Welcome to

FROM THE PUBLISHER

Context. Content. Community. It’s the latest evolution of a brand you have come to trust and depend on over the last 106 years.

Since 1902, Chemical Engineering (CE) has provided professionals from the chemical process industries (CPI) with quality information on engineering and technology. CE is widely recognized as the leading publication in the industry. Our subscribers represent the powerful core of the CPI — the corporate managers, engineers, and technical decision makers — to whom you tailor your products and services.

This year, CE is broadening its digital offerings with an improved website design that will facilitate the close connection we have with our subscribers. With our relaunch, che.com is positioned to be the digital CPI leader, giving engineers a deeper, richer brand experience. The site truly brings Chemical Engineering to life. There is a dynamic new synergy with the time-honored magazine and a seamless cross-platform experience for the user.

che.com gives knowledge-seeking CPI professionals comprehensive cross-referenced databases from leading sources throughout the industry. We are dedicated to maintaining a balance between printed and online media for the complete global experience.

Browse our media kit and learn more about the variety of ways in which you can relay your sales message to your targeted audience to increase brand recognition and awareness. You will find that the opportunities for you to reach our audience extend far beyond the traditional printed publication. Our unique digital community includes our website, forums, surveys, podcasts, webcasts, electronic newsletters, editorial content and further integrated marketing programs.

Whether it is in print, online or at one of the key industry trade shows, Chemical Engineering is your best access point to reaching the CPI’s key decision makers.

We look forward to working with you to meet your goals.

Sincerely,

Nella M. Veldran
Vice President & Publisher
The CPI Market Defined

THE CHEMICAL PROCESS INDUSTRIES (CPI)...MORE THAN JUST THE CHEMICALS MARKET

The CPI span 7 major industry segments*

Market segments comprising the Chemicals and Petrochemicals Industries include:

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

*Publisher's own data
What Ties the CPI Together?

- Equipment
- Technology
- Materials
- Services
- Unit operations

The Chemical Process Industries (CPI) include 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

The raw materials are pretreated by any of a variety of unit operations.
ALL major segments of the Chemical Process Industries use the same types of equipment and services. That’s what Chemical Engineering’s award-winning editorial covers every month.
Why Choose *Chemical Engineering*?

– We target buyers in all 7 major CPI segments worldwide

– Our content covers the equipment, technology, materials, services and unit operations used by all CPI process plants

– We’re read by chemical engineers, the primary buyers in process plants throughout the CPI*

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Total number of pages dedicated to specific topics in *Chemical Engineering* in the past 18 years*

Chemical Engineering subscribers in Manufacturing and Services by Major Job Category

[Circle diagram showing the distribution of Chemical Engineering subscribers by major job category]
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Continually the outstanding choice among The Chem Show attendees.

The Chem Show Readership Study Results

64% 46%

Chemical Engineering Chemical Engineering
Chemical Processing Chemical Engineering Progress
Chemical Equipment (Chem. Info) Powder Bulk Engineering
Powder Bulk Solids
Hydrocarbon Processing

The Chemical Engineer

Throughout the Chemical Process Industries, it is the chemical engineer who buys and specifies the equipment, materials and services used by processing plants.

Chemical Engineering subscribers are chemical engineers with many different job titles in manufacturing and service locations worldwide.*

A Selection of Job Titles*

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President
Vice President
Engineering Vice President
Engineering Manager
Manufacturing Vice President
Manufacturing Manager
General Manager

ENGINEERING
Chief Engineer
Design Engineer
Process Engineer
Process Control Engineer
Project Engineer
Instrument Engineer
Chemical Engineer
Mechanical Engineer
Electrical Engineer
Group Leader
Environmental Engineer

PLANT OPERATIONS, INCLUDING MAINTENANCE
Works Manager
Plant Manager
Plant Engineer
Production Engineer
Maintenance Engineer
Corrosion Control Engineer
Production Superintendent
Pilot Plant Engineer
Cost Estimator
Group Leader

RESEARCH & DEVELOPMENT
Director of Research & Development
Technical Director
Plant Chemist

*Publisher's own data
The Only Global Audience

*Chemical Engineering* has the largest number of paid subscribers of any global CPI magazine. Engineers pay for the magazine’s high-quality articles, information they cannot get anywhere else.

*Chemical Engineering* not only puts your sales message in front of the largest audience, it puts your message in front of engineers and decision-makers at the largest CPI companies in the world.*

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Dow Corning
DSM
Dupont
Eastman Chemical
Eli Lilly & Co
Estee Lauder
Exxon Mobil
Firestone/Bridgestone
Fluor
Foster Wheeler
Fujifilm
Ge Plastics
Genentech
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Georgia-Pacific
Goodrich
Goodyear
Henkel
Hershey Foods
Hoffman Laroche

Honeywell
Huntsmann International
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Aker Kvaerner
KBR
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Owens Corning
Pepsico
Pfizer
Philip Morris
Polaroid
Potlatch
Praxair
Procter & Gamble
Reichhold
Rhodia

Rohe
Rohm & Haas
Rust Oleum
SC Johnson
Sara Lee
Schenker International
Schering-Plough
Schick Technologies
Seagram Co Ltd
Shell Oil
Sherwin-Williams
Siemens AG
Smurfit-Stone Container
Solvay
Sony Electronics
Stora Enso
Sud Chemie
Sunoco
Texaco
Unilever
Union Carbide
Upm-kymmene
US Army Corps of Engineers
US Department of Energy
US Environmental Protection Agency
WR Grace
Weyerhaeuser
Whirlpool
Wyeth
Xerox

* Publisher’s own data
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Chemical Engineering has captured the most loyal audience in the CPI by providing the most in-depth editorial content on process technology. No other publication covers the CPI as effectively.

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- EDITORIAL OFFICES LOCATED AROUND THE WORLD TO ENSURE GLOBAL NEWS COVERAGE
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**CHEMICAL ENGINEERING BUYERS’ GUIDE 2009 - SPACE CLOSES AUGUST 1**

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Chemical Engineering’s Special Advertising Sections offer subscribers comprehensive information about specific subject areas: a product group (e.g. Sealing Section), a country or region’s latest technology (e.g. Europe Special Section) or new products shown at a particular tradeshow (e.g. Chem Show Special Section).

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*Google Analytics
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<th>Standard 2nd Color</th>
<th>Matched 2nd Color</th>
<th>Three Colors</th>
<th>Four Colors</th>
<th>Five Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fractional</td>
<td>$410</td>
<td>$600</td>
<td>$915</td>
<td>$1,200</td>
<td>$1,500</td>
</tr>
<tr>
<td>Page</td>
<td>$820</td>
<td>$1,200</td>
<td>$1,830</td>
<td>$2,400</td>
<td>$3,060</td>
</tr>
<tr>
<td>Spread</td>
<td>$1,580</td>
<td>$2,300</td>
<td>$3,430</td>
<td>$4,350</td>
<td>$5,600</td>
</tr>
</tbody>
</table>

Cover Rates: 2nd, 3rd and 4th flat rates: $13,630, includes four-color process printing and bleed (minimum six-time usage). Gatefold covers are available. Call your district manager for a quote.

**U.S. & CANADA**

<table>
<thead>
<tr>
<th>Black &amp; White</th>
<th>1x</th>
<th>4x</th>
<th>7x</th>
<th>13x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$9,060</td>
<td>$8,680</td>
<td>$8,245</td>
<td>$7,675</td>
<td>$7,515</td>
<td>$7,240</td>
<td>$6,985</td>
<td>$6,540</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$6,765</td>
<td>$6,530</td>
<td>$6,230</td>
<td>$5,790</td>
<td>$5,665</td>
<td>$5,540</td>
<td>$5,275</td>
<td>$4,815</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>$5,145</td>
<td>$5,035</td>
<td>$4,925</td>
<td>$4,845</td>
<td>$4,705</td>
<td>$4,625</td>
<td>$4,220</td>
<td>$3,710</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,740</td>
<td>$3,570</td>
<td>$3,430</td>
<td>$3,170</td>
<td>$3,065</td>
<td>$2,940</td>
<td>$2,865</td>
<td>$2,790</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,850</td>
<td>$2,745</td>
<td>$2,600</td>
<td>$2,455</td>
<td>$2,400</td>
<td>$2,350</td>
<td>$2,223</td>
<td>$2,145</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$2,350</td>
<td>$2,235</td>
<td>$2,145</td>
<td>$2,090</td>
<td>$2,005</td>
<td>$1,920</td>
<td>$1,865</td>
<td>$1,775</td>
</tr>
</tbody>
</table>

**INTERNATIONAL EDITION — OUTSIDE THE U.S. & CANADA**

<table>
<thead>
<tr>
<th>Black &amp; White</th>
<th>1x</th>
<th>4x</th>
<th>7x</th>
<th>13x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$4,825</td>
<td>$4,425</td>
<td>$4,285</td>
<td>$3,940</td>
<td>$3,705</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,705</td>
<td>$3,560</td>
<td>$3,450</td>
<td>$3,145</td>
<td>$2,970</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,780</td>
<td>$2,870</td>
<td>$2,570</td>
<td>$2,370</td>
<td>$2,275</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,090</td>
<td>$2,025</td>
<td>$1,980</td>
<td>$1,795</td>
<td>$1,675</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,875</td>
<td>$1,795</td>
<td>$1,710</td>
<td>$1,645</td>
<td>$1,560</td>
</tr>
</tbody>
</table>

**COLOR**

| Fractional | $375 | $545 | $825 | $1,080 | $1,375 |
| Page       | $730 | $1,080 | $1,650 | $2,160 | $2,750 |
| Spread     | $1,420 | $2,070 | $3,090 | $3,920 | $5,050 |

**CHEMICAL ENGINEERING BUYERS’ GUIDE RATES**

**FULL RUN**

<table>
<thead>
<tr>
<th>COLOR</th>
<th>Standard 2nd Color</th>
<th>Matched 2nd Color</th>
<th>Three Colors</th>
<th>Four Colors</th>
<th>Five Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fractional</td>
<td>$410</td>
<td>$600</td>
<td>$915</td>
<td>$1,200</td>
<td>$1,500</td>
</tr>
<tr>
<td>Page</td>
<td>$820</td>
<td>$1,200</td>
<td>$1,830</td>
<td>$2,400</td>
<td>$3,060</td>
</tr>
<tr>
<td>Spread</td>
<td>$1,580</td>
<td>$2,300</td>
<td>$3,430</td>
<td>$4,350</td>
<td>$5,600</td>
</tr>
</tbody>
</table>

Cover Rates: 2nd, 3rd and 4th flat rates: $12,380, includes four-color process printing and bleed (minimum six-time usage). Gatefold covers are available. Call your district manager for a quote.

**Product and Services Directory Logos**

<table>
<thead>
<tr>
<th>Logos</th>
<th>(Rates per logo)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 logo</td>
<td>$410</td>
</tr>
<tr>
<td>2 logos</td>
<td>$390</td>
</tr>
<tr>
<td>3 logos</td>
<td>$375</td>
</tr>
<tr>
<td>4 logos</td>
<td>$360</td>
</tr>
<tr>
<td>5 – 9 logos</td>
<td>$330</td>
</tr>
<tr>
<td>10 or more logos</td>
<td>$310</td>
</tr>
</tbody>
</table>

The size of all logos is 2” x 1” and are in black and white only.

**ADVERTISER SUPPLIED INSERT RATES**

Preprinted inserts receive the special furnished insert advertising rates shown in the table below. Minimum is 2 pages, printed back-to-back. Inserts must be completely printed, backups are not available. Joint rating is allowed on inserts – i.e., if there are inserts for more than one division of a parent company, the combined insert pages of all will determine the rate. ROP space does not apply (these are flat rates and are not affected by frequency discounts). VERY IMPORTANT: Sample or dummy of inserts and paper stock must be received and approved by Business Department no later than closing date. Before printing, check with Production Manager for page numbers.

**INSERT RATES**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Cost/Page</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>$4,440</td>
<td>$8,880</td>
</tr>
<tr>
<td>4</td>
<td>$3,580</td>
<td>$14,310</td>
</tr>
<tr>
<td>6</td>
<td>$3,045</td>
<td>$18,225</td>
</tr>
<tr>
<td>8</td>
<td>$2,715</td>
<td>$21,660</td>
</tr>
<tr>
<td>10</td>
<td>$2,500</td>
<td>$24,955</td>
</tr>
</tbody>
</table>

**Print costs for inserts printed by Chemical Engineering for the Buyers’ Guide**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Color</th>
<th>Buyers’ Quality</th>
<th>Overruns per M</th>
<th>60# Paper</th>
<th>60# Paper</th>
<th>60# Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>E&amp;W</td>
<td>–</td>
<td>–</td>
<td>$3,240</td>
<td>–</td>
<td>$75</td>
</tr>
<tr>
<td>2</td>
<td>2 Color</td>
<td>–</td>
<td>–</td>
<td>$3,870</td>
<td>–</td>
<td>$80</td>
</tr>
<tr>
<td>4</td>
<td>4 Color</td>
<td>–</td>
<td>–</td>
<td>$4,590</td>
<td>–</td>
<td>$85</td>
</tr>
<tr>
<td>4</td>
<td>E&amp;W</td>
<td>$3,930</td>
<td>$4,310</td>
<td>$75</td>
<td>$90</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>2 Color</td>
<td>$4,540</td>
<td>$4,890</td>
<td>$80</td>
<td>$95</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4 Color</td>
<td>$5,300</td>
<td>$5,745</td>
<td>$85</td>
<td>$100</td>
<td></td>
</tr>
</tbody>
</table>
2008 Rates & Mechanical Specifications

$895 net B&W. $265 per color. For a 6x run: 2nd standard color available at no charge.

7x 13p1.5 x 60p $1,875/month $1,415

381.0 mm x 254.0 mm 8-1/8" x 5-5/8"

$3,200/month 31p6 x 33p9 55.6 mm x 254 mm 55.6 mm x 123.8 mm

27p9 x 44p3 1x 90p x 60p 13p1.5 x 29p3

Picas 86.0 mm x 254.0 mm 31p6 x 66p 206.4 mm x 279.4 mm 4-9/16" x 10"

3-3/8" x 10" 48p9 x 66p 2-7/8" x 11" 5-1/4" x 5-5/8"

Inches 73.0 mm x 279.4 mm 117.5 mm x 187.3 mm 4-9/16" x 4-7/8" 16”–1/4 x 11"

4" x 11" $3,745+

42p x 29p3 3-3⁄8" x 4-7⁄8" 177.8 mm x 123.8 mm 177.8 mm x 254.0 mm

27p4.5 x 29p3 133.4 mm x 279.4 mm

**Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers’ Guide.

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” (208mm) 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 stack 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:

Closing Dates are the second Monday of the preceding month of the issue for space reservations, reproduction material, and all instructions. (See Editorial Calendar for exact dates.) No cancellations accepted after closing dates.

### Technical Specifications

#### CLASSIFIED ADVERTISING RATES

**RECRUITMENT/EMPLOYMENT OPPORTUNITIES** (agency commissionable)

| Cost per column inch: | 1x | $300 | 4x | $210 | 7x | $275 | 12x | $245 |

**NEW & USED MACHINERY & EQUIPMENT, PROFESSIONAL SERVICES, COMPUTER SOFTWARE** (rates are not agency commissionable)

| Cost per column inch: | 1”–11” | $145 | 12”–23” | $135 | 24”+ | $125 |

This section includes Reader Service numbers for all ads over four inches. Standard Color, All Classified — $250.

### LITERATURE REVIEW ADVERTISING RATES

| 1x | $1,415 |
| 4x Intro | $995 Each |
| Front Cover Premium | $295 |

No charge for standard 2nd color or 4-color process. Rates are agency commissionable.

### CHE.COM RATES

Ad specs: width x height in pixels. Banners can also be sold by number of impressions. Pricing may be higher for home page banners. Call your district sales manager for more information. File types: .gif and animated .gif, .jpg, .jpg, and .swf (Flash files).

| Button Ad (120 x 60) | $950/month |
| Full Banner (468 x 60) | $1,600/month |
| Square Banner (120 x 120) | $805/month |
| Vertical Banners (120 x 600) | $1,875/month |
| Leader Board (728 x 90) | $2,675/month |
| Medium Rectangle (300 x 250) (E-newsletters only) | $3,200/month |
| 1/2 Banner (234 x 60) (E-newsletters only) | $965/month |
| Talk To Us Sponsorship | $2,140 (14 days or 250 respondents) |
| Survey/Research | $3,745+ |
| Webcasts | Prices Vary |
| Vertical E-newsletters | $8,500 |

**Preferred Supplier Page** 12 months $2,200

**Hotlinks In Buyers’ Guide** 1 month $125

**Hotlinks In Buyers’ Guide** 12 months $1,100

### MECHANICAL REQUIREMENTS FOR FURNISHED INSERTS:

8 1/8” (208mm) 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.

**CLASSIFIED ADVERTISING RATES**

1/6 page $895 net B&W. $265 per color. For a 6x run: 2nd standard color available at no charge.

1/4 page (non-bleed) 16 1/4” x 11” 412.8 mm x 279.4 mm 97p4 x 68p

1 page (non-bleed) 8-1/8” x 11” 208.4 mm x 279.4 mm 48p9 x 66p

1 page (non-bleed) 7” x 10” 177.8 mm x 254.0 mm 42p x 60p

1/2 page (bleed)** 4” x 11” 102.0 mm x 279.4 mm 24p x 66p

1/2 page vertical (non-bleed)** 3-3/8” x 10” 86.0 mm x 254.0 mm 20p x 60p

1/2 page island (non-bleed) 4-5/8” x 7-3/8” 117.5 mm x 187.3 mm 27p4 x 44p3

1/2 page horizontal (non-bleed) 8-1/8” x 5-5/8” 208.4 mm x 143.0 mm 48p9 x 33p9

1/2 page horizontal (non-bleed) 7” x 4-7/8” 177.8 mm x 123.8 mm 42p x 25p3

1/3 page vertical (non-bleed) 2-7/8” x 11” 73.0 mm x 279.4 mm 17p4 x 68p

1/3 page vertical (non-bleed) 2-3/16” x 10” 50.6 mm x 254.0 mm 13p4x60p

1/3 page square (non-bleed) 5-1/4” x 5-5/8” 133.4 mm x 143.0 mm 31p6 x 33p9

1/3 page square (non-bleed) 4-8/16” x 4-7/8” 115.9 mm x 123.8 mm 27p4 x 29p3

1/4 page (non-bleed)** 3-3/4” x 4-7/8” 86.0 mm x 223.5 mm 20p x 29p3

1/4 page vertical (non-bleed) 2-3/16” x 4-7/8” 55.6 mm x 254.0 mm 13p3 x 29p3

**Publication Trim Size** 7-7/8” x 10-3/4” 200 mm x 273.1 mm 47p3 x 64p6

**For bleed sizes, please refer to the chart below.**

### VARIOUS NON-BLEED* AD SIZES

**FULL PAGE**

7” x 10” (42p x 60p)

**2/3 PAGE**

4-6/16” x 10” (27p4.5 x 60p)

**1/2 PAGE VERTICAL**

3-3/16” x 10” (28p x 60p)

**1/3 PAGE SQUARE**

4-9/16” x 4-1/8” (27p4.5 x 29p3)

**1/4 PAGE**

3-3/8” x 4-7/8” (29p x 29p3)

**1/8 PAGE VERTICAL**

2-3/16” x 4-7/8” (13p4 x 29p3)
PDDELIVERY INSTRUCTIONS / GENERAL TERMS & CONDITIONS

AD DIGITAL INSTRUCTIONS

Our Digital Ad Transfer Program
How can you reduce turnaround time, improve print quality, and reduce your production expenses? Point your browser to www.che.com/adtransfer and find out!

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, 32 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.

Digital Files and FTP site for ads: For more details, please visit: www.che.com/adserve.

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.

GENERAL TERMS AND CONDITIONS

In general
• 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.
• Unless Publisher has given 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.

Orders/Deadlines/Ad Copy
• 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 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, with the invoice being due and payable when rendered.
• 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 purchasing requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, renurs 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 be not be feasible.
• All ads 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.

Liability Limitations
• Publisher will not be responsible for any claims made in ads. 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.
• Publisher reserves the right to make a partial reduction in the amount charged by Publisher for such ads based on Publisher’s rate card.
• In no event will Publisher’s liability for any error exceed the amount charged by Publisher for such ads.

Color 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 listed 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, 110 William Street, 11th Floor, New York, NY 10038

Furnished Inserts
On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: RR Donnelley, Attn: Misty Lemke, 100 Blanca Road, Long Prairie, MN 56344 • Tel. 320-732-7914 (Please include magazine name and issue date if possible.) At the time of shipment, e-mail bgraham@che.com the following information: flight number and time of arrival.

For More Information
Publisher, Neila Veldman: 212-621-4637, nveldman@che.com
Production Manager, Bill Graham: 212-621-4682, bgraham@che.com

Production Charges
• Address space orders, instructions, correspondence and proofs to:
Chemical Engineering, Production Department, 110 William Street, 11th Floor, New York, NY 10038

Furnished Inserts
On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: RR Donnelley, Attn: Misty Lemke, 100 Blanca Road, Long Prairie, MN 56344 • Tel. 320-732-7914 (Please include magazine name and issue date if possible.) At the time of shipment, e-mail bgraham@che.com the following information: flight number and time of arrival.

For More Information
Publisher, Neila Veldman: 212-621-4637, nveldman@che.com
Production Manager, Bill Graham: 212-621-4682, bgraham@che.com