

In October 2016, *Chemical Engineering* will publish a special Fluid Sealing advertising section.

Advertisers running display ads will receive a bonus free advertorial to run within the Fluid Sealing Special Section.

Fluid sealing devices, such as mechanical seals, gaskets and pump and valve packing, are critical components in chemical process industries (CPI) applications. Attention to proper sealing design and selection of products can have significant positive effects on plant safety and environmental compliance by preventing leaks of hazardous materials. Fluid sealing devices also play key roles in product quality, process efficiency and equipment reliability. Information on modern approaches to fluid sealing can be found in the pages of *Chemical Engineering*.



Bonus Distribution:

- **Fluid Sealing Association Fall Meeting**
- **K 2016 (October 19–26, Düsseldorf, Germany)**

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.

**Special Section
Advertorial Material
due: September 2**

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

**Ad Closing Date:
September 2**
**Ad Material Due Date:
September 7**

Combination rate discount available for all participating advertisers in the *Chemical Engineering AND POWER* Fluid Sealing Section Special Ad Sections. Contact your sales representative for information.

*Must book by March 1 for POWER's April issue featuring the Fluid Sealing Special Ad Section.

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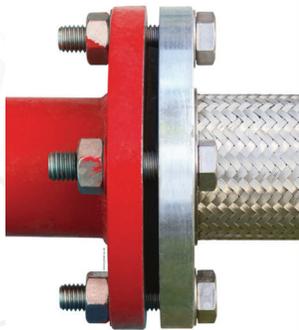
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Sealing Technology

Special Advertising Section



Sealing Technology 2016 Special Advertising Section

FSA focuses on subject matter expertise

The Fluid Sealing Association is moving its foundation from standards to knowledge, according to Brian G. Chapperton, Co., CEO/Marketing Committee Chair.

For many years the Fluid Sealing Association (FSA) has been an important resource for the industry. From its founding in 1964, the FSA has been a leader in providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry.

Comprehensive guidance

The FSA's focus has been on providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry.

Expansive scope

The FSA's focus has been on providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry.

Quality

The FSA's focus has been on providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry. The FSA's focus has been on providing technical information and standards to the industry.

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 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.