

In September 2019, *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 10-12, Houston, Texas)
- WEFTEC (September 21-25, Chicago, Illinois)

### DEADLINES

**Special Section  
Advertorial Material  
Due: August 8, 2019**

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

**Ad Closing Date:  
August 8, 2019**

**Ad Material Due Date:  
August 12, 2019**

### What to Send

- Please send all material to Sophie Chan-Wood <[schanwood@accessintel.com](mailto: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:

Jason Bullock  
[jbullock@chemengonline.com](mailto:jbullock@chemengonline.com)  
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 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

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

**ETV Series butterfly valves from Hayward Flow Control feature advanced designs and materials to combine strength, corrosion resistance, and ease of operation**

The ETV Series butterfly valve is the industry's most advanced and reliable valve design. It features a unique design that allows for easy installation and operation. The valve is made of high-quality materials and is designed to last for many years. It is available in a variety of sizes and configurations to meet your specific needs.

Key features include:

- High strength and corrosion resistance
- Easy installation and operation
- Long service life
- Available in a variety of sizes and configurations

For more information, visit [www.haywardflowcontrol.com](http://www.haywardflowcontrol.com)