

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.

Issue Date: **December 2018**

Listing Deadline: **October 3, 2018**

Ad Materials Due: **October 17, 2018**



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 at work for business purposes for an hour or more each day

Free Incentives for Display Advertisers

All display advertisers will receive:

- A hotlink on the *Chemical Engineering's* Buyers' Guide website to advertiser's website
- Premium positioning of listings in the product categories
- Company name in bold throughout *Chemical Engineering's* Buyers' Guide
- Unlimited listings in the print and online versions of *Chemical Engineering's* Buyers' Guide for Full Page and Half Page advertisers
 - 20 listings in the print and online versions of *Chemical Engineering's* Buyers' Guide for third page, quarter page, and sixth page advertisers
- All full page advertisers get their company logo on cover of the *Chemical Engineering's* Buyers' Guide section, plus exposure in the Corporate Capabilities section

Listing Options

Basic (free)

- Includes company name, address, phone and fax
- Email and URL
- 5 free category listings

Good - \$450

- Basic package
- Color or black/white logo in print
OR online Buyers' Guide

Better - \$895

- Good package
- Color or black/white logo in print and online Buyers' Guide
- 20 categories
- Clickable URL in online Buyers' Guide
- Clickable email address in online Buyers' Guide
- Priority listing in online Buyers' Guide - company will appear in bold in company listing and category selections
- 30-word company description (online and print)

Best - \$1,195

- Better package
- 30 categories
- Option to add social media accounts
- Lead Generation - two e-newsletters with your company profile will be sent to 20,000 of our brand subscribers. Each profile will be gated and you will receive the leads.
- 60 word company description (online and print)

Advertising Rates

BUYERS GUIDE FULL RUN				
Color 4c	1x	6x	12x	18x
Spread	\$27,055	\$25,280	\$23,630	\$22,085
Full Page	\$14,405	\$13,275	\$12,530	\$12,310
2/3 Page (vertical)	\$10,075	\$9,350	\$8,800	\$8,635
1/2 Page (island)	\$9,270	\$8,455	\$8,010	\$7,835
1/2 Page	\$8,120	\$7,510	\$7,100	\$6,920
1/3 Page	\$6,135	\$5,735	\$5,425	\$5,270
1/4 Page	\$4,815	\$4,670	\$4,480	\$4,400

LOGOS	
Product & Services Directory Logos	Rates per logo
1 logo	\$450
2 logos	\$415
3 logos	\$400
4 logos	\$385
5-9 logos	\$355
10 or more logos	\$325

The size of all logos is 2" x 1".

For enhanced listings information, contact:

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For information about Buyers' Guide display advertising options, contact:

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