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

### 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.

“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/specifed products or services advertised in Chemical Engineering magazine.

### 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% said they read through Chemical Engineering as much for the advertising as for the articles.

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.

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.

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

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

93% of readers are college graduates, including 50% who have a Master’s degree or higher.

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 useful because in my country there is nothing like it. It’s my only source of business news.

-Petroleum Refining, Plant Operations

54.8% Manufacturing
22% Engineering
9.6% Educational Services
5.7% Financial Services
4.1% Middle East
9.8% Asia
1.4% Asia-Pacific
60% South America
5.1% South Africa
2.9% Europe
4.1% Middle East
9% North America
30% Caribbean
.40% Central America
.40% Central America
87% North America
9% Europe
9% Europe

Connect With Us
Join more than 64,000 social media followers

Chemical Engineering Magazine group
@ChemEngMag

All data in the media kit is comprised of survey results from February 2015 Signet AdStudy, 2015 E-media Study, 2014 blind ReadEx survey, publisher’s own data and the June 2015 BPA Statement.
The Chemical Process Industries

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

**Raw Materials**
Every process plant in the CPI starts with raw materials.

**Chemical Conversions**
Pretreated materials are then run through a reactor—a cracker, digester, fermenter, kiln, smelter, or some other unit—where chemical changes take place.

**Finished Products**
Chemical Engineering subscribers produce a myriad of finished products covering major industry segments within the CPI market.

**Pretreating Unit Operations**
The raw materials are pretreated by a variety of unit operations.

**Separation & Purification Unit Operations**
Whether a semi-finished product or intermediate, the materials need to be separated from other wastes or byproducts and purified.

**Environmental, Health, Safety and Security**
Throughout the process, the CPI must ensure the health and safety of its workers and their surroundings. The CPI apply diverse equipment and techniques to manage and treat the waste that they generate and to achieve more sustainable processes. Meanwhile, they also specify a range of safety tools for personnel and processes.

**Software, Automation and Control**
This technology sustains the entire operation, supporting safety and efficiency:
• Process simulation
• Computer-aided modeling
• Computer-aided design
• Enterprise resource planning
• Supply chain management
• Analyzers
• Instrumentation and controls
• Diagnostics
• Data recording and transmission
• Automation and control systems

**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

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*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.
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.

One Of A Kind Editorial Staff

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

11 years with *Chemical Engineering*, 20 years in industry

Editor in Chief
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.

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

24 years with *Chemical Engineering*, 3 years in industry

Senior Editor
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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.

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

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Senior Editor

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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.

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

3 years with *Chemical Engineering*, 5 years in industry

Assistant Editor

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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.

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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

**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

**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
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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

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<td>$14,405</td>
<td>$13,275</td>
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Special Positions 4c

| Back Cover | $15,040 | $13,660 | $13,050 | $12,200 |
| Back Cover | $15,040 | $13,660 | $13,050 | $12,200 |
| Inside Front Cover | $14,640 | $13,685 | $12,795 | $11,965 |
| Inside Back Cover | $27,575 | $25,770 | $24,080 | $22,505 |
| Spread Between TOCs | $6,355 | $5,945 | $5,545 | $5,185 |
| 1/3 Page TOC Vertical | $14,500 | $13,555 | $12,670 | $11,840 |
| 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

| 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

| 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

| 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 |

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

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.
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.

Website Banner Ads

Chengengonline.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 (640x480) $6,825 gross
Site Skin Ad $7,500 gross

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

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.

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)
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.

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 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

<table>
<thead>
<tr>
<th>Rate</th>
<th>E-newsletters Only</th>
<th>Print &amp; E-newsletters</th>
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<tr>
<td>1x</td>
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<tr>
<td>12x</td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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

52% of readers use the Internet to research vendors
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.

**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

**STANDARD OFFERING**
$5,000 net ($417/month)
Premium packages and upgrades available

**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.

**64%**
Previous webinars have produced 800+ registrations with an average of 31% live attendance

**58%**
58% of readers said attending webinars are very useful or useful to stay informed about the industry

**70%**
70% of readers attended a webinar in the last 12 months

**39%**
39% said they will attend more webinars next year than in previous years

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

White Paper Sponsorships

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

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.

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

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

87% of readers said the digital issue is 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
Mechanical Digital Specifications

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

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Inches</th>
<th>Millimeters</th>
<th>Picas</th>
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<tbody>
<tr>
<td>2 page spread (bleed)</td>
<td>16.25&quot; x 11&quot;</td>
<td>412.8 x 279.4 mm</td>
<td>97p6 x 66p</td>
</tr>
<tr>
<td>2 page spread (non-bleed)</td>
<td>15&quot; x 10&quot;</td>
<td>381.0 x 254.0 mm</td>
<td>90p x 60p</td>
</tr>
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<td>48p9 x 66p</td>
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<tr>
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<td>177.8 x 254.0 mm</td>
<td>42p x 60p</td>
</tr>
<tr>
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<td>5.25&quot; x 11&quot;</td>
<td>133.4 x 279.4 mm</td>
<td>31p6 x 66p</td>
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<td>4.625&quot; x 10&quot;</td>
<td>115.9 x 254.0 mm</td>
<td>27p4.5 x 60p</td>
</tr>
<tr>
<td>1/2 page horizontal (bleed)</td>
<td>4&quot; x 11&quot;</td>
<td>102.0 x 279.4 mm</td>
<td>24p x 66p</td>
</tr>
<tr>
<td>1/2 page horizontal (non-bleed)</td>
<td>3.375&quot; x 10&quot;</td>
<td>86.0 x 254.0 mm</td>
<td>20p3 x 60p</td>
</tr>
<tr>
<td>1/2 page vertical (bleed)</td>
<td>4.625&quot; x 3.75&quot;</td>
<td>117.5 x 93.8 mm</td>
<td>27p4 x 44.5</td>
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<tr>
<td>1/2 page island (non-bleed)</td>
<td>7.875&quot; x 10.75&quot;</td>
<td>200 x 273.1 mm</td>
<td>47p3 x 64p</td>
</tr>
</tbody>
</table>

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 cannot 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: ppRk2 (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% 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 listed 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 this 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.

All 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.

Full 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 ad to Publisher prior to the closing deadline of an issue in which it is ordered, 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 deadlines.

Insertion orders for covers (front/back inside frontside backside) may not be canceled 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 or refunds be made because of the position of an ad.

To ensure delivery of all 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 alteration discussions may not be feasible.

All ad materials will be destroyed one year after last publication by Publisher unless requested by Advertiser in writing within that period.

Publisher reserves the right to display Advertiser’s ad on the Publisher’s web sites, 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 anyone claiming for, based, derived from, or attributable to the publication of any ad from Advertiser, including without limitation, 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 an ad from any publication will be limited to a prorated 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 a 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.

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 this 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 have been given to, and will be 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.

If not paid within 30 days, a late charge equal to the greater of $0.00 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.

This agreement or the Agency will be billed a premium of 10% less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages of any kind) arising out of or attributable to the publication of any ad produced by Publisher, unless the loss, liability, damage, claim or expense was caused by Publisher’s failure to correct errors expressly 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 $0.00 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.

For editorial submissions and guidelines, please visit chemengonline.com/editorial-submissions

For product related news, please send press releases to newproducts@chemengonline.com

• For editorial submissions and guidelines, please visit chemengonline.com/editorial-submissions

• For product related news, please send press releases to newproducts@chemengonline.com