

All March and August print advertisers are included in the Lead ADvantage[®] program. The Lead ADvantage[®] program provides you with timely and targeted tele-marketed results of purchase intention surveys conducted on the product categories listed below.



PRODUCT CATEGORIES

- Instrumentation
- Pumps
- Mixing Equipment
- Valves
- Drying & Evaporation Equipment
- Liquid/Solid Separation
- Powder & Bulk Solids Processing Equipment
- Air Pollution Control
- Heat Transfer/Heat Transfer Fluids
- Seals and Gaskets
- Piping and Tubing
- Compressors/Compression Equipment
- Additional Product/Service categories may be available

RECEIVE VALUABLE LEADS AT NO ADDITIONAL COST TO YOU!

Advertisers will receive leads from respondents that indicated their plan to purchase in the next 6-12 months based on the advertiser's product category. March leads will be available to advertisers March 31. August leads will be available to advertisers August 31.



Space is limited and you must book by **February 8** to be included in the March Lead ADvantage[®] program!

Book by **July 6** to be included in the August Lead ADvantage[®] program!

CHEMICAL ENGINEERING IS ACTIONABLE

79% of subscribers have taken action in the last 12 months as a result of seeing an advertisement in *Chemical Engineering*. Find out which subscribers are actively seeking to purchase your products in the next 6-12 months with the Lead ADvantage Value Added program.



Contact your sales representative for a sample report or more information:

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