



## Advertisers running a 1/2 page or larger ad will receive a bonus 1/2 page advertorial write-up.

In February 2019, *Chemical Engineering* will publish a special Connected Plant advertising section. Connected Plant-related advertisers running a 1/2 page or larger ad will receive a bonus 1/2 page advertorial write-up to run within the Connected Plant Special Section (up to half-page advertorial max).

## Additional Exposure for all Connected Plant Advertisers:

Dedicated Connected Plant e-blast across a range of industries worldwide.

- Brief company/product description plus image with a link back to your company website (50-100 words).
- Deployment to 25,000 subscribers.



### Bonus Distribution

- **ARC Advisory Group Forum**  
(February 4-7, Orlando, Florida.)
- **Connected Plant Conference**  
(February 19-21, Charlotte, North Carolina)

### Value Added

- Signet AdStudy®

## 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.
- 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.

## DEADLINES

**Special Section  
Advertorial Material Due:  
January 7, 2018**

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

**Ad Closing Date:  
January 7, 2018**

**Ad Material Due Date:  
January 11, 2018**

## Contact your sales representative for more information:

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713-974-0911

Terry Davis  
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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 for a 1/2 page.
- 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.