THE MOST WIDELY RESPECTED GLOBAL INFORMATION SOURCE FOR THE CHEMICAL PROCESS INDUSTRIES

For more than 116 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.

Advertise With Proven 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.

41% of subscribers visited the advertiser’s website after viewing their advertisement in Chemical Engineering

43% of subscribers said they read the magazine as much for the advertising as for the articles

Chemical Engineering is the best practical magazine. It is helpful for refreshing and expanding knowledge for a busy engineer.

Chemical Engineering keeps me grounded in terms of advancement of technology and reinforcing what I have learned over the years.

Chemical Engineering has very useful articles which can be applied to everyday issues, improving efficiency and safety and troubleshooting on my plants.

Endless impressions with more than 84,000 social media followers

26% of subscribers requested additional information from a company, sales representative or distributor as a result of advertisements in Chemical Engineering

55% of subscribers pass Chemical Engineering magazine to others, generating impressions and leads for your products and services

Including the pass along readership, there are more than 198,000 readers per copy

27% unduplicated readership (subscribers who do not receive another CPI publication)

89% of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services

16% purchased the products or service based on the ad in Chemical Engineering • Up 2% from last year

Chemical Engineering Magazine group

Linkedin

@ChemEngMag

Education

Engineering Services

Industrial Chemicals

Plant Operations
All data in the media kit is comprised of survey results from February 2017 and June 2017 Signet AdStudy, 2017 E-media Study, 2016 blind ReadEx survey, publisher’s own data and the June 2017 BPA Statement.

**Global Coverage**

The largest global publication serving the CPI provides you with unmatched worldwide exposure. Official media partner of ACHEMA 2018, the leading global CPI event.

**ACHEMA2018**

ACHEMA is the world forum and leading show for chemical engineering and the process industry. Chemical Engineering is proud to partner with ACHEMA 2018 and provide comprehensive coverage and marketing opportunities before, during and after the event.

**Reaching subscribers in 166 countries each month**

North America 69%
Caribbean 0.3%
Central America 0.4%
South America 5.2%
Europe 9%
Africa 2.6%
Middle East 3%
Asia 9%
Asia Pacific 1.5%

**Audience Profile**

91% of readers are college graduates, including 49% who have a Master’s degree or higher.

“An excellent resource to the current developments and technological solutions in the field of Chemical Engineering.”

Engineering Company’s Operations

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

47% of subscribers find the Plant Cost Index to be very valuable or valuable in their work.

“it is an excellent source of information on developments and trends in general chemical engineering.”

Engineering Education
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 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
DOROTHY LOZOWSKI, B.S.Ch.E., M.S.Ch.E.
13 years with Chemical Engineering, 20 years in industry
Editorial Director
dlozowski@chemengonline.com

DOROTHY LOZOWSKI is the Editorial Director 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
26 years with Chemical Engineering, 3 years in industry
Senior Editor
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
9 years with Chemical Engineering
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 at Chapel Hill.

MARY PAGE BAILEY, B.S.Ch.E.
5 years with Chemical Engineering, 5 years in industry
Associate 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.

Exceptional Editorial Quality

Chemical Engineering is uniquely positioned in the market due to the consistent analysis of the content from editors who understand the CPI. 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. 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.

Looking to contribute to editorial?

Editorial Submissions and Guidelines
For product-related news, please send press releases to: newproducts@chemengonline.com
For news of a business nature (project wins, mergers and acquisitions, personnel changes, and other business deals and alliances), please send to biznews@chemengonline.com
For manuscript submissions, please send to: manuscripts@chemengonline.com

Just remember, the reader comes first!
Commercial manuscripts will not be selected. Chemical Engineering seeks out and selects only those manuscripts and press releases that will serve the reader.
For more information visit http://www.chemengonline.com/editorial-submissions

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Nominate one of your customers!
chemengonline.com/awards-and-scholarships/

Kirkpatrick Achievement Award
This biennial award recognizes and honors the most noteworthy chemical engineering technology that was commercialized in the previous two years. Nominations for the next Kirkpatrick Achievement Award will open in January 2019.

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.
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<tr>
<th>2018</th>
<th>FEATURE REPORTS</th>
<th>EQUIPMENT NEWSFRONT</th>
<th>EQUIPMENT FOCUS</th>
<th>FACTS AT YOUR FINGERTIPS</th>
<th>SOLIDS PROCESSING</th>
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<td>**ACHEMA Daily</td>
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<td><strong>JULY</strong></td>
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<td>Flow Measurement</td>
<td>Preventive Maintenance</td>
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*Denotes standalone articles in these sections
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<th>MONTH</th>
<th>Ad Closing</th>
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<td>January</td>
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<td>1/8/18</td>
<td>1/12/18</td>
<td>Personal Protective Equipment Data Analytics, Flow Principles Connected Plant</td>
</tr>
<tr>
<td>March</td>
<td>2/8/18</td>
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<tr>
<td>April</td>
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</table>
Economic Indicators
Each issue includes editorial departments that feature the 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.

$2,700 per issue

Facts at Your Fingertips
Each issue includes a one-page editorial feature that addresses a 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.

Advertising Benefits:
• Sponsor acknowledgement and logo on the Facts at Your Fingertips page
• Full page ad runs on the backside of the Facts at Your Fingertips article
• Facts at Your Fingertips page runs on heavier stock in the magazine (only if sponsored)
• Sponsor receives 250 reprints
• Sponsor has input into the editorial product with one of the Chemical Engineering editors (optional)

Subscribers indicated “Facts at Your Fingertips” feature as the 2nd most popular section in the magazine

#1 60% of subscribers rate “Facts at Your Fingertips” as very valuable or valuable

Special Advertising Sections
In 2018, Chemical Engineering will publish several Special Advertising Sections. Display advertisers running ads are eligible to receive a bonus write-up in the featured section. This is the most economical way to get your message into the hands of the CPI decision makers. See the editorial calendar for a list of featured topics and deadlines.

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.

Signet AdStudy®
Generate leads from print advertising
Signet AdStudy® offers objective research on the effectiveness of your advertising message. Complimentary research is available to you in the February, July and October issues of Chemical Engineering.

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®.

Measure your print advertising return on investment
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.

“I remember this ad well. I’m in need of similar equipment, and I studied carefully what the company had to offer.”
Company’s Operations

Lead ADvantage Study®
Litchfield Research will conduct telephone surveys of Chemical Engineering subscribers to identify purchase plans in specific predetermined product categories that reflect your advertiser base. The survey results will then be made available to you as a value-added benefit of advertising. All advertisers in the March and August issues will be included in the Lead ADvantage Study®.
### Print Advertising Rates

**All rates listed are gross**

#### Full Run Rates

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<tr>
<td>Spread</td>
<td>$27,055</td>
<td>$25,280</td>
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<td>Full Page</td>
<td>$14,405</td>
<td>$13,275</td>
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<td>$10,075</td>
<td>$9,350</td>
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<td>$4,670</td>
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<td>Special Positions 4c</td>
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<td>12x</td>
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<tr>
<td>Back Cover</td>
<td>$15,040</td>
<td>$13,960</td>
<td>$13,050</td>
<td>$12,200</td>
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<tr>
<td>Inside Front Cover</td>
<td>$15,040</td>
<td>$13,960</td>
<td>$13,050</td>
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<tr>
<td>Inside Back Cover</td>
<td>$14,640</td>
<td>$13,685</td>
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<td>Spread Between TOCs</td>
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<td>$25,770</td>
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<td>Opposite 2nd TOC Page</td>
<td>$14,500</td>
<td>$13,555</td>
<td>$12,670</td>
<td>$11,840</td>
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<tr>
<td>Opposite “Editor’s Page”</td>
<td>$14,500</td>
<td>$13,555</td>
<td>$12,670</td>
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<td>Facts At Your Fingertips ◊</td>
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<td>Showcase</td>
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◊ Includes printing on heavier insert stock and advertiser receives 250 copies to use as handouts

#### Economic Indicators ◊

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#### International Rates

*Chemical Engineering* offers an international split-run option where the advertisement will be distributed outside the U.S. and Canada only.

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<td>$3375</td>
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<td>$3260</td>
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<td>$2950</td>
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#### Additional Color Charges

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

#### 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.

---

I use *Chemical Engineering* to stay current in new technical and market developments, and to continue learning as better approaches to process issues are developed.

Safety & Environmental Engineering Services

I am very happy with the information provided by *Chemical Engineering*. The free copy of *Chemical Engineering* helps to get more practical information in addition to the more R&D related literature, we signed up for a yearly fee.

Engineering Services
Mechanical Specifications

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Inches</th>
<th>Millimeters</th>
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<td>412.8 x 279.4 mm</td>
<td>97p6 x 66p</td>
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<td>(bleed)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 page spread</td>
<td>15&quot; x 10&quot;</td>
<td>381.0 x 254.0 mm</td>
<td>90p x 60p</td>
</tr>
<tr>
<td>(non-bleed)</td>
<td></td>
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<td></td>
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<tr>
<td>1 page</td>
<td>8.125&quot; x 11&quot;</td>
<td>206.4 x 279.4 mm</td>
<td>48p9 x 66p</td>
</tr>
<tr>
<td>(bleed)</td>
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</tr>
<tr>
<td>1 page</td>
<td>7&quot; x 10&quot;</td>
<td>177.8 x 254.0 mm</td>
<td>42p x 60p</td>
</tr>
<tr>
<td>(non-bleed)</td>
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</tr>
<tr>
<td>2/3 page</td>
<td>5.25&quot; x 11&quot;</td>
<td>133.4 x 279.4 mm</td>
<td>31p6 x 66p</td>
</tr>
<tr>
<td>(non-bleed)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.625&quot; x 10&quot;</td>
<td>117.5 x 254 mm</td>
<td>27p4.5 x 60p</td>
</tr>
<tr>
<td>(non-bleed)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>4&quot; x 11&quot;</td>
<td>101.6 x 279.4 mm</td>
<td>24p x 66p</td>
</tr>
<tr>
<td>vertical</td>
<td>(bleed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(non-bleed)</td>
<td>3.375&quot; x 10&quot;</td>
<td>85.7 x 254.0 mm</td>
<td>20p3 x 60p</td>
</tr>
<tr>
<td>1/2 page</td>
<td>4.625&quot; x 7.375&quot;</td>
<td>117.5 x 187.3 mm</td>
<td>27p9 x 44p3</td>
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<td>island</td>
<td>(non-bleed)</td>
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<tr>
<td>1/2 page</td>
<td>8.125&quot; x 5.625&quot;</td>
<td>206.4 x 142.9 mm</td>
<td>48p9 x 33p9</td>
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<tr>
<td>horizontal</td>
<td>(bleed)</td>
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</tr>
<tr>
<td>(non-bleed)</td>
<td>7&quot; x 4.875&quot;</td>
<td>177.8 x 123.8 mm</td>
<td>42p x 29p3</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2.875&quot; x 11&quot;</td>
<td>73.0 x 279.4 mm</td>
<td>17p3 x 66p</td>
</tr>
<tr>
<td>vertical</td>
<td>(bleed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(non-bleed)</td>
<td>2.25 x 10&quot;</td>
<td>57.15 x 254 mm</td>
<td>13p1.5 x 60p</td>
</tr>
<tr>
<td>1/3 page</td>
<td>7&quot; x 3.375&quot;</td>
<td>177.8 x 85.7 mm</td>
<td>42p x 20.25p</td>
</tr>
<tr>
<td>horizontal</td>
<td>(non-bleed)</td>
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<tr>
<td>1/3 page</td>
<td>4.625&quot; x 4.875&quot;</td>
<td>117.5 x 123.8 mm</td>
<td>27p4.5 x 29p3</td>
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<tr>
<td>square</td>
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<tr>
<td>1/4 page</td>
<td>3.375&quot; x 4.875&quot;</td>
<td>85.7 x 123.8 mm</td>
<td>20p3 x 29p3</td>
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<tr>
<td>(non-bleed)</td>
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<tr>
<td>1/6 page</td>
<td>2.25 x 4.875&quot;</td>
<td>57.2 x 123.8 mm</td>
<td>13p1.5 x 29p3</td>
</tr>
<tr>
<td>vertical</td>
<td>(non-bleed)</td>
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</tr>
<tr>
<td>1/6 page</td>
<td>4.625&quot; x 2.25&quot;</td>
<td>117.5 x 57.2 mm</td>
<td>27p9 x 13p6</td>
</tr>
<tr>
<td>horizontal</td>
<td>(opposite cover #3 in every issue)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publication Trim Size</td>
<td>7.875&quot; x 10.75&quot;</td>
<td>200 x 273 mm</td>
<td>47p3 x 64p6</td>
</tr>
</tbody>
</table>

**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) 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” (12mm) 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 20” (503mm) X 30” (762mm) 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: pr0dR2* (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 email confirmation to schanwood@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,
9211 Corporate Blvd, 4th floor, Rockville, MD 20850

Furnished Inserts

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: LSC Communications, Attn: Misty Lemke, 100 Banta Road, Long Prairie, MN 56347 Tel: 320-732-7914 (Please include magazine name and issue number or flight number and time of arrival).

At the time of shipment, email schanwood@accessintel.com the following details on production charges.

For More Information

Sophie Chan-Wood
Production Manager
schanwood@accessintel.com
301-354-1671
**Chemical Engineering** communicates with the CPI across several media platforms. **Chemical Engineering** reaches the market through a variety of e-media channels.

To see samples of our various online offerings, visit www.chemengonline.com/mediakit

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**E-Media**

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

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

**Brand Recognition**
Provides a platform for the CPI professional to correctly identify and recognize your company, product or service just by viewing the advertisement.

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**Buyers’ Guide**
[chemengonline.com/buyersguide](http://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.

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**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.

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**Hot Products**
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 listing 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.

<table>
<thead>
<tr>
<th>E-newsletters Only:</th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print &amp; E-newsletters:</td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

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**Store**
[store.chemengonline.com](http://store.chemengonline.com)
The Chemical Engineering Store offers new merchandise weekly, with quick and easy search options to locate the topics important to the CPI. It provides a variety of industry topics, including reference and guide books, top features, e-learning, wall charts and more. Include your merchandise with the Store’s products to reach the CPI’s engineers and decision makers.
Custom E-media

CPI Precision

CPI Precision provides ultimate flexibility to marketers, whether you are promoting thought leadership, brand awareness or are interested in lead generation. We use demographics and behavioral data to determine exactly who is interested in your product or service, allowing you the precision to deliver a message to specific accounts and behaviors of interest. By creating a personalized experience for readers on our website, email, social and mobile, you can engage them at every step of the purchasing funnel and maximize ROI. Our Digital Services team will provide you with upfront consultation and ongoing campaign evaluation to optimize your communication with the Chemical Engineering audience. You will also be provided with frequent performance updates and business insights, including detailed engagement metrics. Through the use of a more frequent, impactful and targeted campaign plan, your marketing becomes more efficient and effective.

Cascade

Cascade is a long form, dynamic and interactive web article that engages the reader through in-depth storytelling. This featured web article sponsorship utilizes the latest technology in digital design to bring articles to life and increase audience engagement. With average audience time on page reaching 8 – 10 minutes, Cascades integrate videos, text and images into one unique format.

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. 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 for 12 months

Premium packages and upgrades available

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.

Standard Offering:

$2,700 (no lead gate)

$3,700 (lead generation)

42% of users of chemengonline find Test Your Knowledge to be very valuable or valuable

More than 600 participants complete the quiz each month!

Average completion per quiz: 819 | Average leads per quiz: 228

Case Study

One CPI Precision sponsor wanted to target readers who were interested in innovation, technology, and product development. Over the course of one month, Chemical Engineering used targeted pop-up ads, one targeted email, and three retargeted emails to engage with the sponsor’s target audience. This resulted in over 1,600 readers from 1,046 different companies and 480 cities engaging with the various components of the campaign. The emails received extremely high response rates, with open rates as high as 68% and click rates as high as 24%. At the end of the month, the sponsor received an extensive analytics report revealing the company names, job titles, and geographic locations that engaged with their campaign.
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)

Previous webinars have produced 600+ registrations with an average of 35% live attendance

All packages include:
- Chemical Engineering staff to moderate the webinar
- Sponsor recognition during the webinar
- Print advertising (if signed before ad close deadline)
- Online advertising (banner ads on website and e-newsletters)
- Email promotion
- Registration list with contact details
- One-year archive on chemengonline.com
- Post-event promotion
- Sponsor will receive the raw video file in MP4 format for marketing purposes

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.

Standard Offering
Post up to 6 pages: $60 net/lead
Price includes email and advertising promotion

72% of readers said White Papers are very useful or useful to stay informed about the CPI

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.

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
Website Banner Ads

Chemengonline.com is designed to conveniently reconfigure to whatever device is being used. 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 smart phones and tablets.

94% of readers rate Chemical Engineering’s website for their jobs as an important channel to stay informed about the industry.

- 83% of readers use a smart phone for work-related activity (6% increase from last year)
- 69% of those readers use their smart phone to browse the web for work (5% increase from last year)
- 77% of readers use the Internet at work for business purposes for an hour or more each day

- The average person spends two and a half minutes per visit on the site.

- Average page views per month: 150,000
- Average sessions per month: 51,000

Chemical Engineering helps in increasing my knowledge for specific and general topics.

Engineering
Company’s Operations

Chemical Engineering is a very good source of technical information. I print the articles that I am interested in and have referred to some articles which appeared more than 30 years ago during my work.

Energy
Website Banner Ad Rates

Rates are based on cost per thousand (cpm) impressions.
Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.
Example - 40,000 ad impressions in a $63 cpm ad position would cost $2,520

- Expanding Super Leaderboard: $125 cpm
  970x90 - 970x250
- Super Leaderboard: $100 cpm
  970x90
- Half Page: $100 cpm
  300x600
- Floater: $150 cpm
  970x90

Floater ad sticks to the bottom of the screen as user scrolls up and down on the website.

Roadblock: $6,825
640x480
Roadblock ad appears before site entrance. This price includes two alternating weeks per month (1st and 3rd week of the month) in this position.

Site Skin Ad: $7,500
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.

File formats:
- .gif (animated or static), .jpg, HTML5
- 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 sizes

Note on animated .gif format:
- Please make sure the ad continuously loops

Note on HTML5 format:
- Supported asset types: GIF, JPG, PNG, HTML, JS. Everything else must be placed inline within HTML or JS; binary types like fonts may be defined through data URIs. Ads are served as a single, full HTML document within an iframe. All CSS and all Javascript which references other assets must reside inline within this HTML document via style and script tags. Ad and its assets must be emailed with the HTML document in the root of this archive. DO NOT ZIP THE ASSETS.
- If you cannot email your files, please upload via our FTP site. After submitting, send an email confirmation to John JCooke@accessintel.com.
  
  HOST: prod.accessintel.com
  USERID: produsr
  PASSWORD: pRodr2*
  DIRECTORY: /CHE_ads

Site Skin

Medium Rectangle (Top)
300x250

Medium Rectangle (Bottom)
300x250

Half Page
300x600

Super Leaderboard 970x90

Floater 970x90

Top Medium Rectangle: $87 cpm
300x250

Middle Medium Rectangle: $81 cpm
300x250

Bottom Medium Rectangle: $69 cpm
300x250

ADVERTISING BENEFITS
- The website’s flexible framework provides endless opportunities to put your marketing message in front of this influential audience while driving traffic to your own site
- Banner ads are positioned in certain areas of the site that provide the best visibility without being invasive to the visitors of members
- Your company’s products and services will receive larger exposure to an ever-expanding, active and engaged audience
- The new search features allows you to associate your brand with relevant content to receive quality impressions
- Target your ad placement based on country or category for the most efficient use of your marketing budget

CATEGORY ADVERTISING
- Processing & Handling
- Separation Processes
- Heat Transfer
- Water Treatment
- Operations & Maintenance
- Solids Handing
- Automation & Control
- Environment, Health, Safety & Security
- Business & Economic

Contact your sales representative for pricing and additional details.

View ad samples at chemengonline.com/newads
**Video Packages**

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.

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video that you worked so hard on? Well, we have just the program for you! The *Chemical Engineering* Video Program takes your content and leverages our reach in the CPI to give you a positive return on your video investment.

**Silver Package**
$1,000 net per video
- Video hosted on home page of chemengonline.com in the Video section for one month
- Video hosted on Video landing page on chemengonline.com for one year
- SEO benefits of video being featured on chemengonline.com

**Gold Package**
$2,500 net per video
- Video placement in high-value top ad position on chemengonline.com —25k impressions
- Video hosted on home page of chemengonline.com in Video section for one month
- Video hosted on Video landing page on chemengonline.com for one year
- SEO benefits of video being featured on chemengonline.com

**Platinum Package**
$4,500 net per video
- Targeted exclusive email blast to 10,000
- *Chemical Engineering* emails promoting video
- Dedicated exclusive landing page for video
- Video placement in high-value top ad position on chemengonline.com —50k impressions
- Promotion in weekly e-newsletter, *Chemical Engineering* DIRECT
- Video hosted on home page of chemengonline.com in Video section for one month
- Video hosted on Video landing page on chemengonline.com for one year
- Promotion on *Chemical Engineering* social media channels —Twitter and LinkedIn
- SEO benefits of video being featured on chemengonline.com

**App Advertising**

The newly launched App framework provides several opportunities to put your marketing message in front of this influential audience while driving traffic to your own site. Banner ads are positioned in certain areas of the App that provide the best visibility without being invasive. Please check with your sales representative for pricing and specifications.

**Chemploy**

*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.

**Digital Issue**

*Chemical Engineering*’s monthly print issue is converted into a digital version and is sent to subscribers. The digital version includes enhanced features such as custom ads.
E-Media

E-newsletters

**Chemical Engineering FOCUS**
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.

**2018 Topics**
January 11..............................................................Corrosion
February 8 .........................................................Process Control & Instrumentation
March 8 .............................................................Pumps
April 12...............................................................Solids Handling
May 10 ..................Petroleum Refining and Petrochemicals
June 14 ..............................................................Valves
July 12 ...............................................................Solids Handling
August 9 ..........................................................Water Management
September 13 .....................................................Valves
October 11 ..........................................................Pumps
November 8 ..........................................................Pumps
December 13 ..........Petroleum Refining and Petrochemicals

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

**Chemical Engineering Breakthrough Technologies**
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 or text ad.

**ACHEMA 2018** ACHEMA DAILY, June 11-15, 2018
The official show newspaper, a joint project of *Chemical Engineering* and Vogel Business Media, will be the only daily newspaper at ACHEMA 2018. With 30,000 print copies per day, ACHEMA Daily will reach the bulk of trade show visitors. A digital edition of each ACHEMA Daily will be emailed to 170,000 subscribers of *Chemical Engineering*, PROCESS, PROCESS worldwide, LABORPRAXIS and PROCESS India, as well as to the combined social media audiences of 100,000 followers each day. Circulation is 300,000 per day; total circulation is 1,500,000 across all 5 issues. Contact your sales representative for rates and formats.

**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.

**Standard Offering**
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.

**Gross Rates**
- Leaderboard (700x90) $2,990
- Medium Rectangle (300x250) $2,200
- Text Ad (50–100 words with logo/image) $2,750
- Issue Takeover (full issue exclusive sponsorship) $8,000
E-newsletter Specifications

File formats:
- .jpg only
- Max file size: 40K
- Text/logo ads available 50-100 words
- Logo Ad size: 150x100, plus website link

Note: gif, .swf (flash) and animated files are not accepted

Chemical Engineering has a really excellent effect on my job. I use some objects and distribute some select objects in my department for more study. I really appreciate Chemical Engineering’s family and its expert team.

Engineering Services

I use Chemical Engineering in my plant design course and keep up to date in technology trends.

Research & Development

Education

ACHEMA 2018

Chemical Engineering is proud to partner with ACHEMA 2018, the world forum and leading show for the chemical process industries. The May and June issues of Chemical Engineering will feature pre-show reports, followed by a post-show report in the August issue. During the event, ACHEMA Daily, the official daily newspaper of ACHEMA 2018, will provide ample editorial and advertising opportunities reaching a global audience of 300,000 print and online each day. The ACHEMA Microsite, ACHEMA Special Section and individual programs targeted to your needs complement the portfolio.

Contact your sales representative for advertising packages and pricing information.
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.

Publisher 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 receives 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.

Advertiser 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 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 cannot 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. Ad may be canceled after the applicable closing deadline.

Insertion orders for covers (front/back/inside front/inside back) 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, reorders 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 not be feasible.

All ads 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 website(s), appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad materials are supplied and only if Publisher is paid in full within 30 days of invoice date.

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.

Publisher will be responsible for any loss or damage (including, without limitation, consequential damage) 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 be liable for ad cancellations received after the closing deadline.

Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Changes will be adjusted accordingly at the end of the contract period.

Contact your sales representative for a custom package to meet your 2018 objectives!
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