

In September 2015, *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:

WEFTEC 2015, September 26-30, Chicago

Turbomachinery and Pump Users' Symposia, September 14-17

Special Section Advertorial Material due: August 6

**Don't delay –
space is limited.**

**Reserve your advertising
space now!**

Ad Closing Date: August 6

**Ad Material Due Date:
August 10**

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.
- » 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:

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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.

Water Management
special advertising section September 2015

Getting down to the nitty-gritty
to powder continually
This film dries liquids from GSK Kanseki and versatile, 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 agglomeration 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

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.
- » 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.