



# CHEMICAL ENGINEERING

ESSENTIALS FOR THE CPI PROFESSIONAL



MAGAZINE



GLOBAL COVERAGE



E-MEDIA



EFFECTIVE RESULTS



SUBSCRIBER LOYALTY



LEAD GENERATION

# 2016 MEDIA KIT

[chemengonline.com](http://chemengonline.com)

*Chemical Engineering* magazine was launched in 1902 and is the most widely respected global information source for the chemical process industries (CPI). For more than 114 years, *Chemical Engineering* has been the leading source for news, technology and analysis used by engineers, operators, plant managers, senior managers and consultants worldwide. This combination of technology, analysis and experience makes *Chemical Engineering* the primary publication for the most important and influential people in the industry.

## Subscriber Loyalty

Our subscribers look to *Chemical Engineering* for practical information that can be used directly on the job, plus the latest about what's happening in, or will be affecting, the CPI. Serving these needs is the primary function of *Chemical Engineering*. The editorial staff seeks out and selects only those manuscripts and press releases that will serve the reader.

**25%**

25% unduplicated readership (subscribers who do not receive another industry publication)

**1 h 19 min**

average time spent reading an issue of *Chemical Engineering*

## Exceptional Editorial Quality

The editors of *Chemical Engineering* magazine hold advanced educational degrees specifically relevant to the chemical process industries. The prestigious editorial staff of chemical engineers and chemists understands the technical principles and application of process equipment.

"We use *Chemical Engineering* so much in the office. The magazine is one we always read as soon as we get. It has very important information that we need to have.

-Petroleum Refining, Administration

## Generate Leads From An Audience Of Decision Makers

82% of subscribers have taken action on advertisements by visiting website, recommending the product or service to others, or buying the product or service

10% purchased the product or service based on the ad in *Chemical Engineering* magazine

45% recommended/specified products or services advertised in *Chemical Engineering* magazine

**80%**

of readers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services

## Advertise With Results

The content in *Chemical Engineering* is published for the technical decision maker and is critical to the purchasing process for high-level engineers, mid-level managers, plant managers and senior managers who refer to *Chemical Engineering* when making decisions related to their work.

**44%**

44% said they read through *Chemical Engineering* as much for the advertising as for the articles

**63%**

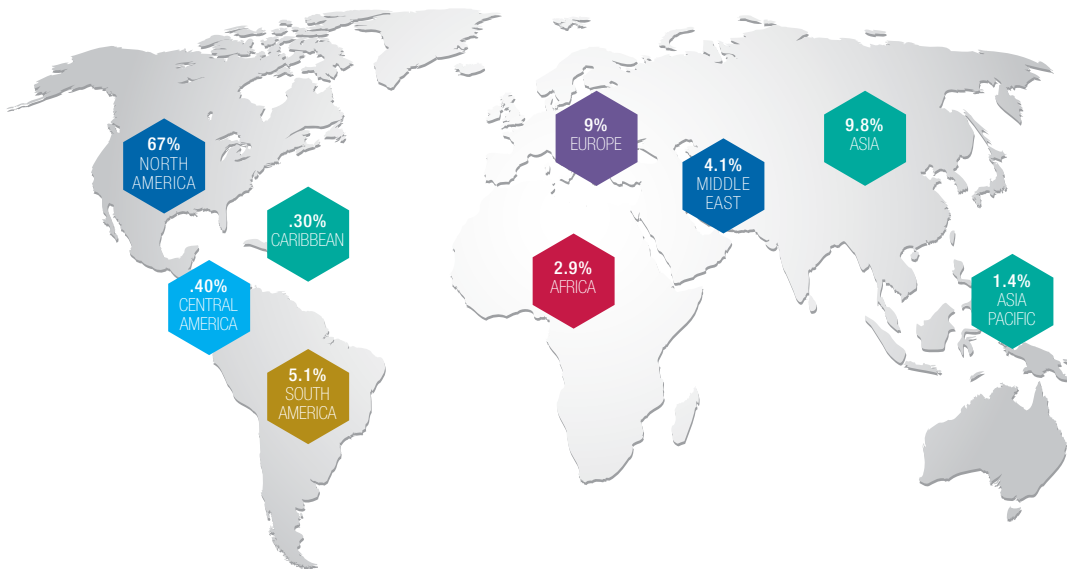
63% said the advertising in *Chemical Engineering* educates and is an important part of the publication



## Global Coverage

The largest global publication serving the CPI provides you with unmatched worldwide exposure.

Reaching  
subscribers in  
**177 countries**  
each month



Because 38% of *Chemical Engineering* subscribers are non-U.S. based, our editorial content covers relevant global issues. As markets and regions fluctuate, advertising in *Chemical Engineering* ensures you always reach the active buying markets.

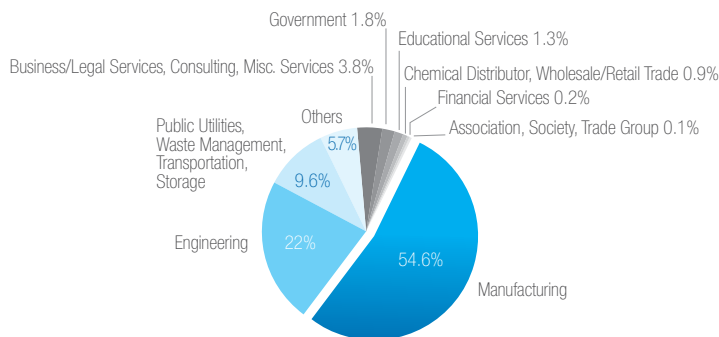
*Chemical Engineering* is useful because in my country there is nothing like it. It's my only source of business news.

-Petroleum Refining,  
Plant Operations



The only source for the Plant Cost Index, an essential tool for estimating equipment costs.

## Audience Profile



# 58%

of subscribers pass *Chemical Engineering* magazine to others, generating endless impressions and leads for your products and services

The average reader passes each issue to 2.5 people

*Chemical Engineering* is good source for seeing new products.

-Engineering Services, Engineering

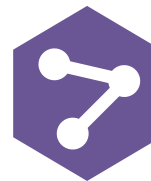


# 93%

of readers are college graduates, including 50% who have a Master's degree or higher

I was introduced to this magazine more than 40 years ago when at college studying chemical engineering and it has been a valuable resource to me in enhancing my knowledge and in becoming a better engineer.

-Design and Technical Solutions



## Connect With Us

Join more than 64,000 social media followers



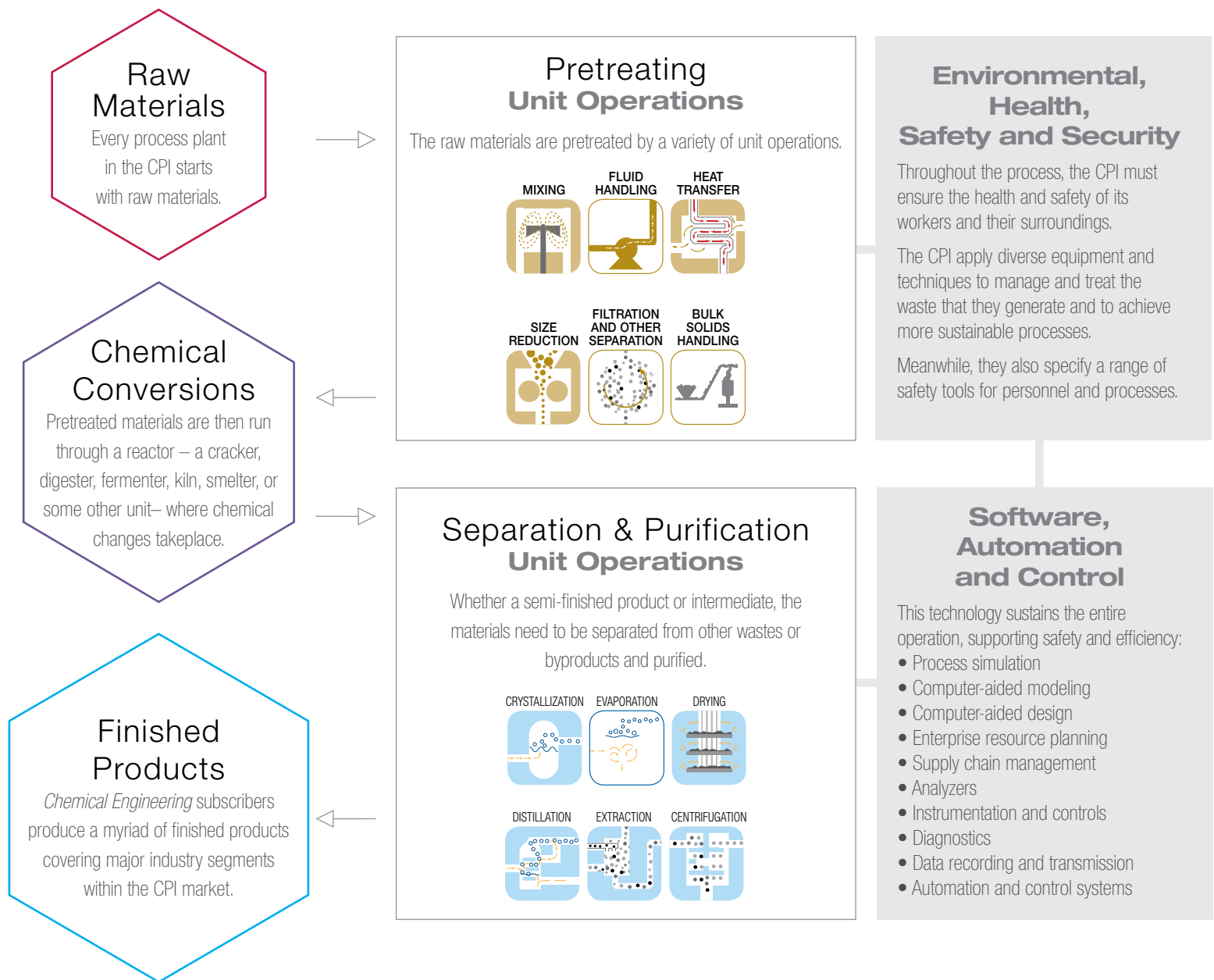
Chemical Engineering Magazine group



@ChemEngMag

# The Chemical Process Industries

All major segments of the CPI use the same types of equipment and services



*Chemical Engineering* guarantees the broadest reach for your advertising dollars. In **each** issue, *Chemical Engineering* editorial covers a wide range of topics, allowing readers to find in-depth articles that are relevant and valuable to their area of the industry. **Topics relate to the full CPI and not just one particular area in the market.**

## The CPI Market Defined

The CPI includes all industry segments that take raw materials, such as minerals, petroleum or even air

apply chemical, thermal or mechanical processes to them, such as oxidation, polymerization, distillation or filtration

and produce end products, such as plastics, paper, paint, pharmaceuticals, soap, gasoline or fertilizers for commercial or consumer use.

## Major Industry Segments

Chemicals & Petrochemicals

- Inorganic Chemicals
- Plastics Materials & Synthetic Resins
- Pharmaceuticals
- Soaps & Detergents
- Paints & Allied Products
- Organic Chemicals
- Fertilizers & Agrichemicals
- Adhesives & Sealants

Petroleum Refining

- Nonferrous Metals
- Stone, Clay, Glass & Ceramics
- Pulp & Paper
- Food & Beverages
- Rubber & Miscellaneous
- Other Manufacturing

## Editorial Excellence

*Chemical Engineering* is uniquely positioned in the market due to the consistent analysis of the content from editors who understand the CPI. *Chemical Engineering* provides readers with timely, practical information that readers can use in their jobs.

Our reputation and credibility have been built on this policy for more than 114 years. It guarantees that material we publish will attract serious subscriber attention.

## Winner of eight Jesse H. Neal Awards for Editorial Excellence

The most prestigious editorial honors in the field of specialized journalism

## One Of A Kind Editorial Staff



**DOROTHY LOZOWSKI,**  
**B.S.Ch.E., M.S.Ch.E.**

11 years with *Chemical Engineering*, 20 years in industry  
Editor in Chief  
[dlozowski@chemengonline.com](mailto:dlozowski@chemengonline.com)

**DOROTHY LOZOWSKI** is the Editor in Chief of *Chemical Engineering*, where she has been an editor since 2005. Prior to that, she worked for AkzoNobel in both R&D facilities and production environments in several countries, including five years in the Netherlands. Her positions included project manager, technical development manager and research engineer. Much of her work was in the specialty and polymer chemical areas. Dorothy holds M.S.Ch.E. and B.S.Ch.E. degrees from the State University of New York at Buffalo.



**GERALD ONDREY,**  
**B.S. Chemistry, M.A., M. Phil., Ph.D.**  
**Physical Chemistry**

24 years with *Chemical Engineering*, 3 years in industry  
Senior Editor  
[gondrey@chemengonline.com](mailto:gondrey@chemengonline.com)

**GERALD ONDREY** has been an editor with *Chemical Engineering* since January 1992. Prior to that he was a chemistry professor at Gannon University (Erie, Pa.), a visiting scientist at the Max Planck Institute for Quantum Optics (Garching by Munich, Germany) and the former Max Planck Institute for Flow Research (Göttingen, Germany). He holds Ph.D. M.Phil. and M.A. degrees in physical chemistry from Columbia University, and a B.S. in chemistry from Gannon University.



**SCOTT JENKINS,**  
**B.A., M.S. Chemistry**

7 years with *Chemical Engineering*  
Senior Editor  
[sjenkins@chemengonline.com](mailto:sjenkins@chemengonline.com)

**SCOTT JENKINS** has been an editor with *Chemical Engineering* since 2009. Prior to joining *Chemical Engineering*, Scott worked in various capacities as a science journalist and communications specialist, reporting and writing on a variety of sectors, including chemical processing, biotechnology, pharmaceutical manufacturing and research policy. He also has industry experience as a quality assurance chemist and research experience as a synthetic organic chemist. Scott holds a B.S. degree from Colgate University, and an M.S. in chemistry from the University of North Carolina at Chapel Hill.



**MARY PAGE BAILEY,**  
**B.S.Ch.E.**

3 years with *Chemical Engineering*, 5 years in industry  
Assistant Editor  
[mbailey@chemengonline.com](mailto:m Bailey@chemengonline.com)

**MARY PAGE BAILEY** has been an editor with *Chemical Engineering* since May 2013, after working five years as a process design engineer at ExxonMobil Chemical Company's joint venture, Univation Technologies, LLC. During her time with Univation, she designed equipment for numerous Unipol polyethylene plants and attended a plant startup in China. She holds a B.S. Ch.E. degree from the University of Oklahoma.

## Contributing Editors

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## Awards and Scholarships

### Personal Achievement Award

This award honors individuals for distinguished careers and excellence in research, development, design, plant operations, management or other activities. The distinction can also emerge in less-ordinary ways, such as government service. The individual's career must relate to the use of chemical engineering principles in solving industrial, community or other problems. Submissions will be accepted for the 2016 award beginning in January 2016. For submissions guidelines and past awards winners, view [chemengonline.com/paAward](http://chemengonline.com/paAward)

### Chopey Scholarship for Chemical Engineering Excellence




In memory of Nicholas P. Chopey, the magazine's former Editor In Chief, the scholarship honors Nick's valuable and lasting contribution to the profession. The scholarship is an annual award for current third-year students who are enrolled in a fulltime undergraduate course of study in chemical engineering. Learn more at [chemengonline.com/npcscholarship](http://chemengonline.com/npcscholarship)

### Kirkpatrick Achievement Award

This biennial award recognizes and honors the most noteworthy chemical engineering technology that was commercialized in the previous two years. Nominations will be accepted in 2017 for the next Kirkpatrick Achievement Award. View past winners at [chemengonline.com/kirkpatrick](http://chemengonline.com/kirkpatrick)



2016	FEATURE REPORTS	EQUIPMENT NEWSFRONT	EQUIPMENT FOCUS	FACTS AT YOUR FINGERTIPS	SOLIDS PROCESSING
JANUARY Ad Closing: 12/4/15 Materials Due: 12/7/15	Distillation	Modular Construction	Temperature Measurement & Control	Process Hazard Analysis	Solids Handling
	Gas Separation				
FEBRUARY Ad Closing: 1/5/16 Materials Due: 1/8/16	Steam Handling	Seals & Gaskets	Software	Weighing	Weighing
	Materials of Construction				
MARCH Ad Closing: 2/4/16 Materials Due: 2/9/16	Heat Transfer	Pumps	Level Measurement & Control	Particle Size Analysis	Particle Size Analysis
	Alarm Management				
APRIL Ad Closing: 3/4/16 Materials Due: 3/9/16	Solids Processing	Analyzers	Safety & Industrial Housekeeping	Organic Functional Groups	Solids Processing
	Industrial Biotechnology				
MAY Ad Closing: 4/4/16 Materials Due: 4/7/16	Maintenance & Reliability	Process Control	Pipes, Tubes & Fittings	Combustible Dust	Combustible Dust
	Mixing	Petroleum Refining			
JUNE Ad Closing: 5/2/16 Materials Due: 5/5/16	Pressure Relief	Heat Exchange Equipment	Sensors	Common Industrial Reactions	Filtration
	Filtration				
JULY Ad Closing: 6/3/16 Materials Due: 6/8/16	Sustainability	Personal Protective Equipment	Packaging	Burners & Combustion	Packaging
	Cybersecurity				
AUGUST Ad Closing: 7/1/16 Materials Due: 7/7/16	Flow Measurement & Control	Feeding & Conveying	Valves	Distillation	Feeding & Conveying
	Reactor & Reaction Engineering	Focus on Asia			
SEPTEMBER Ad Closing: 8/4/16 Materials Due: 8/9/16	Water & Wastewater Treatment	Mobile Engineering Applications	Process Chemicals & Performance Materials	Water Analysis	Drying
	Pumps				
OCTOBER Ad Closing: 9/2/16 Materials Due: 9/7/16	Leak Prevention	Simulation & Modeling Software	Compressors, Fans & Blowers	Agglomeration & Granulation	Agglomeration & Granulation
	Piping				
NOVEMBER Ad Closing: 10/3/16 Materials Due: 10/6/16	Valves	Maintenance & Reliability Equipment	Analyzers	Corrosion	Dust Control
	Evaporation Technology				
DECEMBER Ad Closing: 11/4/16 Materials Due: 11/9/16	Pressure Measurement & Control	Emissions Monitoring & Control	Rotating Equipment	Solid-Liquid Separation	Solid-Liquid Separation
	Cost Engineering				

2016	ENVIRONMENTAL, HEALTH, SAFETY & SECURITY	SOFTWARE, AUTOMATION & CONTROL	SHOW PREVIEWS	SPECIAL ADVERTISING SECTIONS	BONUS DISTRIBUTION
<b>JANUARY</b> Ad Closing: 12/4/15 Materials Due: 12/7/15	Process Hazard Analysis	Temperature Measurement & Control			
<b>FEBRUARY</b> Ad Closing: 1/5/16 Materials Due: 1/8/16	Seals & Gaskets	Software			ARC Advisory Group Forum (February 8–11, Orlando, FL) Corrosion 2016 (March 6–10, Vancouver, Canada)
<b>MARCH</b> Ad Closing: 2/4/16 Materials Due: 2/9/16	Alarm Management	Alarm Management, Level Measurement & Control	Interphex	INSTRUMENTATION AND CONTROLS	AFPM Annual Meeting (March 13–15, San Francisco, CA) Interphex (April 26–27, New York City, NY)
<b>APRIL</b> Ad Closing: 3/4/16 Materials Due: 3/9/16	Safety & Industrial Housekeeping	Analyzers	POWTECH (International)  International Powder and Bulk Solids (Domestic)  AchemAsia	SOLIDS PROCESSING	American Filtration Society Meeting (April) AIChE Spring Meeting & 12th Global Congress on Process Safety (April 10–13, Houston, TX) ELECTRIC POWER Conference & Exhibition (April 18–21, New Orleans, LA) POWTECH (April 19–21, Nuremberg, Germany) Interphex (April 26–27, New York City, NY) International Powder and Bulk Solids (May 3–5, Chicago, IL)
<b>MAY</b> Ad Closing: 4/4/16 Materials Due: 4/7/16	Safety Equipment	Process Control	IFAT (International)	GULF COAST	AchemAsia (May 9–12, Beijing, China) AFPM Reliability & Maintenance Conference (May 24–27, San Antonio, TX) IFAT 2016 (May 30–June 6, Munich, Germany)
<b>JUNE</b> Ad Closing: 5/2/16 Materials Due: 5/5/16	Pressure Relief	Sensors			Pump Summit Americas 2016 (June 13–14, Houston, TX)
<b>JULY</b> Ad Closing: 6/3/16 Materials Due: 6/8/16	Personal Protective Equipment, Cybersecurity	Cybersecurity			ARC's 14th India Forum (July 7–8, 2016, Bangalore, India) Chemical Sector Security Summit & Expo (SOCMA) (July)
<b>AUGUST</b> Ad Closing: 7/1/16 Materials Due: 7/7/16	Air Pollution Control	Flow Measurement & Control		CHINA	CTEF 2016 - The 8th China (Shanghai) International Chemical Technology & Equipment Fair (August)
<b>SEPTEMBER</b> Ad Closing: 8/4/16 Materials Due: 8/9/16	Water & Wastewater Treatment	Mobile Engineering Applications	WEFTEC	WATER MANAGEMENT  EUROPE	Turbomachinery & Pump Symposia (TPS) (September 12–15, Houston, TX) WEFTEC 2016 (September 24–28, New Orleans, LA)
<b>OCTOBER</b> Ad Closing: 9/2/16 Materials Due: 9/7/16	Leak Prevention	Simulation & Modeling Software	K Show (International)	FLUID SEALING	Fluid Sealing Association Fall Meeting (October) K 2016 (October 19–26, Düsseldorf, Germany)
<b>NOVEMBER</b> Ad Closing: 10/3/16 Materials Due: 10/6/16	Dust Control	Analyzers, Valves	Valve World		10th Biennial Valve World Conference & Exhibition (November 29–December 1, Düsseldorf, Germany)
<b>DECEMBER</b> Ad Closing: 11/4/16 Materials Due: 11/9/16	Emissions Monitoring & Control	Pressure Measurement & Control		BUYERS' GUIDE	PVPC Expo Middle East (December, UAE) ChemTECH World Expo 2017 (India)

See page 6 for Facts at your Fingertips sponsorship opportunities and for more information on Signet AdStudy® features

## Economic Indicators

Each issue includes includes editorial departments that feature the latest business news, current industry trends and the Plant Cost Index. As one of the most valued sections in the magazine, your ad is guaranteed to reach decision makers each month. Ad runs opposite Cover 3 within the Economic Indicators department.



## Facts at Your Fingertips



Each issue includes a one-page editorial feature that addresses specific technology or technological application within the CPI.

Reach these decision makers by sponsoring a Facts At Your Fingertips feature. Full page ad runs on the backside of the Facts at Your Fingertips article and runs on heavier stock in the magazine.

## Measure your print advertising return on investment



Signet AdStudy® offers objective research on the effectiveness of your advertising message. Complementary research is available to you in the **February, June** and **November** issues of *Chemical Engineering*.

**Find out if your ads have impact. Compare your advertising with the competition. Discover which ads score well. Test the impact of different ads. Learn how readers perceive the message of your ad through extensive verbatim feedback.**

- "Good informative ad. I would scan and keep for future use." – Education, Engineering
- "This is a decent ad. It does not provide a lot of detail on product, but tends to lead anyone with interest to go to the website and learn more." – Company's Operations
- "Ad has proper tone, provides sufficient technical content to support claims. Implies good technical capability for the company." – Company's Operations
- "Picture is well placed in the ad inviting attention." – Plastics & Resins, Engineering
- "I remember this ad. The design looks simple and robust." – Engineering Services, Engineering

## Generate leads from print advertising

As readers take the survey and study your ad, they have the option to request more information from your company. Past advertisers have received up to 30 leads from the Signet AdStudy®. Contact your sales representative to learn more.



## Print Advertising Rates

All rates listed are gross

Color 4c	1x	6x	12x	18x
Spread	\$27,055	\$25,280	\$23,630	\$22,085
Full Page	\$14,405	\$13,275	\$12,530	\$12,310
2/3 Page (vertical)	\$10,075	\$9,350	\$8,800	\$8,635
1/2 Page (island)	\$9,270	\$8,455	\$8,010	\$7,835
1/2 Page	\$8,120	\$7,510	\$7,100	\$6,920
1/3 Page	\$6,135	\$5,735	\$5,425	\$5,270
1/4 Page	\$4,815	\$4,670	\$4,480	\$4,400

Special Positions 4c	1x	6x	12x	18x
Back Cover	\$15,040	\$13,960	\$13,050	\$12,200
Inside Front Cover	\$15,040	\$13,960	\$13,050	\$12,200
Inside Back Cover	\$14,640	\$13,685	\$12,795	\$11,965
Spread Between TOCs	\$27,575	\$25,770	\$24,080	\$22,505
1/3 Page TOC Vertical	\$6,355	\$5,945	\$5,545	\$5,185
Opposite 2nd TOC Page	\$14,500	\$13,555	\$12,670	\$11,840
Opposite "Editor's Page"	\$14,500	\$13,555	\$12,670	\$11,840
Facts At Your Fingertips ♦	\$14,590	\$13,630	\$12,440	\$11,630

Classified 4c	1x	3x	6x	9x	12x
1 Page	\$10,980	\$10,345	\$9,865	\$9,230	\$8,755
1/2 Page	\$5,490	\$5,170	\$4,935	\$4,615	\$4,380
1/3 Page	\$3,660	\$3,450	\$3,290	\$3,075	\$2,920
1/4 Page	\$2,750	\$2,590	\$2,465	\$2,305	\$2,185
Per inch	\$365	\$345	\$330	\$310	\$295

Classified 2c	1x	3x	6x	9x	12x
1 Page	\$9,585	\$9,040	\$8,530	\$8,045	\$7,590
1/2 Page	\$4,795	\$4,525	\$4,270	\$4,025	\$3,800
1/3 Page	\$3,195	\$3,015	\$2,840	\$2,680	\$2,525
1/4 Page	\$2,260	\$2,135	\$2,020	\$1,905	\$1,795

Classified B&W	1x	3x	6x	9x	12x
1 Page	\$8,340	\$7,865	\$7,415	\$7,000	\$6,605
1/2 Page	\$4,165	\$3,935	\$3,715	\$3,500	\$3,300
1/3 Page	\$2,780	\$2,620	\$2,470	\$2,340	\$2,205
1/4 Page	\$2,085	\$1,965	\$1,855	\$1,750	\$1,655
Per inch	\$200	\$190	\$180	\$170	\$160

	1x	3x	6x	12x
Showcase	960	875	800	690
Economic Indicators				\$2,700

### Reprints

Take full advantage of your exposure in the industry-respected publication, *Chemical Engineering* by purchasing reprints. For more information, please contact sales@wrightsmedia.com.

Includes printing on heavier insert stock and advertiser receives 500 copies to use as handouts

### International Split-run

*Chemical Engineering* offers an international split-run option where the advertisement will be distributed outside the U.S. and Canada only. For pricing information, please contact Petra Trautes at ptrautes@accessintel.com or +49 69 58604760.



### Additional Color Charges

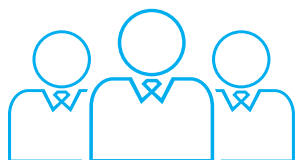
Please check with your representative for 5th color or metallic colors





## E-media

In addition to the monthly print magazine, *Chemical Engineering* communicates with the CPI across several media platforms. *Chemical Engineering* reaches the market through a variety of e-media channels.



## Lead Generation

Provides targeted sales leads by actively generating interest from decision makers and prospects in the the CPI.

## Green Means GO!

Designed to push the CPI professionals to your website and other online offerings.

## Website Banner Ads

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 website 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 smartphones and tablets.

### RATES:

Rates are based on cost per thousand (cpm) impressions.

- chemengonline.com averages 150,000 impressions per month.

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 Ad** \$5,775 gross

**Roadblock**<sup>♦</sup> (640x480) \$6,825 gross

**Site Skin Ad**<sup>♦♦</sup> \$7,500 gross

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

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

<sup>♦♦</sup>Site Skin 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.

# 81%

of readers rated  
chemengonline.com as critical  
or very important to their jobs

# 74%

of readers use a smartphone or tablet  
for work-related activity

# 62%

of those readers use their smartphone or tablet  
to browse the web (same % as those that use it to text)



Since switching to the responsive design, chemengonline.com decreased bounce rate by 20%

## Site License

Receive full chemengonline.com access and all of *Chemical Engineering's* online archives with a site license. The site license includes access to *Chemical Engineering's* Plant Cost Index as downloadable data for easy reporting. This is available to large groups, corporations and libraries interested in receiving access to these data. For more information and rates, please contact Sarah Garwood at 301-354-1705 or sgarwood@accessintel.com.

## E-NEWSLETTERS

### Chemical Engineering FOCUS

34,000 subscribers

The FOCUS monthly e-newsletter is sent to a targeted database determined by the subject matter of each technical report. *Chemical Engineering FOCUS* will highlight a specific technology with each issue.

#### 2016 Topics

January 14	Safety
February 11	Corrosion
March 10	Process Control & Instrumentation
April 14	Solids Handling
May 12	Petroleum Refining & Petrochemicals
June 9	Pumps
July 14	Solids Handling
August 11	Flow Measurement & Control
September 8	Water Management
October 13	Sealing
November 10	Valves
December 8	Petroleum Refining & Petrochemicals

#### GROSS RATES

Leaderboard (728x90)	\$2,990
Text Ad (50–100 words with logo/image)	\$2,750
Skyscraper Top (160x600)	\$2,500
Skyscraper Bottom (160x600)	\$2,200
Standard (468x60)	\$2,000
Button (160x160)	\$1,200
Issue Takeover (full issue exclusive sponsorship)	\$8,000

### Chemical Engineering DIRECT

48,000 subscribers

*Chemical Engineering's* weekly DIRECT e-newsletter is sent to a global database of professionals in the chemical process industries, and provides the latest CPI news including news about plants, mergers and acquisitions, and more. Introduce your products and services with a banner ad, white paper or text ad.

### Breakthrough Technologies 36,000

This monthly e-newsletter brings news of innovative and novel technologies in a concise format each month. Introduce your products and services with a banner ad, white paper or text ad.



## Store

The *Chemical Engineering Store* offers new merchandise weekly, with quick and easy search options to locate the topics important to you. It provides a variety of industry topics, including reference and guide books, top features, e-learning, wall charts and more. The bookstore includes resources on all aspects of engineering technology used by the chemical process industries. It covers the topics of chemical, biotech, process and handling, thermal and energy management, software, automation and control, environmental and safety, business and business services, economics, petrochemicals, and much more.



94%

94% of readers receive and read work-related e-newsletters

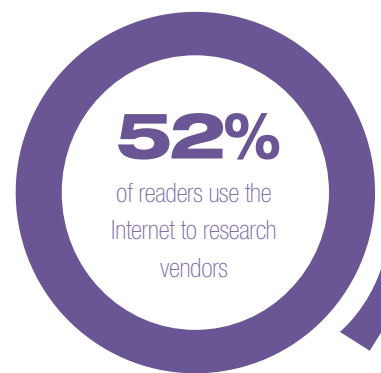
71%

71% of readers said reading work-related e-newsletters is very useful or useful to their jobs

## Buyers' Guide

### chemengonline.com/buyersguide

Sell your products directly to qualified buyers in the CPI on the improved chemengonline.com/buyersguide. *Chemical Engineering's* Buyers' Guide is the most economic, timely, and resourceful way to increase brand awareness and recognition for your company. Available in the December issue and always accessible online, it is regularly used by more than 166,000 readers, has more than 68,000 unique page views a year and is collectively referred to more than one million times a year. A one-time yearly purchase guarantees that your advertisement will be circulated globally to the subscribers of *Chemical Engineering* and distributed at premier trade shows and conferences throughout the year. See back insert for pricing and position availability.



## HOT PRODUCTS

### Premium Product Showcase

HOT PRODUCTS is a tool that guarantees product exposure to the global audience of *Chemical Engineering*. Whether it's a new product launch or to promote existing products before an event, HOT PRODUCTS will give you the edge you need to ensure premium exposure.

Each HOT PRODUCT listing in the print edition and e-letter of *Chemical Engineering* includes a product photo and a 100-word product description with a URL to your website. You can reach more than 81,000 decision-makers in the CPI with a combination of print and e-newsletter marketing.

### PREMIUM EXPOSURE WITH 22% AVERAGE OPEN RATE

	1x Rate	3x Rate	6x Rate	12x Rate
E-newsletters Only:	\$2,100	\$1,900	\$1,700	\$1,500
Print & E-newsletters:	\$2,900	\$2,500	\$2,200	\$2,000



## Custom E-Media

Continuously improve and optimize your lead-generation strategy with *Chemical Engineering*



### DecisionBriefs

Wish your content was easier to find? DecisionBriefs allows your content to be searchable on chemengonline.com alongside *Chemical Engineering* editorial content. This dynamic content-marketing platform is an efficient way to reach buyers at key points in their decision-making and is an extremely effective way to generate leads. You can manage all of your content and track your marketing ROI in one place. By uploading white papers, webinars, social media, blog posts, articles, videos and more, DecisionBriefs allows you to create, distribute and measure your content cost effectively.

#### STANDARD OFFERING

\$5,000 net (\$417/month)  
Premium packages and upgrades available

# 64%

64% of readers read sponsored content on websites (content generated by a product or service supplier)

# 96%

96% of those readers find the sponsored content to be useful or interesting

#### CASE STUDY

In eight months, one sponsor published 14 articles and received 864 visitors, 1,235 visits and 1,731 page views. The same sponsor used content placements, resulting in 38,659 impressions for their content. Their content was also featured on the DecisionBriefs monthly e-newsletter, with 17% referral traffic. The same sponsor was also featured on a custom e-blast generating 8.8% click through.

### Amplify

Through the use of direct marketing programs with unique URLs, Amplify boosts the quality and quantity of your leads. Leads are generated, tracked and analyzed in realtime.



### Cascade

Cascade is a long form, featured web article sponsorship that engages the reader across devices, through the use of responsive web development and in-depth story telling. Utilizing the latest technology in digital design, Cascade brings articles to life by integrating multiple content assets into one unique format.

### Behavioral Targeting

Behavioral targeting uses demographics and behavioral data to determine exactly who is interested in your product or service. Through the use of a more frequent, impactful and targeted campaign plan, your marketing becomes more efficient and effective. This allows us to personalize our readers' experience whether it is through our website, email, social or mobile – engaging them at every step of the purchasing funnel.

### Webinars

*Chemical Engineering* webinars are an engaging, measurable and cost-effective way to reach CPI professionals. By combining the immediacy of the Internet with the impact of streaming audio, video and live Q&A, *Chemical Engineering* webinars provide a dynamic marketing solution that accelerates the lead-generation process and produces actionable results.

We will assist you in the creation of your presentation and promote it to our email list, and your company will get the contact information for all of those who signed up to attend. *Chemical Engineering* webinar sponsors have found that the registration process is one of the most effective ways to generate highly qualified leads.

**SINGLE-SPONSORED:** advertiser develops the content

**MULTI-SPONSORED:** editorial staff develops the content (topics vary)

#### ALL PACKAGES INCLUDE: *Chemical Engineering* staff to moderate the webinar

- Sponsors are recognized during the webinar

Print advertising (if signed before ad close deadline)

Online advertising

Email promotion

Registration list with contact details

One-year archive on chemengonline.com

Post-event promotion

Sponsor will receive a master CD of the webinar presentation for marketing purposes

- Previous webinars have produced 800+ registrations with an average of 31% live attendance
- 58% of readers said attending webinars are very useful or useful to stay informed about the industry
- 70% of readers attended a webinar in the last 12 months
- 39% said they will attend more webinars next year than in previous years

## Test Your Knowledge

*Chemical Engineering's* website offers an enjoyable way to educate decision makers about a new or existing technology, product or service. Promote your brand to the CPI audience while driving traffic to your own website and generating leads through the Test Your Knowledge Sponsorship.

- *Chemical Engineering* promotes the monthly quiz on Twitter, LinkedIn and e-newsletters to increase your reach to the chemengonline.com audience

**More than 600  
participants complete  
the quiz each month**

## Product and Brand Surveys

Partner with *Chemical Engineering* to gain valuable insight from the CPI decision makers. Survey the *Chemical Engineering* audience on your products, brand or industry topics.

“Keeping in touch with readers is a commendable initiative.”

*Energy, Engineering*

## White Paper Sponsorships

White Paper sponsorships provide an opportunity for sponsors to post technical papers from industry experts. The White Paper is hosted on chemengonline.com and promoted through different media channels to drive leads. Generate profitable leads with this valuable online lead generation tool.

**71%**

71% of readers said white papers are very useful or useful to stay informed about the CPI

### STANDARD OFFERING

Post up to 6 pages: \$50 net/lead Price includes email and advertising promotion



## Video Sponsorships

Video is becoming a more common marketing and lead-generation tool. Short videos showing technology demonstrations, how a product works, animation and technical interviews are commanding significant attention. Many companies already have some form of video or animation that they display at trade shows. *Chemical Engineering* can promote that video to our global audience to showcase your expertise in a specific area. This can be open to the *Chemical Engineering* audience or gated for lead-generation opportunities.

### STANDARD OFFERING

4-minute video: \$4,725 net per month (or \$50 per lead for a gated, lead-gen program) Price includes email and advertising promotion



## Custom E-newsletters

Be the sole sponsor of an e-newsletter on a specific topic of your choice, which is then sent to a targeted audience. Content comes from *Chemical Engineering* sources and the sponsoring company. The e-newsletter is sent to a targeted list of industry professionals in the *Chemical Engineering* database interested in selected topics. Stand out as an industry expert in a specific area of the market with this product.

### CUSTOM E-NEWSLETTER RATES

Prices determined by size of distribution and based on \$600 cpm net.

Minimum order \$4,200 net or 7,000 names/emails.

Example – Development of a basic custom e-newsletter with distribution to an email list of 10,000 would cost \$6,000 net

## Targeted E-blasts

Do you have an email that you would like to promote to specific titles or to specific markets within the CPI? Send us your HTML and demographic selections and we do the rest. Reach beyond your database for highly qualified business leads through this valuable service.

### STANDARD OFFERING

\$500 cpm net

Minimum is \$2,500 net

## E-response Email Program



All display advertisers will receive subscriber names from interested buyers in an easy-to-use digital format. Partner with *Chemical Engineering* and receive names of prospective buyers and gain invaluable insight into the CPI.

## CHEmploy

The Career Catalyst for Chemical Engineers

*Chemical Engineering* magazine's print and digital job resources allow you to target passive and active job seekers in our community of CPI professionals. Reach them through all the media they use, in any combination – print, online and e-newsletters. See back insert for pricing and position availability.

**24%**

24% of readers use the Internet to search for employment opportunities



## Digital Issue

*Chemical Engineering's* monthly print issue is converted into a digital version and is sent to digital subscribers. As more and more subscribers ask for this version, utilize the enhanced digital features, such as custom and rotating flash ads. See back insert for pricing and position availability.



**87%**

87% of readers said the digital issue is very useful or useful to stay informed about the CPI



## Mechanical Digital Specifications

### Website

### E-newsletter

Wallpaper

Page Peel ad

Wallpaper

Super Leaderboard 970x90

Medium Rectangle (Top) 300x250

Slider 950x90

Medium Rectangle (Bottom) 300x250

Medium Rectangle (Middle) 300x250

NEW PRODUCTS

Leaderboard 728x90

MARCH 12, 2018

**CHEMICAL  
ENGINEERING**  
Breakthrough Technologies

Home | Bookstore | Jobs | Plant Cost Index | Subscribe | Email a Friend

Breakthrough Technologies

Setup for a test facility to grow algae for biofuels

The New Energy and Industrial Technology Development Organization (NEED, Kawasaki, www.nedo.go.jp) and partners IRI Corp. (Tokyo, www.iri.co.jp), Kobe University (www.kobu.ac.jp) and New-Morgan Laboratory Inc. (NML, Kawasaki, www.nml-lab.com) have completed construction on an outdoor test site with 1,800 m<sup>2</sup> of pond surface area for further development work on the production of biofuels (including jet fuel) from algae. [more]

An electrochemical process to mimic photosynthesis

Photosynthesis is one of the best ways to convert carbon dioxide into renewable energy and at the same time, reduce the concentration of CO<sub>2</sub> in the atmosphere. In plants, there are two main steps in photosynthesis. First, water is split (via solar energy), generating a proton and releasing oxygen. The second step (Calvin cycle) is a dark reaction where CO<sub>2</sub> absorbed from the atmosphere is reduced to glucose. [more]

Catalytic filter bags can slash investment costs for off-gas treatment

Last January, Haldor Topsoe AS (Lyngby, www.topsoe.com) and FLSmith AS (Copenhagen, both Denmark; www.flsmidth.com) began a joint, prebid effort to commercialize a new catalytic filter-bag technology, which the partners have developed over the past four years. Tradenamed EnviroTav, these filter bags are capable of reducing dust, volatile organic compounds (VOCs) and oxides of nitrogen (NOx) in a single, integrated process. [more]

"Anode-less" lithium battery prototype doubles energy density

A new prototype lithium battery with a very thin metal anode achieves an energy density of 1,200 Wh/L, at room temperature—double that of conventional Li-ion batteries using graphite anodes. The prototype battery, developed by Massachusetts Institute of Technology (MIT), Cambridge, Mass., www.mit.edu) spin-off SolidEnergy (Malden, Mass.; www.solidenergyinc.com), uses a standard lithium cobalt oxide (LCO) cathode with an anodeless, two-layer, lithium-on-copper anode that allows higher energy density. [more]

CO<sub>2</sub> capture with permeable polymer microcapsules

A new type of CO<sub>2</sub>-capture media based on permeable polymer microcapsules has been developed by teams of scientists at Lawrence Livermore National Laboratory (Livermore, Calif.; www.llnl.gov), Harvard University (Cambridge, Mass.; www.harvard.edu) and the University of Illinois-Champaign (www.uiuc.edu). The materials have several advantages over amine-based approaches to absorbing CO<sub>2</sub> from power-plant fluegas. [more]

The process enables magnesium alloy to be cast economically

The New Energy and Industrial Technology Development Organization (NEED, Kawasaki, www.nedo.go.jp) and Sankyo Tsubaki Inc. (Tokyo, both Japan; www.stgip.co.jp) have developed technology that enables the casting of small-diameter (50–100-mm dia.) magnesium alloy billets, which are suitable for direct, cold-chamber forging. [more]

More Breakthrough Technologies

- Gridhub for modular H<sub>2</sub> production via PEM electrolysis
- Carbon fibers enhance water wastewater treatment
- Perfluorinated compounds may prove a risk to firefighters

From Our Bookstore

Heat Recovery Steam Generators

This PDF guidebook provides an introduction for all aspects of heat recovery steam generators (HRSG) engineering. Coverage ranges from market surveys, heat balances and mechanical design to operation of HRSGs. Both theory and practical applications are covered, giving engineers the proper guidance needed to design and operate HRSG power plants. The guidebook begins with a market review of HRSGs and includes an introduction of the balance of a plant, overall efficiency of steam and the gas turbine cycle. [more]

Help others find this newsletter:

For login and password problems, please contact Client Services at [client@wes@chemengonline.com](mailto:client@wes@chemengonline.com). If you do not wish to receive this newsletter, please click [unsubscribe](#).

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Skyscraper Top 160x600

Skyscraper Bottom 160x600

## 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

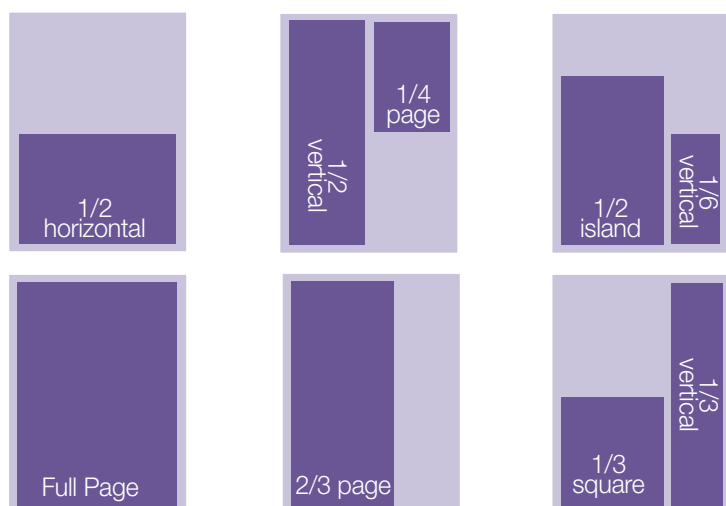
**Check with your sales representative for Page Peel and Wallpaper specifications.**

**77%**

77% of readers use the Internet at work for business purposes for an hour or more each day



## Mechanical Specifications



## Mechanical Requirements

Width x Height	Inches	Millimeters	Picas
2 page spread (bleed)	16.25" x 11"	412.8 x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 x 254.0 mm	90p x 60p
1 page (bleed)	8.125" x 11"	206.4 x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 x 254.0 mm	42p x 60p
2/3 page (bleed)	5.25" x 11"	133.4 x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4.625" x 10"	115.9 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed) ♦♦	4" x 11"	102.0 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) ♦♦	3.375" x 10"	86.0 x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4.625" x 7.375"	117.5 x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8.125" x 5.625"	206.4 x 143.0 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4.875"	177.8 x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2.875" x 11"	73.0 x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2.25" x 10"	57.15 x 254 mm	13p1.5 x 60p
1/3 page horizontal (non-bleed)	7" x 3.375"	177.8 x 85.7 mm	42p x 20.25p
1/3 page square (non-bleed)	4.625" x 4.875"	115.9 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed) ♦♦	3.375" x 4.875"	86.0 x 123.0 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2.25" x 4.875"	57.15 x 123.8 mm	13p1.5 x 29p3
1/6 page horizontal (opposite cover #3 in every issue)	4.625" x 2.25"	117.5 x 57.2 mm	27p9 x 13p6
Publication Trim Size	7.875" x 10.75"	200 x 273.1 mm	47p3 x 64p6

♦♦ Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers' Guide.

**FOR ALL BLEED ADS:** Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edge. 1/8" (3mm) roughed out of gutter bleed. 1/8" (3mm) trimmed off all three outer edges.

### Mechanical Requirements for Furnished Inserts:

8 1/8" (206mm) X 11" (279mm). Publication trims to 7 7/8" (200mm) X 10 3/4" (273mm). Spread- 16 1/4" (413mm) X 11" (279mm). Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edges. Maximum stock weight of 70# coated is requested. Up to 80# accepted with advance clearance. 60# maximum weight for uncoated stock is requested. Up to 60# accepted with advance clearance. Maximums are 25" (635mm) X 38" (965mm) basis.

### Closing Dates and Cancellations:

See Editorial Calendar for space reservation and ad materials closing dates.

No cancellations accepted after closing dates.

## Ad Delivery Instructions

### Advertising Specs

Publication Trim Size: 7-7/8" wide x 10-3/4" high (200 x 273 mm)

Paper Stock: 70 lb gloss-coated offset cover, 40 lb coated offset body

Method of Printing: CTP Web on Offset

Type of Binding: Perfect-bound

Material Specifications: To qualify for standard agency commissions, digital ads and color proof must be provided.

Storage of Advertising Materials: All materials will be stored for 12 months and then destroyed unless otherwise instructed in writing.

### File Prep

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for Full Page Ads should be set up for BLEED SIZE (8-1/8" wide x 11" deep).
- Do not compress linked graphics when preparing TIFF or PDF.
- All files must be converted to CMYK – not RGB. 2-color ads must be CMYK builds.
- Trapping must be completed prior to creating final TIFF or PDF.

Trap at .20 pt. and overprint black.

### Accepted Digital Formats

- Press-/Print-Optimized PDF (all font embedded/all graphics hi-res and linked properly), high-resolution (300 dpi minimum)
- TIFF or EPS formats, 133-line or 300-dpi resolution
- Media – CD-ROM

Note: We can not accept native application files, such as Quark XPress or InDesign. Film ads will incur a conversion charge.

### If you have FTP software, you may forward your ad files to our FTP site:

HOST: prod.accessintel.com

USERID: produsr

PASSWORD: pRdr2\* (case sensitive, and don't forget the asterisk at the end)

DIRECTORY: /CHE\_ads

Note: Files must be stuffed as a self-extracting archive before you forward your ad to our FTP site. Please e-mail confirmation to jcooke@accessintel.com.

Scanned images should be provided for placement, half-tone images should be 266 dpi or higher at 100% or reproduction size. Line art should be scanned at 300 dpi at 100%.

### Matched Color

When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

### Proofs

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press. If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

### Production Charges

Ads that do not meet the specs list above or requests for changes to digital ads are subject to production charges. Contact the magazine production manager for details on production charges.

### Address space orders, instructions, correspondence and proofs to:

Chemical Engineering, Production Department,  
40 Wall Street, 50th floor, New York, N.Y. 10005

### Furnished Inserts

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: RR Donnelley, Attn: Misty Lemke, 100 Banta Road, Long Prairie, MN 56347 Tel: 320-732-7914 (Please include magazine name and issue date if possible).

At the time of shipment, e-mail jcooke@accessintel.com the following information: flight number and time of arrival.

### For More Information

#### Production Manager

John Blaylock-Cooke: 212-621-4655

jcooke@accessintel.com

## General Terms And Conditions - Print

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to Chemical Engineering as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front /inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may be not be feasible.
- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.
- Publisher retains the right to display Advertiser's ad on the Publisher's web site(s), unless otherwise notified by Advertiser in writing.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.
- Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.
- A 1/4 page ad is the minimum size required to maintain frequency discount.
- Special units such as gatefolds are available. Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher's advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date.
- The Advertiser or their Agency will be billed a premium of not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

## General Terms And Conditions - Digital

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the Chemical Engineering website as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher. Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.

## EDITORIAL SUBMISSIONS

For editorial submissions and guidelines, please visit [chemengonline.com/editorial-submissions](http://chemengonline.com/editorial-submissions) | For product-related news, please send press releases to [newproducts@chemengonline.com](mailto:newproducts@chemengonline.com)

## Vice President & Group Publisher

**MICHAEL GROSSMAN**  
918-877-2662  
mgrossman@accessintel.com

## Sales Director

**TERRY DAVIS**  
404-634-5123

tdavis@chemengonline.com

ALABAMA, CONNECTICUT, DELAWARE, GEORGIA, IDAHO, KENTUCKY, MAINE, MARYLAND, MASSACHUSETTS, MISSISSIPPI, MONTANA, NEW HAMPSHIRE, NEW JERSEY, NEW YORK, NORTH AND SOUTH CAROLINA, NORTH AND SOUTH DAKOTA, OHIO, OREGON, PENNSYLVANIA, RHODE ISLAND, TENNESSEE, VERMONT, VIRGINIA, WASHINGTON D.C., WEST VIRGINIA, WYOMING, CANADA, LATIN AMERICA

## District Sales Manager

**JASON BULLOCK**  
713-974-0911

jbullock@chemengonline.com

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## District Sales Manager

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