

Get the most visibility with your digital advertising budget by placing your ads on chemengonline.com!

According to the 2014 e-media study, 79% of readers use a mobile device for work-related activity.

Chemengonline.com is designed to conveniently reconfigure to whatever device is being used. Ad positions are optimized for performance across devices, and we're proud to offer the Interactive Advertising Bureau's (IAB) "Rising Star/Slider" rich media ad position. IAB research indicates that "Rising Star" ads, like the new slider position, will increase interaction rate and engagement time while promoting greater recall.

The new site offers many more ways for the CPI community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards and commentaries. More industry professionals rely on chemengonline.com because it is data-rich, easy to use and compatible with smart phones and tablets.

ADVERTISING BENEFITS

- » The website's flexible framework provides endless opportunities to put your marketing message in front of this influential audience while driving traffic to your own site
- » Banner ads are positioned in certain areas of the site that provide the best visibility without being invasive to the visitors of members
- » Your company's products and services will receive larger exposure to an ever-expanding, active and engaged audience
- » The new search features allows you to associate your brand with relevant content to receive quality impressions
- » Target your ad placement based on country or category for the most efficient use of your marketing budget

CATEGORY ADVERTISING:

- Processing & Handling
- Separation Processes
- Heat Transfer
- Water Treatment
- Operations & Maintenance
- Solids Handling
- Automation & Control
- Environment, Health, Safety & Security
- Business & Economics

BANNER AD RATES

- » Rates are based on cost per thousand (cpm) impressions
- » Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.

Super Leaderboard (970x90)	\$100 cpm
Half Page (300x600)	\$100 cpm
Medium Rectangle (top - 300x250)	\$79 cpm
Medium Rectangle (middle - 300x250)	\$74 cpm
Medium Rectangle (bottom - 300x250)	\$63 cpm
Slider (950x90, expandable to 950x550)	\$6,825 gross
Page Peel	\$5,775 gross
Roadblock** (640x480)	\$6,825 gross
Wallpaper**	\$7,500 gross

***Roadblock ad appears before site entrance. This price includes two alternating weeks per month (1st and 3rd week of the month) in this position*

***Wallpaper ad appears as the background on the website and completely clickable. This price includes two alternating weeks per months (2nd and 4th week of the month) in this position.*

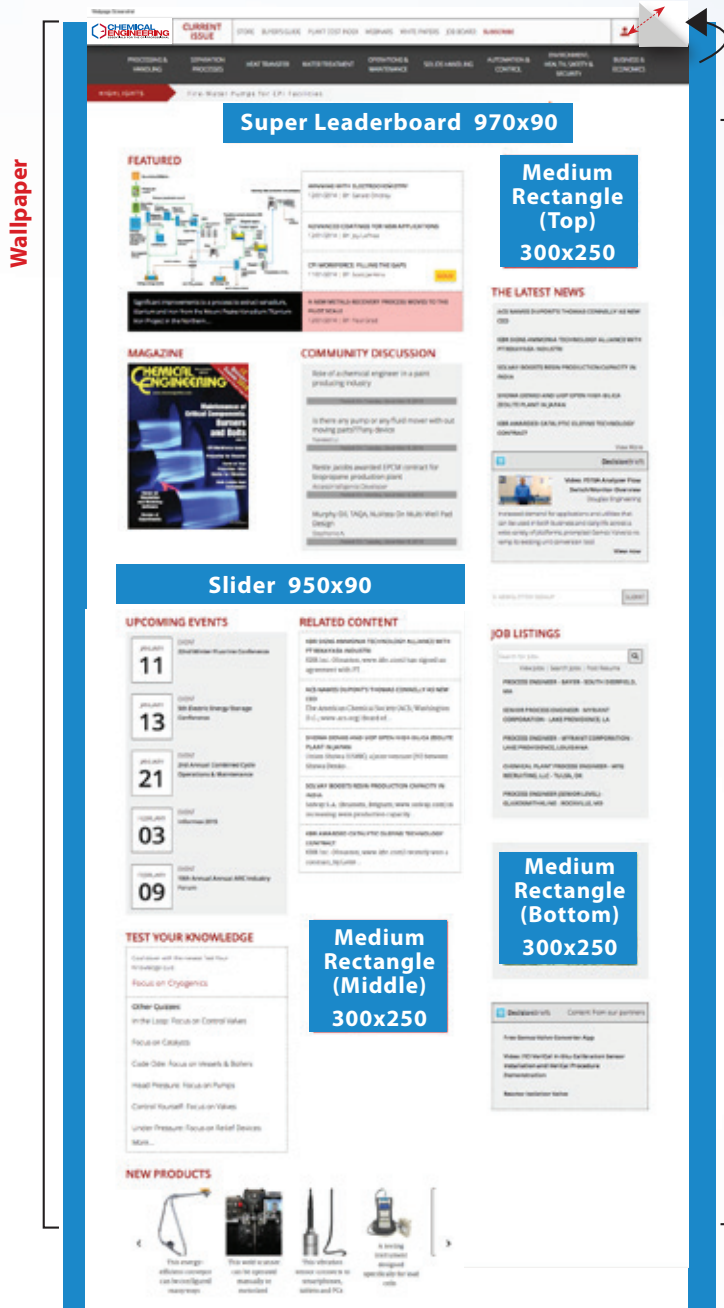
Example - 40,000 ad impressions in a \$63 cpm ad position would cost \$2,520

2014 WEBSITE METRICS



- 70,000+ monthly visits
- 58,000+ monthly unique visitors
- More than 1.7 million page views annually

WEBSITE SPECIFICATIONS



Page Peel ad

Wallpaper

- » File formats: .gif (animated or static), .jpg, .swf (flash)
- » Note on flash format:
 - Please make sure the action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file (*Chemical Engineering's* production team will add the URL from the order): on (release) {getURL(_level0.clickTag, "_blank");}
 - Please provide a backup .gif or .jpg file
- » Note on animated .gif format:
 - Please make sure the ad continuously loops
- » Max file size: 60K
- » 3rd Party Tags are accepted
 - Please contact sales representative for a list of supported vendors
- » Check with your sales representative for Page Peel and Wallpaper specifications.



Participate in optimized lead generation opportunities such as DecisionBriefs, White Papers, Video and Webinars

Contest and quizzes available, such as "Test your Knowledge".



Contact your sales representative for pricing and position availability

Contact your sales representative for more information:

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