

In October 2015, *Chemical Engineering* will publish a special CPI Product Review advertising section. **Advertisers running display ads will receive a bonus free advertorial to run within the CPI Product Review Special Section.**

*Chemical Engineering* is proud to serve as an official media partner of the CHEM SHOW, November 17-19. Increase exposure to this influential audience by participating in the special section.



**Chemical Engineering's October issue will be distributed to all attendees in the event bags and distributed on the exhibit floor from the Chemical Engineering booth.**

**Special Section  
Advertorial Material due:  
September 1**

**Don't delay –  
space is limited.**

**Reserve your advertising  
space now!**

**Ad Closing Date: September 1**

**Ad Material Due Date:  
September 6**

## WHAT TO SEND

- » Please send all material to Charles Butcher <cbutcher@chemengonline.com>, with a copy to your sales representative.
- » Send 350–400 words for a 1/2-page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial.
- » Write in the third person – don't use "we", "our", or "you".
- » We ignore ® and ™ symbols, as elsewhere in CE editorial.
- » Include one print-quality image, or two if you will accept less text.
- » Vector art (AI, EPS, PDF) is preferred for diagrams. For photos, JPG is fine.
- » We will edit to house style and send you a proof to check.

### Contact your sales representative for more information:

#### JASON BULLOCK

jbullock@chemengonline.com | 713-340-0476

Arkansas, Arizona, California, Colorado, Florida, Kansas, Louisiana, Missouri, New Mexico, Nevada, Oklahoma, Texas, Washington

#### DAN GENTILE

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#### PETRA TRAUTES

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Austria, Benelux, Czech Republic, Eastern Europe, Germany, Scandinavia, Switzerland, United Kingdom

#### TERRY DAVIS

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

## How to write your editorial for a Chemical Engineering Magazine Special Advertising Section

**We are grateful for your advertising  
support and pleased to offer you the  
opportunity of free editorial space.**

**CPI Product Review**  
special advertising section October 2014

**Getting down to the nitty-gritty**  
To powder continuously  
This film dryer from GIG Kanseki is versatile, and ideal for sensitive products

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

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

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

Within reason you are welcome to use your editorial space in any way you wish. However, we have a few “house rules” to provide a consistent look across the section and reinforce the impression that this is independent editorial written by a journalist, rather than advertising. So please:

- » Send us one or two illustrations and 350–400 words for a 1/2 -page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial.
- » Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- » Write in the third person (for instance “the company” or “YourCorp., Inc.” instead of “we”), and don’t address the reader directly.
- » No ® or ™ symbols, please. They never appear in standard magazine editorial.
- » If possible, include a headline that will comfortably fit the available space. For a standard half-page of editorial this is likely to require 35–48 characters, but check a sample copy. Smaller editorials and vertical layouts will need fewer characters. The head should not include your company or product name.
- » Similarly, it helps to include a deck (subhead) of roughly the right length. For a standard half page this is generally 130–160 characters; again, check a sample copy. The deck should include your company name; product names are optional.
- » One illustration is normally enough, though it’s sometimes possible to use two small ones. A single large illustration can look striking, but there is a trade-off with the length of the text (which is one reason why it’s hard to be precise about word counts).
- » Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- » Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- » We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- » For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.