

In August 2016, *Chemical Engineering* will publish a special China advertising section. Advertisers running a ½ page or larger ad will receive a bonus ½ page advertorial write-up.

The recent slowdown notwithstanding, China's economy is still growing at a rate most developed nations would envy – with the chemical process industries (CPI) a key driver for the country's new prosperity. Both Chinese and foreign manufacturers require modern process equipment and technology for continuing investment projects. As businesses mature and standards for product quality and environmental performance rise, suppliers from both inside and outside China increasingly find opportunities to compete for sales.



Bonus Distribution:

- **CTEF 2016 - The 8th China (Shanghai) International Chemical Technology & Equipment Fair (August 23-25, 2016)**

DEADLINES

Special Section Advertorial
Material Due: July 1

**Don't delay –
space is limited.
Reserve your
advertising
space now!**

Ad Closing Date:

July 1

Ad Material Due Date:

July 7

What to Send

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

Contact your sales representative for more information:

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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.

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 of text for a standard half-page editorial. (Smaller editorials will need fewer words.)
- 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.