

In March 2019, *Chemical Engineering*, the leading global publication for the Chemical Process Industries (CPI), will publish the Europe 2019 Special Ad Section. Engineering professionals all over the world will read this report to learn about leading suppliers in Europe and what they have to offer the CPI.

The March issue of *Chemical Engineering* is published in time to promote your participation at:

AFPM Annual Meeting (March 17–19, San Antonio, Texas)

Corrosion (March 24–28, Nashville, Tennessee)

POWTECH (April 9–11, Nuremberg, Germany)

This Special Section offers you the following advantages

- Distribution to all subscribers of the International Edition of *Chemical Engineering* (outside North America)
- BPA-audited, partly paid circulation guarantees that readers want to receive the publication and will see your advertisement
- Free bonus distribution to all digital U.S. subscribers
- Free advertorial to display advertisers

ADVERTISING RATES

Color (4c)	
Full Page	\$7500
2/3 Page (vertical)	\$5335
1/2 Page (vertical or horizontal)	\$4295
1/3 Page (square or vertical)	\$3510
1/4 Page (square)	\$3260

At the above rates, both the advertisement and free write-up will appear within the Europe Special Section (circulation 28,000+).

If you wish your advertisement to appear in the global Full-Run Edition of *Chemical Engineering* (circulation 60,000+), thus reaching all North American subscribers, please contact your sales representative for a specific proposal.

Full-Run advertisers will also receive a free advertorial, which will appear within the Europe Special Ad Section.

DEADLINES

**Special Section
Advertorial Material
Due: February 7, 2019**

**Ad Closing Date:
February 7, 2019**

**Ad Material Due Date:
February 11, 2019**

Free Advertorials

- 1/2 page ad or more earns 1/2 page free advertorial
- 1/3 page ad earns 1/3 page free advertorial
- 1/4 page ad earns 1/4 page advertorial

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, 250–300 words for 1/3 page, or 150–200 words for a 1/4 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 send you a proof to check.

Contact your sales representative for more information:

Petra Trautes
ptrautes@accessintel.com
+49 69 58604760

Ferruccio Silvera
39-02-284-6716
ferruccio@silvera.it

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

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

Within reason you are welcome to use your advertorial 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 350–400 words for a 1/2 page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial.
- 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.

Europe 2019 Special Advertising Section

Germany's 2019 trade fair season celebrates European success

Start AICHEMA event in June is a world forum for the CPI

The 2019 AICHEMA event in June is a world forum for the CPI. It is the largest gathering of its kind in Europe, bringing together over 1000 exhibitors and 15,000 delegates from 40 countries. The event is a key moment in the European trade fair calendar, offering a unique opportunity for industry professionals to connect, share ideas, and explore new opportunities. The event is held at the NEC in Birmingham, UK, and is a must-attend for anyone involved in the chemical process industry.

Key highlights include:

- **Product Showcase:** A wide range of new products and technologies from leading manufacturers.
- **Networking:** Opportunities to meet with industry experts and potential partners.
- **Technical Sessions:** Presentations and seminars on the latest industry trends and challenges.
- **Exhibitor Benefits:** Access to a large audience of decision-makers and a platform to showcase your company's capabilities.

For more information, visit www.aichema.com

Europe 2019 Special Advertising Section

Simulation proves control systems

Advantages of real equipment tests are a real test of an AICHEMA success story

Simulation is proving to be a powerful tool for testing and validating control systems. It allows engineers to test their designs in a virtual environment, reducing the risk of failure and saving time and money. This is particularly true for complex systems where physical testing is difficult or expensive. Simulation provides a safe and controlled environment for testing, allowing engineers to identify and fix problems before they reach the real world. This leads to more reliable and efficient systems, which is a key goal for any industrial operation.

Key benefits of simulation include:

- **Cost Reduction:** Avoiding the high costs of physical testing and prototyping.
- **Time Savings:** Accelerating the development and testing process.
- **Risk Mitigation:** Identifying and resolving issues before they become critical.
- **Flexibility:** Testing a wide range of scenarios and conditions.
- **Documentation:** Creating a detailed record of test results and system behavior.

For more information, visit www.aichema.com