemical & petrochemical industries include:

- Inorganic Chemicals
- Pharmaceuticals
- Organic Chemicals
- Plastics Materials & Synthetic Resins
- Soaps & Detergents
- Fertilizers & Agrichemicals
- Paints & Allied Products
- Adhesives & Sealants

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

Reaching the entire CPI

In each issue, *Chemical Engineering* editorial covers a wide range of topics so that any reader can find articles of depth, relevance and value. Whenever possible, we discuss topics as they relate to the full CPI as opposed to focusing on one particular niche.

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.

Chemply

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!

Unmatched Editorial Experience.

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



Our readers 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.

Our reputation and credibility have been built on this policy for over 112 years — it guarantees that material we publish will attract serious subscriber attention.

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 readers face.

- We provide technical depth without diverting to theoretical treatises
- We focus on novel, yet proven technologies for the CPI

STAFF EDITORS



DOROTHY LOZOWSKI

Editor in Chief
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DOROTHY LOZOWSKI is the Editor in Chief of *Chemical Engineering*, where she has been an editor since 2005. Prior to that, she worked for Akzo Nobel Chemicals 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

Senior Editor
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SCOTT JENKINS has been an editor with *Chemical Engineering* since 2009. Prior to joining CE, 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.



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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.



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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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2014	FEATURE REPORTS	EQUIPMENT NEWSFRONT	EQUIPMENT FOCUS	FACTS AT YOUR FINGERTIPS	SOLIDS PROCESSING
JANUARY Ad Closing Date: 11/27/13 Ad Materials Due: 12/6/13	Project Management	Weighing	Performance Materials	Dust Control	Dust Control, Weighing
	Tanks and Vessels				
FEBRUARY ♦ Ad Closing Date: 1/3/14 Ad Materials Due: 1/9/14	Flow Measurement and Control	Mixing	Drying and Evaporation	Personal Protective Equipment	Mixing, Drying and Evaporation
	Piping Considerations				
MARCH Ad Closing Date: 2/3/14 Ad Materials Due: 2/6/14	Corrosion	Sensors	Safety Equipment	Level Measurement & Control	Feeding & Conveying
	Fermentation Technology				
APRIL Ad Closing Date: 3/3/14 Ad Materials Due: 3/6/14	Solids Processing	Air-Sensitive Material Handling	Temperature Measurement & Control	Fire Prevention and Suppression	Solids Processing
	Compressors				
MAY Ad Closing Date: 4/1/14 Ad Materials Due: 4/7/14	Leak Detection	Petroleum Refining	Granulation & Agglomeration	Pumps	Granulation & Agglomeration
	Heat Exchangers	Wireless Technology			
JUNE Ad Closing Date: 5/1/14 Ad Materials Due: 5/8/14	Pressure Relief	Grinding, Milling and Screening	Analyzers	Cost Engineering	Grinding, Milling and Screening
	Security				
JULY ♦ Ad Closing Date: 6/2/14 Ad Materials Due: 6/6/14	Desalination Technology	Packaging & Storage	Automation and Control	Industrial Gases	Packaging & Storage
	Valves				
AUGUST Ad Closing Date: 7/1/14 Ad Materials Due: 7/7/14	Distillation	Software	Maintenance Equipment	Adsorbents	Classifiers and Gravity Separators
	Combustion Equipment				
SEPTEMBER Ad Closing Date: 8/1/14 Ad Materials Due: 8/7/14	Water Management	Extruders	Valves & Actuators	Heat Transfer	Extruders
	Pumps				
OCTOBER ♦ Ad Closing Date: 8/29/14 Ad Materials Due: 9/5/14	Process Safety	Filtration	Personal Protective Equipment	Seals and Gaskets	Filtration
	Pressure Measurement and Control				
NOVEMBER Ad Closing Date: 10/1/14 Ad Materials Due: 10/7/14	Maintenance	Disaster Preparedness	Simulation and Modeling Software	Separation Technology	Bins, Silos and Storage
	Design of Experiments				
DECEMBER Ad Closing Date: 11/3/14 Ad Materials Due: 11/7/14	Cost Estimation	Materials of Construction	Analyzers	Distillation	Particle Size Analysis and Control
	Energy Management				

ENVIRONMENTAL, HEALTH & SAFETY	SOFTWARE, AUTOMATION & CONTROL	SHOW PREVIEWS	SPECIAL SECTIONS	BONUS DISTRIBUTION
Dust Control	Weighing			Informex, January 21-24, Miami
Personal Protective Equipment	Flow Measurement & Control			ARC Advisory Group, February 10-13, Orlando
Air Pollution Rules, Safety Equipment	Sensors, Level Measurement & Control	Interphex	Europe Special Section	Corrosion, March 9-13, San Antonio; 247th Annual ACS National Meeting, March 16-20, Dallas; AFPM Annual Meeting, March 23-25, Orlando; Interphex, March 18-20, New York City; AIChE Spring Meeting, March 30-April 3, New Orleans; ELECTRIC POWER, April 1-3, New Orleans; HANNOVER MESSE 2014, April 7-11 Hannover, Germany
		Corrosion		
Fire Prevention and Suppression, Air-Sensitive Handling	Temperature Measurement & Control	PTXI Powder and Bulk Solids	Special Section - Solids Processing	IFAT 2014, May 5-9, Munich, Germany
		IFAT		
Leak Detection	Wireless Technology		Special Section - Gulf Coast	PTXI Powder and Bulk Solids, May 6-8, Rosemont; AFPM Reliability & Maintenance Conference, May 20-23, San Antonio
Pressure Relief, Security	Analyzers	Security		Air & Waste Management Assoc. Annual Conference, June 24-27, Long Beach; Chemical Sector Security Summit & Expo
Explosion Protection	Automation and Control, Valves			
Lab Safety	Software			
Water Management	Valves & Actuators	Powtech	Special Section - Water Management	Turbomachinery and Pump Users' Symposia, September 22-25, Houston; WEFTEC, September 27-October 1, New Orleans; POWTECH, September 30-October 2, Nuremberg, Germany
		WEFTEC		
Process Safety, Personal Protective Equipment, Seals and Gaskets	Pressure Measurement and Control			AFPM Q&A and Technology Forum, October 6-8, Denver
Disaster Preparedness, Maintenance	Simulation and Modeling Software		BUYERS' GUIDE ISSUE	International Water Conference, November 16-20, San Antonio
Emergency Response	Analyzers			

Color (4c)	1x	6x	12x	18x
Spread	\$26,265	\$24,545	\$22,940	\$21,440
Full Page	\$13,985	\$12,890	\$12,165	\$11,950
2/3 Page (vertical)	\$9,780	\$9,080	\$8,545	\$8,385
1/2 Page (island)	\$9,000	\$8,210	\$7,775	\$7,605
1/2 Page	\$7,885	\$7,290	\$6,895	\$6,720
1/3 Page	\$5,955	\$5,570	\$5,265	\$5,115
1/4 Page	\$4,675	\$4,535	\$4,350	\$4,270
Special Positions (4c)	1x	6x	12x	18x
Back Cover	\$14,600	\$13,555	\$12,670	\$11,845
Inside Front Cover	\$14,600	\$13,555	\$12,670	\$11,845
Inside Back Cover	\$14,215	\$13,285	\$12,420	\$11,615
Spread Between TOCs	\$26,770	\$25,020	\$23,380	\$21,850
1/3 Page TOC Vertical	\$6,170	\$5,770	\$5,385	\$5,035
Opposite 2nd TOC Page	\$14,080	\$13,160	\$12,300	\$11,495
Opposite "Editor's Page"	\$14,080	\$13,160	\$12,300	\$11,495
Facts At Your Fingertips*	\$14,165	\$13,235	\$12,080	\$11,290

* Includes printing on heavier insert stock and advertiser receives 500 copies to use as handouts

Additional Color Charges

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

GENERAL TERMS AND CONDITIONS

- 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 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

Classified 4c	1x	3x	6x	9x	12x
1 Page	\$10,660	\$10,045	\$9,580	\$8,960	\$8,500
1/2 Page	\$5,330	\$5,020	\$4,790	\$4,480	\$4,250
1/3 Page	\$3,555	\$3,350	\$3,195	\$2,985	\$2,835
1/4 Page	\$2,670	\$2,515	\$2,395	\$2,240	\$2,120
Per inch	\$355	\$335	\$320	\$300	\$285

Classified 2c	1x	3x	6x	9x	12x
1 Page	\$9,305	\$8,775	\$8,280	\$7,810	\$7,370
1/2 Page	\$4,655	\$4,395	\$4,145	\$3,910	\$3,690
1/3 Page	\$3,100	\$2,925	\$2,755	\$2,600	\$2,450
1/4 Page	\$2,195	\$2,075	\$1,960	\$1,850	\$1,745

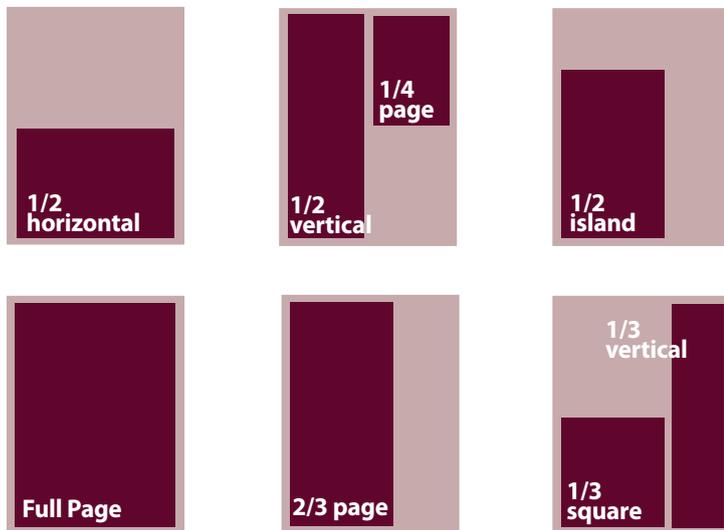
Classified B&W	1x	3x	6x	9x	12x
1 Page	\$8,095	\$7,635	\$7,200	\$6,795	\$6,415
1/2 Page	\$4,045	\$3,820	\$3,605	\$3,400	\$3,205
1/3 Page	\$2,700	\$2,545	\$2,400	\$2,270	\$2,140
1/4 Page	\$2,025	\$1,910	\$1,800	\$1,700	\$1,605
Per inch	\$195	\$185	\$175	\$165	\$155

	1x	3x	6x	12x
Showcase	\$930	\$850	\$775	\$670

* All rates listed are gross

- 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.

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)	4.5625" 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)	4.5625" 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
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

USERID: produsr

PASSWORD: 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.

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 the following information: flight number and time of arrival.

FOR MORE INFORMATION

Production Manager

John Blaylock-Cooke: 212-621-4655

jcooke@accessintel.com

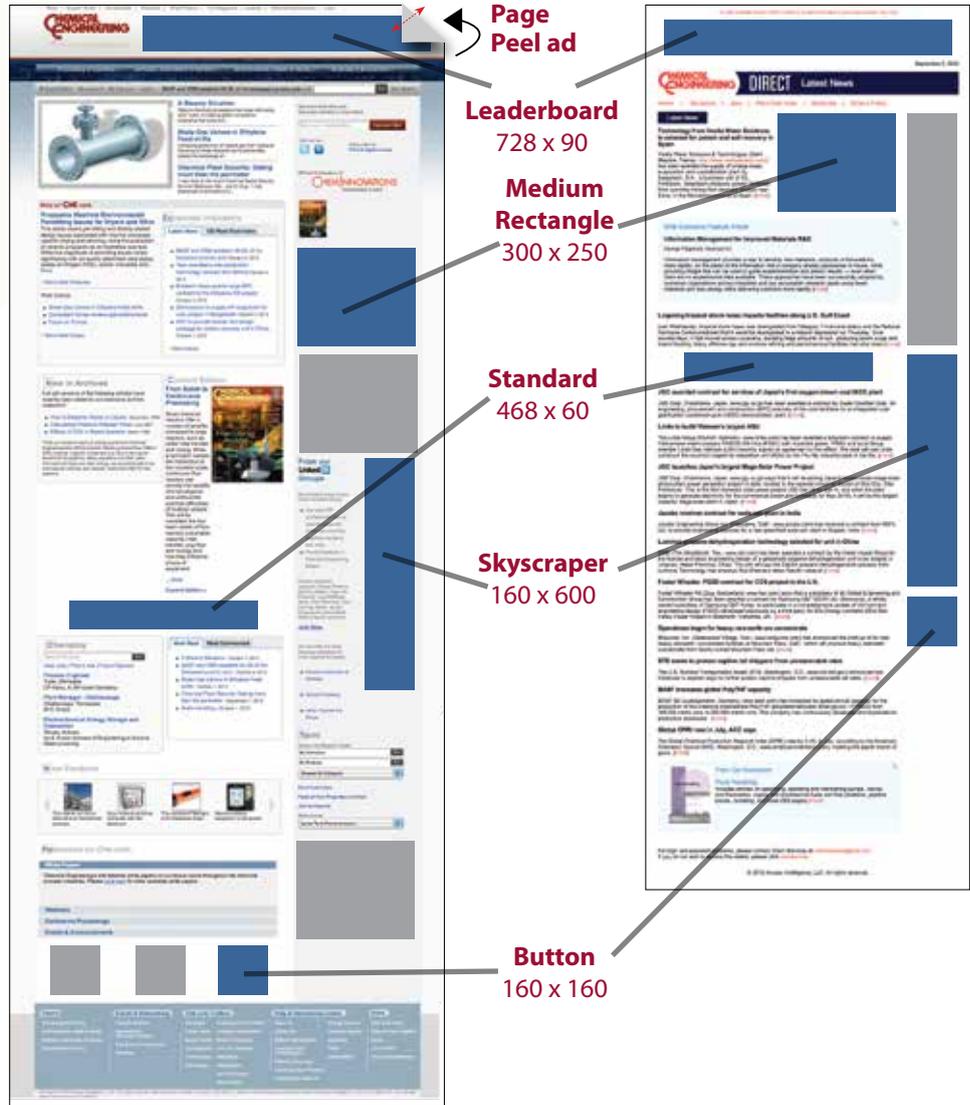
Digital Specs

Website

- File Formats: FLASH, GIF or JPG
- Please note: If a flash file is being provided, please make sure the following action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file. We will put the URL on the order. In addition please provided a backup gif/jpg file
- on (release) {getURL (_level0.clickTag, "_blank");}
- Animation: Yes, If the ad is animated, it should continuously loop
- File Size: The file size must be 50K or less.

E-letter

- Flash Ads accepted: No
- File Formats: JPG only
- Animation: No
- File Size: The file size must be 40K or less.
- Text/logo ads available (50 -100 words text & logo size 150x100, plus website link)



GENERAL TERMS AND CONDITIONS - EMEDIA

- 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.

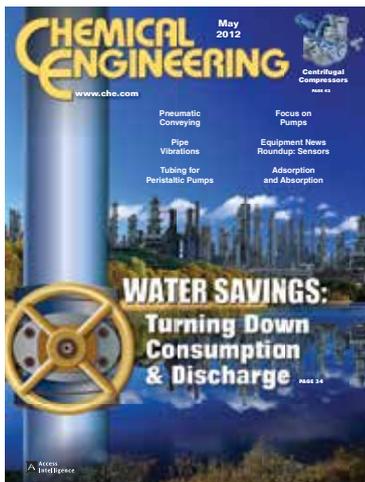
Take full advantage of your exposure in the industry-respected publication, *Chemical Engineering* magazine.

When you repurpose an article from an industry publication, you are creating a connection between your company and the industry-respected brand of the magazine. No matter what your current marketing plan, we have a product that will enhance your print, email and online marketing efforts:

- » Reprints
- » Eprints
- » Interactive Digital Reprints
- » Mobile Reprints
- » QR Codes
- » Framed and Desktop Awards
- » Counter Cards
- » Posters
- » Licensing

Reprints give you the opportunity to take an article directly from the publication and transform it into custom marketing material that will have a direct impact on your bottom line. Let us help you personalize your reprint with your corporate logo, company information or highlighting. The possibilities are endless!

- » Marketing Kits
- » Sales Collateral
- » Online Marketing
- » Social Networking
- » Trade Shows
- » Direct Mail
- » Investor Relations
- » Employee Newsletters
- » Employee Recognition



As the exclusive reprint supplier for *Chemical Engineering* magazine, we at Wright's Media are ready to help you design a reprint that will showcase any article.

Call me and I'll be happy to develop a custom package that will help you meet your marketing goals.

Sam Hunt

Account Representative, Content Management

Wright's Media

2407 Timberloch Place, Suite B

The Woodlands, Texas 77380

ph 281-419-5725 x124 | shunt@wrightsmedia.com

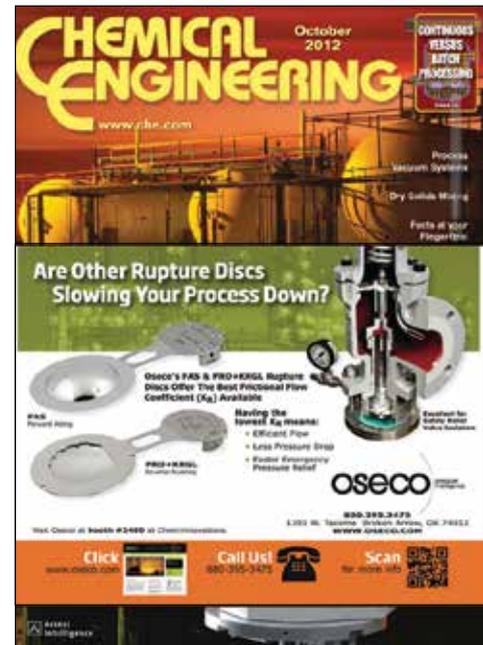
CHEMICAL ENGINEERING digital issue

Create brand recognition by advertising in our digital issue with these enhanced features!

Cover Wraps/Insert Cards

Images replicating traditional print cover wraps and blow in cards can be added over any page. This feature increases exposure and brand awareness for your company as these images must be closed by the reader in order to view the page underneath.

PRICE: \$2,900



Banner Ads: Above Issue and in Email Notices

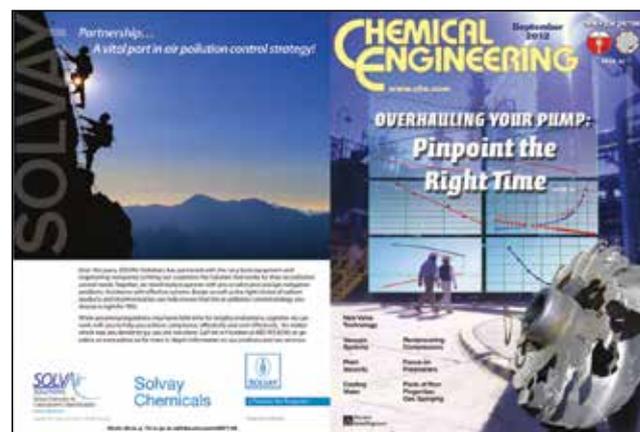
Banner ads can be included above a digital edition. In this case, ads are served into the digital edition in real time. Banner ads can also be included in the email notification which allows you maximized exposure to all digital issue subscribers.

PRICE: \$2,500

Cover 'Ø' Ad

Your ad can be placed to the left of our cover for all viewers to see. Get noticed with this additional cover image feature.

PRICE: \$3,300



CHEMICAL ENGINEERING digital issue

BRC Forms

Business reply card forms can collect a reader's name, email address, and comments, which are then sent to a designated email address. Get connected with qualified customers with this valuable communication tool.

PRICE: \$1,900



In-Page Ads: Rotating Flash

A static image from a page can be replaced with your rotating ads. Since these ads rotate while the reader is viewing the page, your combination of ads will stand out from other ads on that page.

PRICE: \$1,000

Custom Flash Animation

Insert your customized ad design to enhance and suit a particular ad concept. Get your ad noticed with your unique flash animation.

PRICE: \$1,000



Target the strongest job candidates in the Chemical Process Industries

Print

Chemical Engineering's classified advertising section has long been a reference for those seeking employment or job growth within the chemical process industries (CPI). With more than 61,000 subscribers worldwide, Chemical Engineering's classified advertising section offers a tremendous opportunity to reach people at the plant or in the office.

	1x	3x	6x	12x
Cost per inch	\$195	\$185	\$175	\$155



Online

Chemploy job center focuses exclusively on jobs in the CPI. Post your open jobs at chemploy.com today!



Product	Cost
Single 30 day job posting	\$325
Single 45 day job posting	\$425
Single 60 day job posting	\$475
5 pack of 45 day job postings	\$1,400 (Save \$725)
10 pack of 45 day job postings	\$2,500 (Save \$1,750)
20 pack of 45 day job postings	\$3,900 (Save \$4,600!)
FEATURED EMPLOYER: Single 45 day posting, resume access, and featured employer spotlight	\$600
Featured employer spotlight	\$300

Print + Online Bundle Deals

45 day posting w/ the purchase of print ad

- » \$375 for online post
- » \$185 for one inch print ad

60 day job posting w/the purchase of print ad

- » \$445 for online post
- » \$165 for one inch print ad

Target the strongest job candidates in the Chemical Process Industries

Chemploy e-newsletter

Be the sole sponsor of our weekly Chemploy e-newsletter. Fill it with your ads, your featured job description and your contact information, and *Chemical Engineering* delivers it to more than 50,000 inboxes, each week.



Listings

Product	Description	Cost
"Hot" listing	Places your job at the top of the e-letter	\$100 with 45 day job posting \$125 with 60 day job posting
"Featured" listing	In addition to being placed on the site, the listing is also placed on an additional "featured" site	\$150 with 45 day job posting \$175 with 60 day job posting
"Powerpost"	Your job is automatically posted to other job seeker sites	\$149

Ad Banners

Product	Cost
Full issue sponsorship	\$3,500
Top Banner- Leaderboard 728X90	\$2,000
Closing Position- Leaderboard 728X90	\$1,500
Skyscraper- 160X600	\$1,750

Don't let the competition capture your new employee.

Contact Diane Burleson | Direct: 512-337-7890 | dburleson@che.com

Contact Information

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mgrossman@accessintel.com

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DISTRICT SALES MANAGER

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jbullock@che.com
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DAN GENTILE

DISTRICT SALES MANAGER

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dgentile@che.com
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DIANE BURLESON

INSIDE SALES MANAGER

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

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Tel: 81-3-5691-3335, Fax: 81-3-5691-3336
amskatsu@dream.com

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SOUTH KOREA

PETER KWON

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