

In September 2018, *Chemical Engineering* will publish a special Water Management advertising section. Advertisers running a ½ page or larger ad will receive a bonus ½ page advertorial write-up.

Water is used throughout the chemical process industries (CPI) for applications such as heating and cooling, as a solvent or diluent, and for washing. As the limited availability of fresh water resources gains increasing concern around the world, the CPI is focusing more and more on water treatment, re-use and conservation. Some of the latest advances in these areas are covered in the pages of *Chemical Engineering*.



Bonus Distribution

- Turbomachinery & Pump Symposia (September 18-20, Houston, Texas)
- WEFTEC (September 29 – October 3, New Orleans, La.)

DEADLINES

Special Section
Advertorial Material
Due: August 9, 2018

Don't delay,
space is limited.
*Reserve your
advertising space
now!*

Ad Closing Date:
August 9, 2018

Ad Material Due Date:
August 13, 2018

What to Send

- Please send all material to Sophie Chan-Wood <schanwood@accessintel.com>, with a copy to your sales representative.
- Send 350–400 words for a 1/2 -page editorial.
- Write in the third person – don't use “we”, “our”, or “you”.
- We ignore ® and ™ symbols, as elsewhere in CE editorial.
- Include one print-quality image, or two if you will accept less text.
- Vector art (AI, EPS, PDF) is preferred for diagrams. For photos, JPG is fine.
- We will edit to house style and send you a proof to check.

Contact your sales representative for more information:

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How to write your editorial for a Chemical Engineering Magazine Special Advertising Section

We are grateful for your advertising support and pleased to offer you the opportunity of free editorial space.

Within reason you are welcome to use your editorial space in any way you wish. However, we have a few “house rules” to provide a consistent look across the section and reinforce the impression that this is independent editorial written by a journalist, rather than advertising. So please:

- Send us one or two illustrations and 350–400 words of text for a standard half-page editorial. (Smaller editorials will need fewer words.)
- Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- Write in the third person (for instance “the company” or “YourCorp., Inc.” instead of “we”), and don’t address the reader directly.
- No ® or ™ symbols, please. They never appear in standard magazine editorial.
- If possible, include a headline that will comfortably fit the available space. For a standard half-page of editorial this is likely to require 35–48 characters, but check a sample copy. Smaller editorials and vertical layouts will need fewer characters. The head should not include your company or product name.
- Similarly, it helps to include a deck (subhead) of roughly the right length. For a standard half page this is generally 130–160 characters; again, check a sample copy. The deck should include your company name; product names are optional.
- One illustration is normally enough, though it’s sometimes possible to use two small ones. A single large illustration can look striking, but there is a trade-off with the length of the text (which is one reason why it’s hard to be precise about word counts).
- Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.



Water: a product, an ingredient, a utility
This Special Advertising Section celebrates a common – though increasingly valued – material on which every plant depends, in one form or another

Water
A key resource for every process plant, water is essential for everything from cooling to cleaning. It's also a major part of the wastewater stream, which must be treated before being discharged. The pages that follow feature a range of products and services for managing water in your plant.

A new twist in butterfly valve design
EVI Series butterfly valves from Howard Flow Control feature advanced designs and materials to combine strength, corrosion resistance, and ease of operation

The EVI Series butterfly valve is the industry's most advanced butterfly valve design. It's made from a high-strength, corrosion-resistant material that can handle the toughest applications. The EVI Series valve is available in a range of sizes and materials to meet your needs.

• High-strength, corrosion-resistant material
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Howard Flow Control is a leading manufacturer of industrial valves and actuators. We have over 40 years of experience in the industry and are proud to provide high-quality products and services to our customers. For more information, please contact us at www.howardflowcontrol.com.