

In August 2015 *Chemical Engineering* will publish the Solids Processing 2015 Special Ad Section. **Advertisers running display ads will receive a bonus free advertorial to run within the Solids Processing Special Section.** This is the most economical way to get your message into the hands of the CPIs critical decision-makers.

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.

### BENEFITS:

- » Bonus distribution at the PTXI Powder and Bulk Solids Conference & Exhibition (October) and CHEM SHOW (November)
- » Global distribution to all subscribers of *Chemical Engineering*
- » Free 1/2 page advertorial

### WHAT TO SEND

- » Please send all material to Charles Butcher <cbutcher@chemengonline.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 edit to house style and send you a proof to check.

**35% of *Chemical Engineering* subscribers are currently using or will be using solids handling equipment in the next 12 months**

**Subscribers' company mean annual expenditure for solids handling equipment in the next 12 months is \$105,000**



**26% of subscribers' companies will spend more than \$100,000 on solids handling equipment in the next 12 months**

\*\*Stats according to the Signet Brand Study 2014

**Ad Closing Date: July 1**  
**Material Due Date: July 6**  
**FREE ADVERTORIALS**

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

**Reserve your advertising space now - space is limited!**

**Contact your sales representative for more information:**

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Alabama, Alaska, Canada, Connecticut, Delaware, Georgia, Hawaii, Idaho, Kentucky, Maine, Maryland, Massachusetts, Michigan, Mississippi, Montana, Nebraska, New Hampshire, New Jersey, New York, North & South Carolina, North & South Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, Tennessee, Utah, Vermont, Virginia, Washington, D.C., West Virginia, Wyoming, Latin America

## 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**  
special advertising section April 2014

**Getting down to the nitty-gritty**  
This system dries liquids to powder continuously  
This film dryer from GSC Kanseki is versatile, and ideal for sensitive products

**Mix solids with liquids, solidify and transport**  
Sandvik Process Systems offers solutions for handling mixtures of solids and liquids

**Ultra-high speed powder dispersion made simple**  
Ross SLIM Technology employs high shear for rapid and complete mixing of powders into liquids, avoiding agglomerates and dust formation

**Handle virtually any bulk solid material**  
Flexicon stand-alone equipment and automated plant-wide systems convey, discharge, condition, fill, dump and/or weigh bulk materials dust free

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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 editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 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 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.