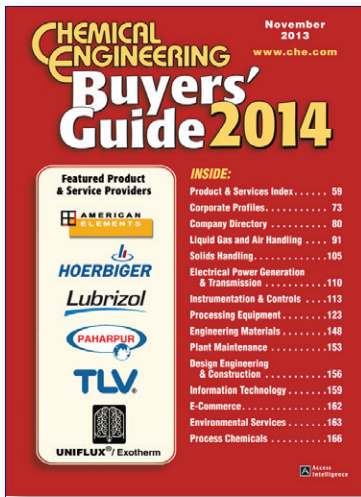


CHEMICAL ENGINEERING Buyers' Guide 2015

Issue Date: November 2014 • Listing Deadline: September 1, 2014
Ad Materials Due: September 9, 2014



Sell your products to qualified buyers in the chemical processing industries!

The most economic, timely, and resourceful way to increase brand awareness and recognition for your company.

Available in print 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.

FREE INCENTIVES FOR DISPLAY ADVERTISERS

All display advertisers will receive:

- A hotlink on the CEBG website to their company's website
- Premium positioning of listings in the product categories
- Company name in bold-face throughout CEBG
- Unlimited listings in the print and online versions of CEBG
- Banners online at che.com/buyersguide with each display ad purchase*
- All full page advertisers get their company logo on cover of the CEBG section, PLUS exposure in the Corporate Capabilities section, all FOR FREE!

* Number of free banners per ad size:

1/3pg=1 banners, 1/2pg=2 banners, 2/3pg=3 banners, FP=4 banners

“**oted the most useful Buying Resource [in the Chemical Process Industries]” - According to the Chem Show Universe Study.**

CHEMICAL ENGINEERING
che.com

Listing Options

Basic (FREE)

- Includes Company Name, Address, Phone, and Fax
- E-mail and Web address
- 10 free category listings

Basic + Logo (\$450), Mini Ad (\$860)

- Basic package +
- Color or Black/White logo in print 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
- Live website URL link online
- Live e-mail link online
- 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)

Decision Briefs (sponsored content) –

- Basic - \$5,000
- Basic + standard Buyers' Guide pricing

Decision Briefs is a dynamic content marketing platform where you can manage all of your content in one place. From social media, to blog posts, to placing articles on industry-leading publications, Decision Briefs allows you to create, distribute, and measure your content. For more information contact Terry Davis at 404-634-5123 or by email at TDavis@accessintel.com.



Ask how you could earn a FREE 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.

CONTACT

DIANE BURLESON
Tel: 512-337-7890
dburleson@che.com

cebuyersguide.com

ADVERTISING RATES

BUYERS GUIDE FULL RUN				
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

Product and 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".

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TERRY DAVIS SALES DIRECTOR

Tel: 404-634-5123
tdavis@che.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, UTAH, VERMONT, VIRGINIA, WASHINGTON D.C., WEST VIRGINIA, WYOMING, CANADA, LATIN AMERICA

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DIANE BURLESON INSIDE SALES MANAGER

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dburleson@che.com
PRODUCT SHOWCASE, LITERATURE REVIEWS, CLASSIFIEDS, BUYERS' GUIDE & CHEMPLOY

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