Solids Processing

June 2019 Special Ad Section

The storage, handling and transport of solid materials are common operations throughout the chemical process industries (CPI). In some industry sectors, the bulk of the raw materials and products may themselves be solids and in these industries, solids handling and processing play a predominant role in manufacturing. Examples are the pharmaceutical, food-and-beverage, polymer and mining industries.

In almost all of the CPI, however, some handling of solids is needed — whether it is the raw materials, byproducts or products — and knowledge of solids-handling principles and techniques is therefore required throughout the CPI. Typical subjects that *Chemical Engineering* features in this area include monitoring solids flow and level, blending and segregation, feeding and conveying, characterizing particle size and shape, and handling of fine powders including safety and environmental considerations.

In June 2019, *Chemical Engineering* will publish the Solids Processing 2019 Special Ad Section. Advertisers running a ½ page or larger ad will receive a bonus ½ page advertorial write-up. This is the most economical way to get your message into the hands of the CPIs critical decision-makers.

Additional Bonus Distribution:

- Valve World (June 18–19, Houston, Texas)
- Sensors Expo & Conference (June 26–28, San Jose, California)

46% of respondents in a recent survey said that *Chemical Engineering* offers the Best Coverage of Solids Processing (among listed publications)

DEADLINES

Special Section Advertorial Material Due: May 9, 2019

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

Ad Closing Date: May 9, 2019

Ad Material Due Date: May 13, 2019

Contact your sales representative for more information:

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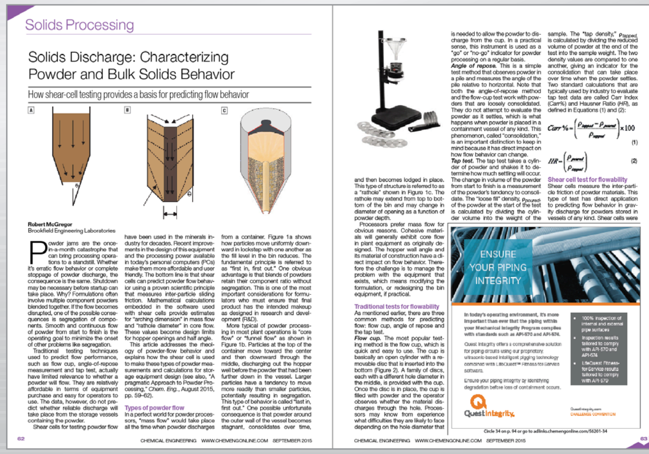
CHEMICAL ENGINEERING
ESSENTIALS FOR THE CPI PROFESSIONAL

Solids Processing

June 2019 Special Ad Section

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.


Solids Processing

Solids Discharge: Characterizing Powder and Bulk Solids Behavior

How shear-cell testing provides a basis for predicting flow behavior

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 Sophie Chan-Wood <schanwood@accessintel.com> one or two illustrations and 350–400 words of text for a standard half-page editorial.
- 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 hi-res CMYK 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.