

CHEMICAL ENGINEERING

ESSENTIALS FOR THE CPI PROFESSIONAL

MEDIA

ROI

GLOBAL COVERAGE

ANALYTICS

2018 MEDIA KIT

chemengonline.com

DIGITAL MARKETING

CUSTOMER REACH

LEAD GENERATION

BRAND RECOGNITION

THE MOST WIDELY RESPECTED GLOBAL INFORMATION SOURCE FOR THE CHEMICAL PROCESS INDUSTRIES

For more than 116 years, *Chemical Engineering* has been the leading source for news, technology and analysis used by engineers, operators, plant managers, senior managers and consultants worldwide. This combination of technology, analysis and experience makes *Chemical Engineering* the primary publication for the most important and influential people in the industry.

Advertise With Proven Results

The content in *Chemical Engineering* is published for the technical decision maker and 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 related to their work.



41% of subscribers visited the advertiser's website after viewing their advertisement in *Chemical Engineering*



43% of subscribers said they read the magazine as much for the advertising as for the articles

Chemical Engineering is the best practical magazine. It is helpful for refreshing and expanding knowledge for a busy engineer.

Engineering Services

Chemical Engineering keeps me grounded in terms of advancement of technology and reinforcing what I have learned over the years.

Education

Chemical Engineering has very useful articles which can be applied to everyday issues, improving efficiency and safety and troubleshooting on my plants.

Plant Operations
Industrial Chemicals



Endless impressions with more than 84,000 social media followers



LinkedIn

Chemical Engineering Magazine group



@ChemEngMag



89% of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services



16% purchased the products or service based on the ad in *Chemical Engineering*

•Up 2% from last year

26% of subscribers requested additional information from a company, sales representative or distributor as a result of advertisements in *Chemical Engineering*

55% of subscribers pass *Chemical Engineering* magazine to others, generating impressions and leads for your products and services

Including the pass along readership, there are more than 198,000 readers per copy

27% unduplicated readership (subscribers who do not receive another CPI publication)

CONNECTED PLANT CONFERENCE

February 27-28 | Charlotte, NC

Hosted by: *Chemical Engineering*

The Connected Plant Conference is designed specifically to address the emerging trends and applications around digitalization in the chemical process and power generation industries. Advances in data analyses, simulation, modeling, modern sensors, virtual reality, mobile applications, computer networks, predictive instrumentation and more are empowering companies to make great strides both technologically and in their business models. Sponsorships are available. Learn more at connectedplantconference.com.



Global Coverage

The largest global publication serving the CPI provides you with unmatched worldwide exposure. Official media partner of **ACHEMA 2018**, the leading global CPI event.

ACHEMA 2018

ACHEMA is the world forum and leading show for chemical engineering and the process industry. *Chemical Engineering* is proud to partner with **ACHEMA 2018** and provide comprehensive coverage and marketing opportunities before, during and after the event.

Reaching subscribers in **166 countries** each month

North America 69%

Caribbean .3%

Central America .4%

South America 5.2%

Europe 9%

Africa 2.6%

Middle East 3%

Asia 9%

Asia Pacific 1.5%



Audience Profile

Subscribers spend an average of **one hour and 4 minutes** reading *Chemical Engineering* magazine.



91% of readers are college graduates, including 49% who have a Master's degree or higher

"An excellent resource to the current developments and technological solutions in the field of Chemical Engineering."

Engineering
Company's Operations



The ONLY source for the Plant Cost Index, an essential tool for estimating equipment costs.

47% of subscribers find the Plant Cost Index to be very valuable or valuable in their work

"It is an excellent source of information on developments and trends in general chemical engineering."

Engineering
Education

The Chemical Process Industries

All major segments of the CPI use the same types of equipment and services

Raw Materials

Every process plant in the CPI starts with raw materials.

Chemical Conversions

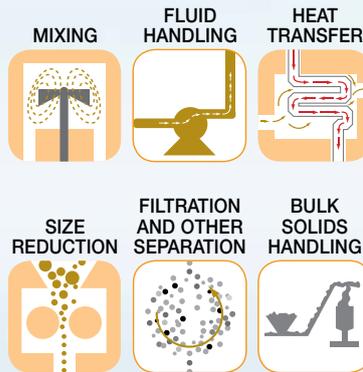
Pretreated materials are then run through a reactor – a cracker, digester, fermenter, kiln, smelter, or some other unit – where chemical changes take place.

Finished Products

Chemical Engineering subscribers produce a myriad of finished products covering major industry segments within the CPI market.

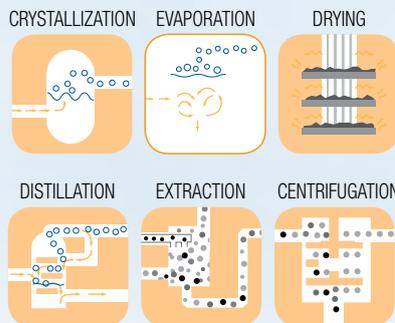
Pretreating Unit Operations

The raw materials are pretreated by a variety of unit operations.



Separation & Purification Unit Operations

Whether a semi-finished product or intermediate, the materials need to be separated from other wastes or byproducts and purified.



Environmental, Health, Safety and Security

Throughout the process, the CPI must ensure the health and safety of their workers and their surroundings.

The CPI apply diverse equipment and techniques to manage and treat the waste that they generate and to achieve more sustainable processes.

Meanwhile, they also specify a range of safety tools for personnel and processes.

Software, Automation and Control

This technology sustains the entire operation, supporting safety and efficiency:

- Process simulation
- Computer-aided modeling
- Computer-aided design
- Enterprise resource planning
- Supply chain management
- Analyzers
- Instrumentation and controls
- Diagnostics
- Data recording and transmission
- Automation and control systems

Chemical Engineering guarantees the broadest reach for your advertising dollars.

In each issue, *Chemical Engineering* editorial covers a wide range of topics, allowing readers to find in-depth articles that are relevant and valuable to their area of the industry. Topics relate to the full CPI and not just one particular area in the market.

86% of subscribers have taken action as a result of advertisements in *Chemical Engineering*



The CPI Market Defined

The CPI includes all industry segments that take raw materials, such as minerals, petroleum or even air

apply chemical, thermal or mechanical processes to them, such as oxidation, polymerization, distillation or filtration

and produce end products, such as plastics, paper, paint, pharmaceuticals, soap, gasoline or fertilizers for commercial or consumer use.

Major Industry Segments

Chemicals & Petrochemicals

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

Petroleum Refining

- Nonferrous Metals
- Stone, Clay, Glass & Ceramics
- Pulp & Paper
- Food & Beverages
- Rubber & Miscellaneous
- Other Manufacturing

One-Of-A-Kind Editorial Staff



DOROTHY LOZOWSKI,
B.S.Ch.E., M.S.Ch.E.

13 years with *Chemical Engineering*, 20 years in industry
Editorial Director
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DOROTHY LOZOWSKI is the Editorial Director of *Chemical Engineering*, where she has been an editor since 2005. Prior to that, she worked for AkzoNobel 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,
B.A., M.S. Chemistry

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



GERALD ONDREY,
B.S. Chemistry, M.A., M. Phil., Ph.D.
Physical Chemistry

26 years with *Chemical Engineering*, 3 years in industry
Senior Editor
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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.



MARY PAGE BAILEY,
B.S.Ch.E.

5 years with *Chemical Engineering*, 5 years in industry
Associate Editor
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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.

Exceptional Editorial Quality

Chemical Engineering is uniquely positioned in the market due to the consistent analysis of the content from editors who understand the CPI. The editors of *Chemical Engineering* magazine hold advanced educational degrees specifically relevant to the chemical process industries. The prestigious editorial staff of chemical engineers and chemists understands the technical principles and application of process equipment. Subscribers 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*. The editorial staff seeks out and selects only those manuscripts and press releases that will serve the reader.



Winner of **eight** Jesse H. Neal Awards for Editorial Excellence, the most prestigious editorial honors in the field of specialized journalism.

Looking to contribute to editorial?

Editorial Submissions and Guidelines

For product-related news, please send press releases to: newproducts@chemengonline.com

For news of a business nature (project wins, mergers and acquisitions, personnel changes, and other business deals and alliances), please send to biznews@chemengonline.com

For manuscript submissions, please send to: manuscripts@chemengonline.com

Just remember, the reader comes first!

Commercial manuscripts will not be selected. *Chemical Engineering* seeks out and selects only those manuscripts and press releases that will serve the reader.

For more information visit <http://www.chemengonline.com/editorial-submissions>

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Nominate one of your customers!

chemengonline.com/awards-and-scholarships/

Kirkpatrick Achievement Award

This biennial award recognizes and honors the most noteworthy chemical engineering technology that was commercialized in the previous two years. Nominations for the next Kirkpatrick Achievement Award will open in January 2019.

Chopey Scholarship for Chemical Engineering Excellence

In memory of Nicholas P. Chopey, the magazine's former Editor In Chief, the scholarship honors Nick's valuable and lasting contribution to the profession.

2018	FEATURE REPORTS	EQUIPMENT NEWSFRONT	EQUIPMENT FOCUS	FACTS AT YOUR FINGERTIPS	SOLIDS PROCESSING
JANUARY Ad Closing: 12/4/17 Materials Due: 12/8/17	Pumps Process Commercialization	Pressure Measurement & Control	Solids Handling Equipment	Mixing	Solids Handling Equipment
FEBRUARY Ad Closing: 1/8/18 Materials Due: 1/12/18 Signet AdStudy®	Distillation Personal Protective Equipment	Milling & Particle Sizing Data Analytics	Motors & Drives	Flow Principles	Milling & Particle Sizing
MARCH Ad Closing: 2/8/18 Materials Due: 2/12/18 Lead ADvantage Study®	Rotating Equipment Overpressure Protection	Filtration	Process Control Hardware	Burners & Combustion	Filtration
APRIL Ad Closing: 3/8/18 Materials Due: 3/12/18	Solids Processing Hygienic Processing	Level Measurement & Control	Pumps	Corrosion	Solids Processing
MAY Ad Closing: 4/6/18 Materials Due: 4/10/18	Maintenance & Reliability Catalysts	Analyzers Petroleum Refining	Safety Equipment	Water Treatment	Catalysts
JUNE Ad Closing: 5/7/18 Materials Due: 5/11/18	Steam Reactor Engineering	Modular Construction	Sensors	Seals & Gaskets	Pneumatic Conveying*
ACHEMA JUNE 11-15 ACHEMA Daily Official Daily Newspaper of ACHEMA 2018					
JULY Ad Closing: 6/7/18 Materials Due: 6/11/18 Signet AdStudy®	Flow Measurement & Control Heat Exchange	Preventive Maintenance	Plant Security	Packaging Materials	Drying*
AUGUST Ad Closing: 7/6/18 Materials Due: 7/10/18 Lead ADvantage Study®	Mixing Materials of Construction	Pressure Relief	Software	Heat Transfer	Bins, Hoppers & Silos*
SEPTEMBER Ad Closing: 8/9/18 Materials Due: 8/13/18	Water and Wastewater Treatment Acid Handling	Pumps	Flow Measurement & Control	Weighing	Weighing
OCTOBER Ad Closing: 9/7/18 Materials Due: 9/11/18 Signet AdStudy®	Liquid-Liquid Extraction Process Safety	Seals & Gaskets	Valves	Filtration	Filtration
NOVEMBER Ad Closing: 10/8/18 Materials Due: 10/12/18	Valves Plant Startup	Mobile Engineering Apps	Laboratory Equipment	Temperature Measurement	Solids Handling Safety*
DECEMBER Ad Closing: 11/8/18 Materials Due: 11/12/18	Cost Engineering Managing Environmental Regulations	Simulation & Modeling Software	Packaging & Transporting	Distillation	Packaging & Transporting

*Denotes standalone articles in these sections

2018	ENVIRONMENTAL, HEALTH & SAFETY	SOFTWARE, AUTOMATION & CONTROL	SHOW PREVIEWS	SPECIAL ADVERTISING SECTIONS	BONUS DISTRIBUTION
JANUARY Ad Closing: 12/4/17 Materials Due: 12/8/17	Air Pollution Control*	Pressure Measurement & Control			
FEBRUARY Ad Closing: 1/8/18 Materials Due: 1/12/18 Signet AdStudy®	Personal Protective Equipment	Data Analytics, Flow Principles	Connected Plant	Connected Plant	ARC Advisory Group Forum (February 12-15, Orlando, Fla.) Connected Plant Conference (February 27-28, Charlotte, NC)
MARCH Ad Closing: 2/8/18 Materials Due: 2/12/18 Lead ADvantage Study®	Overpressure Protection	Process Control Hardware			AFPM Annual Meeting (March 11-13, New Orleans, La.) ELECTRIC POWER Conference & Exhibition (March 19-22, Nashville, Tenn.)
APRIL Ad Closing: 3/8/18 Materials Due: 3/12/18	Flaring*	Level Measurement & Control	Interphex International Powder & Bulk Solids	Solids Processing	Corrosion (April 15-19, Phoenix, Ariz.) INTERPHEX (April 17-19, New York, N.Y.) American Filtration Society Meeting (April 23-25, Minneapolis, Minn.) International Powder & Bulk Solids Conference (April 24-26, Rosemont, Ill.)
MAY Ad Closing: 4/6/18 Materials Due: 4/10/18	Safety Equipment, Water Treatment	Analyzers	ACHEMA I Show Issue IFAT	U.S. Gulf Coast	IFAT (May 14-18, Messe München, Germany) AFPM Reliability & Maintenance Conference (May 22-25, San Antonio, Texas) ACHEMA (June 11-15, Frankfurt, Germany)
JUNE Ad Closing: 5/7/18 Materials Due: 5/11/18	Seals & Gaskets	Sensors	ACHEMA Show Issue	ACHEMA	ACHEMA (June 11-15, Frankfurt, Germany) Sensors Expo and Conference (June 26-28, San Jose, Calif.)
ACHEMA JUNE 11-15 ACHEMA Daily Official Daily Newspaper of ACHEMA 2018					
JULY Ad Closing: 6/7/18 Materials Due: 6/11/18 Signet AdStudy®	Plant Security	Flow Measurement & Control, Preventive Maintenance			Chemical Sector Security Summit & Expo (July)
AUGUST Ad Closing: 7/6/18 Materials Due: 7/10/18 Lead ADvantage Study®	Pressure Relief	Software	ACHEMA Post-show Issue		
SEPTEMBER Ad Closing: 8/9/18 Materials Due: 8/13/18	Gas Detection,* Acid Handling	Flow Measurement & Control	WEFTEC	Water Management	Turbomachinery & Pump Symposia (September 18-20, Houston, Texas) WEFTEC (September 29 – October 3, New Orleans, La.)
OCTOBER Ad Closing: 9/7/18 Materials Due: 9/11/18 Signet AdStudy®	Cybersecurity,* Seals & Gaskets, Process Safety	Cybersecurity		Fluid Sealing	Fluid Sealing Association Fall Meeting (October 23-25, Montreal, Canada) Mary Kay O'Connor Process Safety Center International Symposium (October, College Station, Texas)
NOVEMBER Ad Closing: 10/8/18 Materials Due: 10/12/18	Solids Handling Safety	Mobile Engineering Apps, Temperature Measurement	Valve World	Europe	11th International Valve Trade Fair and Conference (November 27-29, Düsseldorf, Germany)
DECEMBER Ad Closing: 11/8/18 Materials Due: 11/12/18	Managing Environmental Regulations	Simulation & Modeling Software		BUYERS' GUIDE	

Enhance Your Marketing Message With These Print Opportunities

Economic Indicators

Each issue includes editorial departments that feature the current industry trends and the Plant Cost Index. As one of the most valued sections in the magazine, your ad is guaranteed to reach decision makers each month. Ad runs opposite Cover 3 within the Economic Indicators department.



\$2,700 per issue

Facts at Your Fingertips

Each issue includes a one-page editorial feature that addresses a specific technology or technological application within the CPI. Reach these decision makers by sponsoring a Facts at Your Fingertips feature. Full page ad runs on the backside of the Facts at Your Fingertips article and runs on heavier stock in the magazine.



Subscribers indicated "Facts at Your Fingertips" feature as the 2nd most popular section in the magazine



60% of subscribers rate "Facts at Your Fingertips" as very valuable or valuable

Advertising Benefits:

- Sponsor acknowledgement and logo on the Facts at Your Fingertips page
- Full page ad runs on the backside of the Facts at Your Fingertips article
- Facts at Your Fingertips page runs on heavier stock in the magazine (only if sponsored)
- Sponsor receives 250 reprints
- Sponsor has input into the editorial product with one of the *Chemical Engineering* editors (optional)



Special Advertising Sections

In 2018, *Chemical Engineering* will publish several Special Advertising Sections. Display advertisers running ads are eligible to receive a bonus write-up in the featured section. This is the most economical way to get your message into the hands of the CPI decision makers. See the editorial calendar for a list of featured topics and deadlines.

E-response Email Program

All display advertisers will receive subscriber names from interested buyers in an easy-to-use digital format. Partner with *Chemical Engineering* and receive names of prospective buyers and gain invaluable insight into the CPI.

Signet AdStudy®



Generate leads from print advertising

Signet AdStudy® offers objective research on the effectiveness of your

advertising message. Complimentary research is available to you in the February, July and October issues of *Chemical Engineering*.

As readers take the survey and study your ad, they have the option to request more information from your company. Past advertisers have received up to 30 leads from the Signet AdStudy®.

Measure your print advertising return on investment

Find out if your ads have impact. Compare your advertising with the competition. Discover which ads score well. Test the impact of different ads. Learn how readers perceive the message of your ad through extensive verbatim feedback.

"I remember this ad well. I'm in need of similar equipment, and I studied carefully what the company had to offer."

Company's Operations

Lead ADvantage Study®

Litchfield Research will conduct telephone surveys of *Chemical Engineering* subscribers to identify purchase plans in specific predetermined product categories that reflect your advertiser base. The survey results will then be made available to you as a value-added benefit of advertising. All advertisers in the March and August issues will be included in the Lead ADvantage Study®.

Print Advertising Rates All rates listed are gross

Full Run Rates

Color 4c	1x	6x	12x	18x	Classified 4c	1x	3x	6x	9x	12x
Spread	\$27,055	\$25,280	\$23,630	\$22,085	1 page	\$10,980	\$10,345	\$9,865	\$9,230	\$8,755
Full Page	\$14,405	\$13,275	\$12,530	\$12,310	1/2 Page	\$5,490	\$5,170	\$4,935	\$4,615	\$4,380
2/3 Page (vertical)	\$10,075	\$9,350	\$8,800	\$8,635	1/3 Page	\$3,660	\$3,450	\$3,290	\$3,075	\$2,920
1/2 Page (island)	\$9,270	\$8,455	\$8,010	\$7,835	1/4 Page	\$2,750	\$2,590	\$2,465	\$2,305	\$2,185
1/2 Page	\$8,120	\$7,510	\$7,100	\$6,920	Per inch	\$365	\$345	\$330	\$310	\$295
1/3 Page	\$6,135	\$5,735	\$5,425	\$5,270	Classified 2c	1x	3x	6x	9x	12x
1/4 Page	\$4,815	\$4,670	\$4,480	\$4,400	1 page	\$9,585	\$9,040	\$8,530	\$8,045	\$7,590
Special Positions 4c	1x	6x	12x	18x	1/2 Page	\$4,795	\$4,525	\$4,270	\$4,025	\$3,800
Back Cover	\$15,040	\$13,960	\$13,050	\$12,200	1/3 Page	\$3,195	\$3,015	\$2,840	\$2,680	\$2,525
Inside Front Cover	\$15,040	\$13,960	\$13,050	\$12,200	1/4 Page	\$2,260	\$2,135	\$2,020	\$1,905	\$1,795
Inside Back Cover	\$14,640	\$13,685	\$12,795	\$11,965	Classified B&W	1x	3x	6x	9x	12x
Spread Between TOCs	\$27,575	\$25,770	\$24,080	\$22,505	1 page	\$8,340	\$7,865	\$7,415	\$7,000	\$6,605
1/3 Page TOC Vertical	\$6,355	\$5,945	\$5,545	\$5,185	1/2 Page	\$4,165	\$3,935	\$3,715	\$3,500	\$3,300
Opposite 2nd TOC Page	\$14,500	\$13,555	\$12,670	\$11,840	1/3 Page	\$2,780	\$2,620	\$2,470	\$2,340	\$2,205
Opposite "Editor's Page"	\$14,500	\$13,555	\$12,670	\$11,840	1/4 Page	\$2,085	\$1,965	\$1,855	\$1,750	\$1,655
Facts At Your Fingertips ◊	\$14,590	\$13,630	\$12,440	\$11,630	Per inch	\$200	\$190	\$180	\$170	\$160
	1x	3x	6x	12x						
Showcase	960	875	800	690						
				12x						
Economic Indicators ◊				\$2,700						

◊ Includes printing on heavier insert stock and advertiser receives 250 copies to use as handouts

International Rates

Chemical Engineering offers an international split-run option where the advertisement will be distributed outside the U.S. and Canada only.

Color 4c	1x	6x	12x	18x
Full Page	\$7500	\$7100	\$6700	\$6575
2/3 Page (vertical)	\$5335	\$5050	\$4740	\$4640
1/2 Page (vertical or horizontal)	\$4295	\$4065	\$3830	\$3770
1/3 Page (square or vertical)	\$3510	\$3375	\$3170	\$3080
1/4 Page (square)	\$3260	\$3070	\$3000	\$2950

Additional Color Charges

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

Reprints

Take full advantage of your exposure in the industry-respected publication, Chemical Engineering by purchasing reprints. For more information, please contact sales@wrightsmedia.com.

I use Chemical Engineering to stay current in new technical and market developments, and to continue learning as better approaches to process issues are developed.

Safety & Environmental
Engineering Services

I am very happy with the information provided by Chemical Engineering. The free copy of Chemical Engineering helps to get more practical information in addition to the more R&D related literature, we signed up for a yearly fee.

Engineering Services

Mechanical Specifications



Mechanical Requirements

Width x Height	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)	4.625" x 10"	117.5 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed) ◇◇	4" x 11"	101.6 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) ◇◇	3.375" x 10"	85.7 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 142.9 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)	2.25 x 10"	57.15 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)	4.625" x 4.875"	117.5 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed) ◇◇	3.375" x 4.875"	85.7 x 123.8 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2.25" x 4.875"	57.2 x 123.8 mm	13p1.5 x 29p3
1/6 page horizontal (opposite cover #3 in every issue)	4.625" x 2.25"	117.5 x 57.2 mm	27p9 x 13p6
Publication Trim Size	7.875" x 10.75"	200 x 273 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 email confirmation to schanwood@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,
 9211 Corporate Blvd, 4th floor, Rockville, MD 20850

Furnished Inserts

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: LSC Communications, 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, email schanwood@accessintel.com the following information: flight number and time of arrival.

For More Information

Sophie Chan-Wood

Production Manager

schanwood@accessintel.com

301-354-1671

E-Media

Chemical Engineering communicates with the CPI across several media platforms. *Chemical Engineering* reaches the market through a variety of e-media channels.

To see samples of our various online offerings, visit www.chemengonline.com/mediakit



Lead Generation

Provides targeted sales leads by actively generating interest from decision makers and prospects in the CPI.



Online Traffic

Designed to push the CPI professionals to your website and other online offerings.



Brand Recognition

Provides a platform for the CPI professional to correctly identify and recognize your company, product or service just by viewing the advertisement.

Buyers' Guide



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. Available in the December issue and always accessible online, it is regularly used by more than 166,000 readers, has more than 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.

51% of readers use the Internet to research vendors

Hot Products



HOT PRODUCTS

HOT PRODUCTS is a tool that guarantees product exposure to the global audience of *Chemical Engineering*. Whether it's a new product launch or to promote existing products before an event, HOT PRODUCTS will give you the edge you need to ensure premium exposure. Each listing includes a product photo and a 100-word product description with a URL to your website. You can reach more than 81,000 decision-makers in the CPI with a combination of print and e-newsletter marketing.

21% average open rate
1.22% average click-through rate

	1x Rate	3x Rate	6x Rate	12x Rate
E-newsletters Only:	\$2,100	\$1,900	\$1,700	\$1,500
Print & E-newsletters:	\$2,900	\$2,500	\$2,200	\$2,000

Store



store.chemengonline.com

The *Chemical Engineering* Store offers new merchandise weekly, with quick and easy search options to locate the topics important to the CPI. It provides a variety of industry topics, including reference and guide books, top features, e-learning, wall charts and more. Include your merchandise with the Store's products to reach the CPI's engineers and decision makers.



Site License

Receive full chemengonline.com access and all of *Chemical Engineering's* online archives with a site license. The site license includes access to *Chemical Engineering's* Plant Cost Index as downloadable data for easy reporting. This is available to large groups, corporations and libraries interested in receiving access to these data. For more information and rates, please contact Sarah Garwood at 301-354-1705 or sgarwood@accessintel.com.

Custom E-media

CPI Precision



CPI Precision provides ultimate flexibility to marketers, whether you are promoting thought leadership, brand awareness or are interested in lead generation. We use demographics and behavioral data to determine exactly who is interested in your product or service, allowing you the precision to deliver a message to specific accounts and behaviors of interest. By creating a personalized experience for readers on our website, email, social and mobile, you can engage them at every step of the purchasing funnel and maximize ROI. Our Digital Services team will provide you with upfront consultation and ongoing campaign evaluation to optimize your communication with the *Chemical Engineering* audience. You will also be provided with frequent performance updates and business insights, including detailed engagement metrics. Through the use of a more frequent, impactful and targeted campaign plan, your marketing becomes more efficient and effective.

Case Study

One CPI Precision sponsor wanted to target readers who were interested in innovation, technology, and product development. Over the course of one month, *Chemical Engineering* used targeted pop-up ads, one targeted email, and three retargeted emails to engage with the sponsor's target audience. This resulted in over 1,600 readers from 1,046 different companies and 480 cities engaging with the various components of the campaign. The emails received extremely high response rates, with open rates as high as 68% and click rates as high as 24%. At the end of the month, the sponsor received an extensive analytics report revealing the company names, job titles, and geographic locations that engaged with their campaign.

Cascade



Cascade is a long form, dynamic and interactive web article that engages the reader through in-depth storytelling. This featured web article sponsorship utilizes the latest technology in digital design to bring articles to life and increase audience engagement. With average audience time on page reaching 8 – 10 minutes, Cascades integrate videos, text and images into one unique format.



DecisionBriefs



Wish your content was easier to find? DecisionBriefs allows your content to be searchable on chemengonline.com alongside *Chemical Engineering* editorial content. This dynamic content-marketing platform is an efficient way to reach buyers at key points in their decision-making and is an extremely effective way to generate leads. 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.



63% of readers read sponsored content on websites
92% of those readers find the sponsored content to be useful or interesting

Standard Offering

\$5,000 net for 12 months

Premium packages and upgrades available

Test Your Knowledge



Chemical Engineering's website offers an enjoyable way to educate decision makers about a new or existing technology, product or service. Promote your brand to the CPI audience while driving traffic to your own website and generating leads through the Test Your Knowledge Sponsorship.

Chemical Engineering promotes the monthly quiz on Twitter, LinkedIn and e-newsletters to increase your reach to the chemengonline.com audience.

42% of users of chemengonline find Test Your Knowledge to be very valuable or valuable

More than 600 participants complete the quiz each month!

Average completion per quiz: 819 | Average leads per quiz: 228



Standard Offering:

\$2,700 (no lead gate)

\$3,700 (lead generation)

Custom E-media

Webinars

Chemical Engineering webinars are an engaging, measurable and cost-effective way to reach CPI professionals. By combining the immediacy of the Internet with the impact of streaming audio, video and live Q&A, *Chemical Engineering* webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results.

We will assist you in the creation of your presentation and promote it to our email list, and your company will get the contact information for all of those who signed up to attend. *Chemical Engineering* webinar sponsors have found that the registration process is one of the most effective ways to generate highly qualified leads.

SINGLE-SPONSORED: advertiser develops the content

MULTI-SPONSORED: editorial staff develops the content (topics vary)

Previous webinars have produced 600+ registrations with an average of 35% live attendance

All packages include:

- *Chemical Engineering* staff to moderate the webinar
- Sponsor recognition during the webinar
- Print advertising (if signed before ad close deadline)
- Online advertising (banner ads on website and e-newsletters)
- Email promotion
- Registration list with contact details
- One-year archive on chemengonline.com
- Post-event promotion
- Sponsor will receive the raw video file in MP4 format for marketing purposes



62% of readers said attending webinars are very useful or useful to stay informed about the industry



- **74% of readers plan to attend a webinar**
- **35% of those readers indicated this is more than in previous years**

Chemical Engineering is extremely useful in keeping up with technological advancement and product awareness.

Engineering

White Paper Sponsorships

White Paper sponsorships provide an opportunity for sponsors to post technical papers from industry experts. The White Paper is hosted on chemengonline.com and promoted through different media channels to drive leads.

Standard Offering

Post up to 6 pages: \$60 net/lead

Price includes email and advertising promotion



72% of readers said White Papers are very useful or useful to stay informed about the CPI

Product and Brand Surveys

Partner with *Chemical Engineering* to gain valuable insight from the CPI decision makers. Survey the *Chemical Engineering* audience on your products, brand or industry topics.



Targeted E-blasts

Do you have an email that you would like to promote to specific titles or to specific markets within the CPI? Send us your HTML and demographic selections and we do the rest.

Reach beyond your database for highly qualified business leads through this valuable service.

Standard Offering

\$500 cpm net

Minimum is \$2,500 net



Submit your demographic selection on the media kit site at chemengonline.com/mediakit (located in the E-media tab under E-blasts)

E-Media

Website Banner Ads



Chemengonline.com is designed to conveniently reconfigure to whatever device is being used. The website offers many more ways for the CPI community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards and commentaries. More industry professionals rely on chemengonline.com because it is data-rich, easy to use and compatible with smart phones and tablets.

Chemical Engineering helps in increasing my knowledge for specific and general topics.

Engineering
Company's Operations

Chemical Engineering is a very good source of technical information. I print the articles that I am interested in and have referred to some articles which appeared more than 30 years ago during my work.

Engineering
Energy



Average page views per month:
150,000

Average sessions per month:
51,000

The average person spends two and a half minutes per visit on the site.



83% of readers use a smart phone for work-related activity
(6% increase from last year)

69% of those readers use their smart phone to browse the web for work
(5% increase from last year)



77% of readers use the Internet at work for business purposes for an hour or more each day

Website Banner Ad Rates

Rates are based on cost per thousand (cpm) impressions.

Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

Example - 40,000 ad impressions in a \$63 cpm ad position would cost \$2,520

» **Expanding Super Leaderboard: \$125 cpm**

970x90 - 970x250

» **Super Leaderboard: \$100 cpm**

970x90

» **Half Page: \$100 cpm**

300x600

» **Floater: \$150 cpm**

970x90

Floater ad sticks to the bottom of the screen as user scrolls up and down on the website.

» **Top Medium Rectangle: \$87 cpm**

300x250

» **Middle Medium Rectangle: \$81 cpm**

300x250

» **Bottom Medium Rectangle: \$69 cpm**

300x250

» **Roadblock: \$6,825**

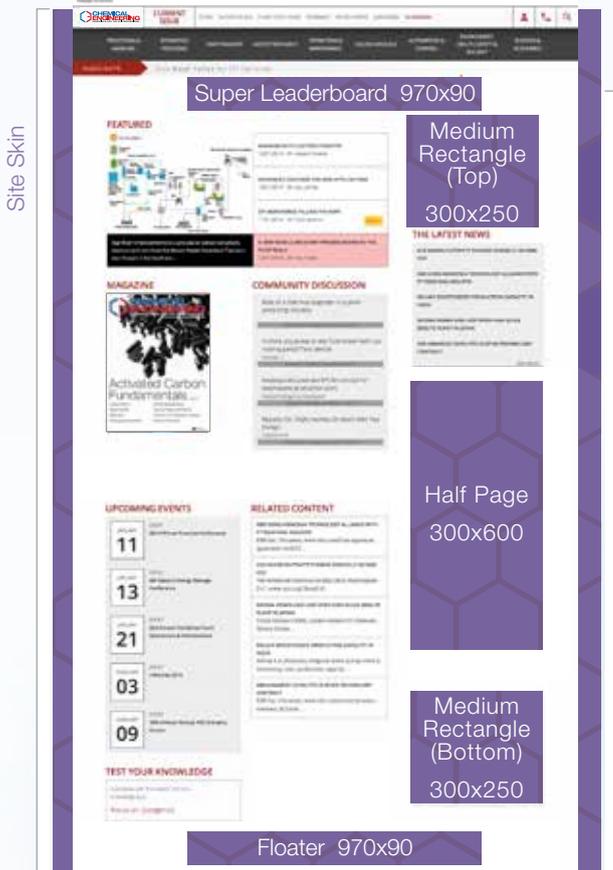
640x480

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

» **Site Skin Ad: \$7,500**

Site Skin ad appears as the background on the website and completely clickable. This price includes two alternating weeks per months (2nd and 4th week of the month) in this position.

Mechanical Digital Specifications



File formats:

.gif (animated or static), .jpg, HTML5

Max file size: 60K

3rd Party Tags are accepted

- Please contact sales representative for a list of supported vendors

Check with your sales representative for Page Peel and Wallpaper sizes

Note on animated .gif format:

- Please make sure the ad continuously loops

Note on HTML5 format:

- Supported asset types: GIF, JPG, PNG, HTML, JS. Everything else must be placed inline within HTML or JS; binary types like fonts may be defined through data URIs. Ads are served as a single, full HTML document within an iframe. All CSS and all Javascript which references other assets must reside inline within this HTML document via style and script tags. Ad and its assets must be emailed with the HTML document in the root of this archive. DO NOT ZIP THE ASSETS.
- If you cannot email your files, please upload via our FTP site. After submitting, send an email confirmation to John JCooke@accessintel.com.
HOST: prod.accessintel.com
USERID: produsr
PASSWORD: pRodr2*
DIRECTORY: /CHE_ads

View ad samples at
chemengonline.com/newads

ADVERTISING BENEFITS

- The website's flexible framework provides endless opportunities to put your marketing message in front of this influential audience while driving traffic to your own site
- Banner ads are positioned in certain areas of the site that provide the best visibility without being invasive to the visitors of members
- Your company's products and services will receive larger exposure to an ever-expanding, active and engaged audience
- The new search features allows you to associate your brand with relevant content to receive quality impressions
- Target your ad placement based on country or category for the most efficient use of your marketing budget

CATEGORY ADVERTISING

- Processing & Handling
- Separation Processes
- Heat Transfer
- Water Treatment
- Operations & Maintenance
- Solids Handling
- Automation & Control
- Environment, Health, Safety & Security
- Business & Economic

Contact your sales representative for pricing and additional details.

Video Packages

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. *Chemical Engineering* can promote that video to our global audience to showcase your expertise in a specific area.

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video that you worked so hard on? Well, we have just the program for you! The *Chemical Engineering* Video Program takes your content and leverages our reach in the CPI to give you a positive return on your video investment.

Silver Package \$1,000 net per video

- Video hosted on home page of chemengonline.com in the Video section for one month
- Video hosted on Video landing page on chemengonline.com for one year
- SEO benefits of video being featured on chemengonline.com

Gold Package \$2,500 net per video

- Video placement in high-value top ad position on chemengonline.com —25k impressions
- Video hosted on home page of chemengonline.com in Video section for one month
- Video hosted on Video landing page on chemengonline.com for one year
- SEO benefits of video being featured on chemengonline.com

Platinum Package \$4,500 net per video

- Targeted exclusive email blast to 10,000
- *Chemical Engineering* emails promoting video
- Dedicated exclusive landing page for video
- Video placement in high-value top ad position on chemengonline.com —50k impressions
- Promotion in weekly e-newsletter, *Chemical Engineering* DIRECT
- Video hosted on home page of chemengonline.com in Video section for one month
- Video hosted on Video landing page on chemengonline.com for one year
- Promotion on *Chemical Engineering* social media channels—Twitter and LinkedIn
- SEO benefits of video being featured on chemengonline.com



85% of readers rely on video as a useful information source to stay informed about the CPI



54.3% of readers use YouTube for for personal and work-related information

App Advertising

The newly launched App framework provides several opportunities to put your marketing message in front of this influential audience while driving traffic to your own site. Banner ads are positioned in certain areas of the App that provide the best visibility without being invasive. Please check with your sales representative for pricing and specifications.



44% of readers are using their smart phones to interact with magazine Apps

CHEmploy

The Career Catalyst for Chemical Engineers

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.



24% of readers use the Internet to search for employment opportunities

Digital Issue

Chemical Engineering's monthly print issue is converted into a digital version and is sent to subscribers. The digital version includes enhanced features such as custom ads.



E-Media

E-newsletters



Chemical Engineering FOCUS

The FOCUS monthly e-newsletter is sent to a targeted database determined by the subject matter of each technical report. *Chemical Engineering FOCUS* will highlight a specific technology with each issue.

2018 Topics

- January 11 Corrosion
- February 8 Process Control & Instrumentation
- March 8 Pumps
- April 12 Solids Handling
- May 10 Petroleum Refining and Petrochemicals
- June 14 Valves
- July 12 Solids Handling
- August 9 Flow Measurement & Control
- September 13 Water Management
- October 11 Pumps
- November 8 Solids Handling
- December 13 Petroleum Refining and Petrochemicals

Chemical Engineering DIRECT

Chemical Engineering's weekly DIRECT e-newsletter is sent to a global database of professionals in the CPI, and provides the latest CPI news including news about plants, mergers and acquisitions, and more. Introduce your products and services with a banner or text ad.

Chemical Engineering Breakthrough Technologies

This monthly e-newsletter brings news of innovative and novel technologies in a concise format each month. Introduce your products and services with a banner or text ad.

ACHEMA 2018 ACHEMA DAILY, June 11-15, 2018

The official show newspaper, a joint project of *Chemical Engineering* and Vogel Business Media, will be the only daily newspaper at ACHEMA 2018. With 30,000 print copies per day, ACHEMA Daily will reach the bulk of trade show visitors. A digital edition of each ACHEMA Daily will be emailed to 170,000 subscribers of *Chemical Engineering*, PROCESS, PROCESS worldwide, LABORPRAXIS and PROCESS India, as well as to the combined social media audiences of 100,000 followers each day. Circulation is 300,000 per day; total circulation is 1,500,000 across all 5 issues. Contact your sales representative for rates and formats.

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. Content comes from *Chemical Engineering* sources and the sponsoring company. The e-newsletter is sent to a targeted list of industry professionals in the *Chemical Engineering* database interested in selected topics. Stand out as an industry expert in a specific area of the market with this product.

Standard Offering

Prices determined by size of distribution and based on \$600 cpm net. Minimum order \$4,200 net or 7,000 names/emails.

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



FOCUS ON



DIRECT



BREAKTHROUGH TECHNOLOGIES



ACHEMA DAILY

Gross Rates

- Leaderboard (700x90) \$2,990
- Medium Rectangle (300x250) \$2,200
- Text Ad (50–100 words with logo/image) \$2,750
- Issue Takeover (full issue exclusive sponsorship) \$8,000

E-newsletter Specifications

File formats:

.jpg only

Max file size: 40K

Text/logo ads available 50-100 words

Logo Ad size: 150x100, plus website link

Note: gif, .swf (flash) and animated files are not accepted

CHEMICAL ENGINEERING
ESSENTIALS FOR THE CHEMICAL PROFESSIONAL

4/13/18

DIRECT **LATEST NEWS**

Leaderboard 700x90

LINE BREAKS GROUND FOR BANGLADESH'S LARGEST LIQUID PRODUCING ASU
Linde Bangladesh Ltd. (Dhaka; www.linde.com.bd), a member of The Linde Group's (Munich, Germany; www.linde.com) Gases Division, today marked the start of construction for the company's BDT 1.2 billion (14.6 million euro) air separation unit (ASU) in Ruggan. Linde's investment in this new plant was announced in November 2015. ...»

STARTUP OF NEW PURIFIED TEREPHTHALIC ACID LINE IN CHINA
INVISTA Performance Technologies (IPT; Shanghai, China; www.ipt.invista.com) and China Prosperity (Jiangyin) Petrochemical Company Limited (also referred to as Hanbang Petrochemical) announced successful start-up of China Prosperity's second IPTA (purified terephthalic acid) line. On-spec product was achieved within 24 hours of the March 14 start-up, the company said. ...»

Medium Rectangle 300x250

HOERBIGER ACQUIRES BRILEX
Effective April 1, 2018, the Hoerbiger Group (Zug, Switzerland; www.hoerbiger.com), acquired privately held Brilex Gesellschaft für Explosionsschutz mbH (Bilzen, Germany). Brilex is a leading provider of explosion relief venting products. All interests in the company were privately held by founder Martin Burris. The parties agreed to keep the purchase price confidential. ...»

Text Ad 50-100 words with logo/image

DOW WINS U.S. WATER PRIZE
The Dow Chemical Co. (Midland, Mich.; www.dow.com) has been awarded the prestigious U.S. Water Prize by the U.S. Water Alliance for its work in promoting and enabling more sustainable use and management of water by companies across the water value chain. ...»

ADDITIVE MANUFACTURING INDUSTRY SURPASSES \$5.1 BILLION, WOHLERS REPORT SAYS
Wohlers Associates, Inc. (Fort Collins, Colo.; www.wohlersassociates.com), recognized widely as the leading consulting firm and preeminent authority on additive manufacturing and 3-D printing worldwide, today announced the publication of the Wohlers Report 2018. The 2018 edition marks the 21st consecutive year of its availability. ...»

MORE NEWS

- Air Products awarded long-term contract to supply semiconductor packaging and test services company in South Korea
- KBR announces executive appointment
- BOC gases and ITM Power sign hydrogen refueling and siting agreement

ONLINE NOW

Feed the latest Technology Profile column on methanol production from natural gas

FROM OUR BOOKSTORE

Overpressure, Runaway Reactions and Explosions, vol. 1

This comprehensive guidebook provides descriptions of the major battery technologies and materials in the advanced and next-generation battery markets, and also provides information on many of the companies operating in the advanced and next-generation battery industries. [More]

A Guide to Advanced and Next-Generation Battery Technology and Materials

BOOKSTORE | JOBS | PLANT COST INDEX | SUBSCRIBE



91% of readers said reading **Chemical Engineering** e-newsletters is critical or important to their jobs



90.5% of readers receive and read work-related e-newsletters

Frequency of work-related e-newsletters they receive:



45.9% Daily



38.8% Weekly



11.8% Monthly

Chemical Engineering has a really excellent effect on my job. I use some objects and distribute some select objects in my department for more study. I really appreciate Chemical Engineering's family and its expert team.

Engineering Services

I use Chemical Engineering in my plant design course and keep up to date in technology trends.

Research & Development
Education

ACHEMA 2018

Chemical Engineering is proud to partner with ACHEMA 2018, the world forum and leading show for the chemical process industries. The May and June issues of *Chemical Engineering* will feature pre-show reports, followed by a post-show report in the August issue. During the event, *ACHEMA Daily*, the official daily newspaper of ACHEMA 2018, will provide ample editorial and advertising opportunities reaching a global audience of 300,000 print and online each day. The ACHEMA Microsite, ACHEMA Special Section and individual programs targeted to your needs complement the portfolio.

Contact your sales representative for advertising packages and pricing information.

Send all E-media advertising materials to:

JOHN BLAYLOCK-COOKE
Web Production Associate
jcooke@accessintel.com

General Terms And Conditions - Print

- 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 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.

General Terms And Conditions - Digital

- 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.

Contact your sales representative for a custom package to meet your 2018 objectives!



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