

EXPERIENCE
STARTS HERE



WE ARE ACCESS INTELLIGENCE



Access Intelligence (AI) is a leading worldwide information and marketing company that provides unparalleled business intelligence and integrated marketing solutions to nearly a dozen global market sectors

ENERGY, ENGINEERING & INFRASTRUCTURE



AEROSPACE



HEALTHCARE



MARKETING & MEDIA



YOU'RE IN GOOD COMPANY

A sample of the organizations that partner with *Chemical Engineering*

SIEMENS



Endress+Hauser 



Schneider
 **Electric**

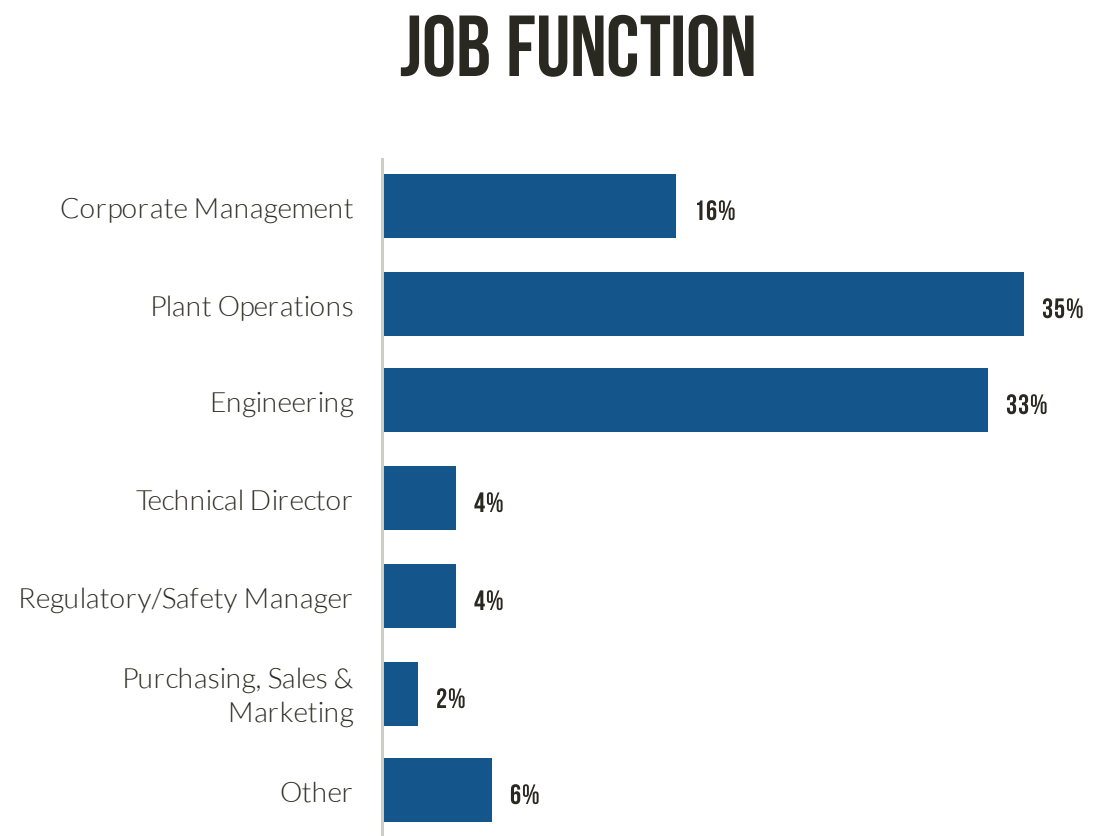
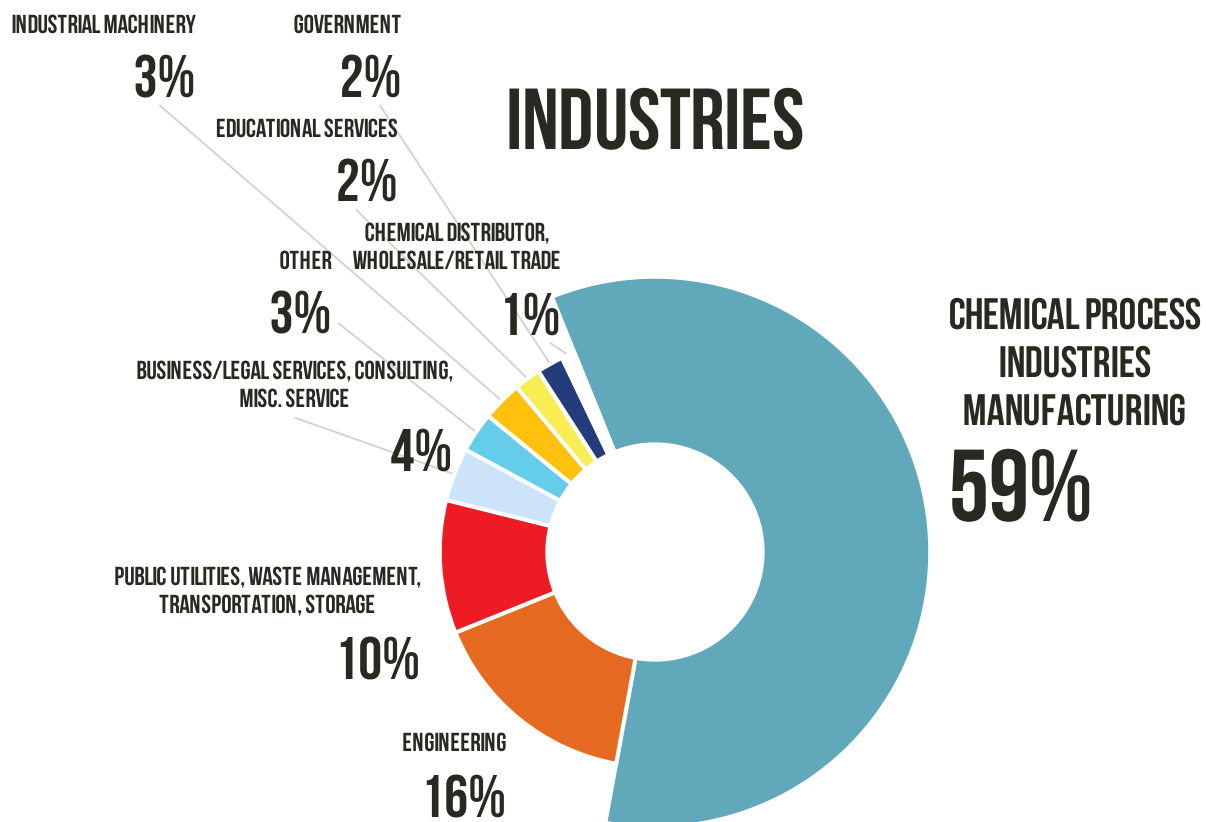


eschbach



AUDIENCE PROFILE

Chemical Engineering informs key engineering professionals from across a wide-array of industries and professions.



AUDIENCE REACH

With a total reach of 960K in 173 countries and 60,000+ active magazine subscribers, *Chemical Engineering* offers unmatched exposure!

MAGAZINE SUBSCRIBERS

60K

PRINT/WEB

NEWSLETTER SUBSCRIBERS

158K

EMAIL

MARKETABLE EMAILS

317K

EMAIL

MONTHLY PAGEVIEWS

173K

WEB

SOCIAL FOLLOWERS

131K

WEB

LIVE EVENT ATTENDEES

768

EVENTS

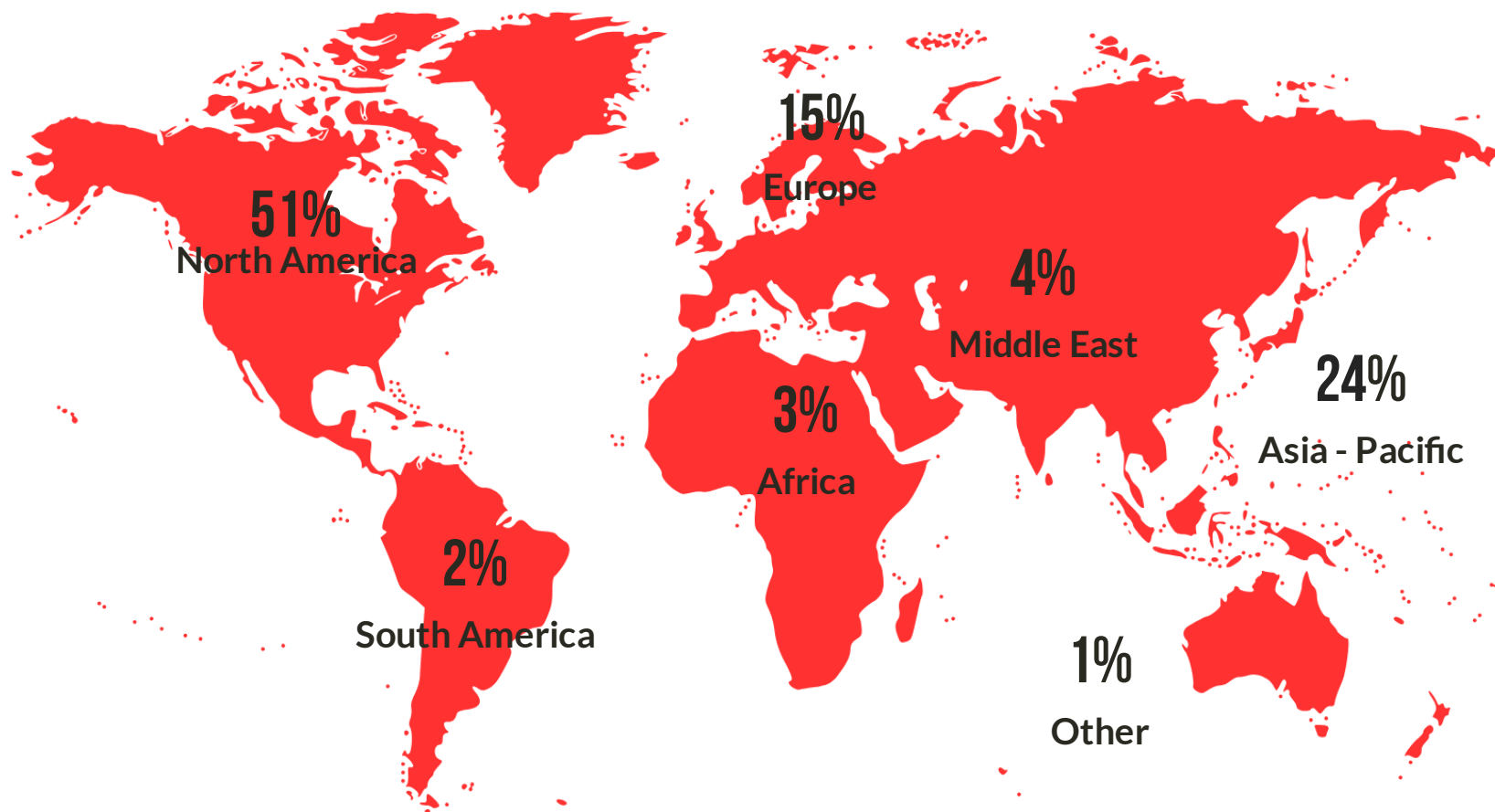
ANNUAL WEBINAR ATTENDEES

4,751

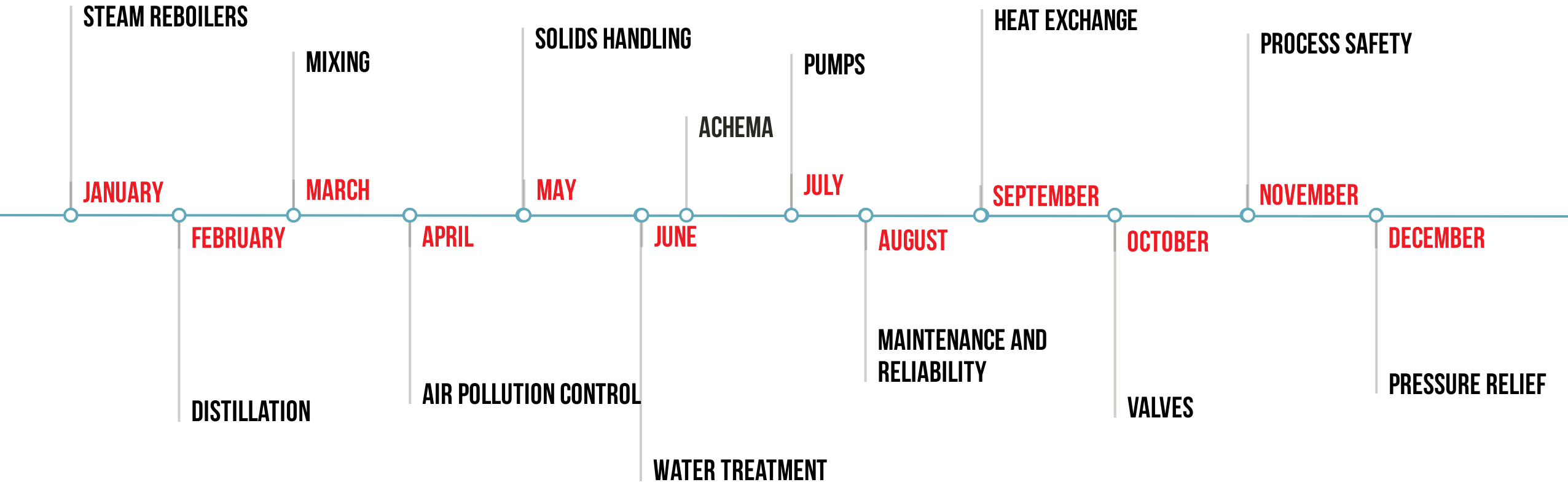
EVENTS

GEOGRAPHICAL REACH

Engage our community of chemical
processing professionals worldwide



EDITORIAL CALENDAR



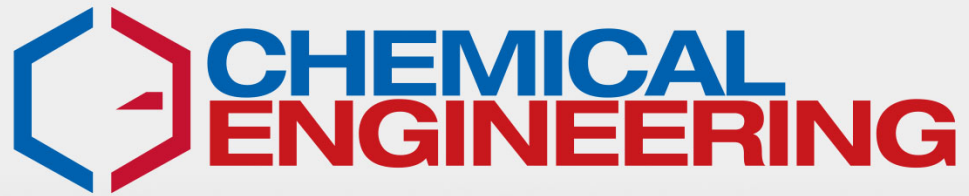
EDITORIAL CALENDAR

2024	FEATURE REPORTS	EQUIPMENT NEWSFRONT	EQUIPMENT FOCUS	FACTS AT YOUR FINGERTIPS	SOLIDS PROCESSING	ENVIRONMENTAL, HEALTH & SAFETY	SOFTWARE, AUTOMATION & CONTROL	SHOW PREVIEWS	SPECIAL ADVERTISING SECTIONS	EVENTS
JANUARY Ad Space Closing 12/4/2023 Ad Materials Due 12/7/2023	Steam Reboilers									
	Avoiding Corrosion and Fouling	Plant Security	Performance Materials	Metal Organic Frameworks	Drying*	Plant Security	Plant Security			
FEBRUARY Ad Space Closing 1/2/2024 Ad Materials Due 1/4/2024	Distillation									
	Heat Pumps	Process Control	Mechanical Recycling	Reactor Design	Mechanical Recycling	Mechanical Recycling	Process Control			ARC Industry Forum, February 5–8, Orlando, Fla.
MARCH Ad Space Closing 1/31/2024 Ad Materials Due 2/6/2024	Weighing									
	Flow Measurement and Control	Heat Exchangers	"Pipes, Tubes and Fittings"	Combustion and Burners	Weighing	Electrical Safety*	Flow Measurement and Control			AICHE Spring Meeting: March 24–28, New Orleans
APRIL Ad Space Closing 3/4/2024 Ad Materials Due 3/7/2024	Mixing								Solids Processing	
	Industrial Gases	Seals and Gaskets	Valves	Next-Generation Materials	Conveying*	Valves	Valves	Interphex	Signet AdProbe Study	Interphex, April 16–18, New York City
MAY Ad Space Closing 4/3/2024 Ad Materials Due 4/8/2024	Tanks and Vessels							ACHEMA 1		
	Separation and Purification	Petroleum Refining	Personal Protective Equipment	Particle Size Control	Particle Size Control	Personal Protective Equipment	Robotics	IFAT		Connected Plant Conference, May 20–22, Houston, TX
								Connected Plant Conference	U.S Gulf Coast	IFAT, May 13–17, Munich, Germany
JUNE Ad Space Closing 5/6/2024 Ad Materials Due 5/9/2024	Temperature Measurement and Control								IIOT	
	Project Management	Column Internals	Pumps	Cooling Towers	Solids Packaging*	Process Safety*	Temperature Measurement and Control	ACHEMA 2	ACHEMA	ACHEMA, June 10–14, Frankfurt, Germany

EDITORIAL CALENDAR

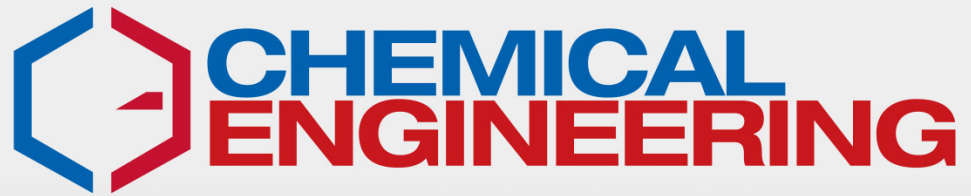
2024	FEATURE REPORTS	EQUIPMENT NEWSFRONT	EQUIPMENT FOCUS	FACTS AT YOUR FINGERTIPS	SOLIDS PROCESSING	ENVIRONMENTAL, HEALTH & SAFETY	SOFTWARE, AUTOMATION & CONTROL	SHOW PREVIEWS	SPECIAL ADVERTISING SECTIONS	EVENTS
JULY Ad Space Closing 6/3/2024 Ad Materials Due 6/6/2024	Modular Construction	Filters and Membranes	Sensors	Hydrogen	Filters and Membranes	Air Pollution Control	Sensors			
	Air Pollution Control									
AUG Ad Space Closing 7/2/2024 Ad Materials Due 7/9/2024	Piping	Decarbonization	Mobile Devices and Apps	Heat Transfer	Solids Handling	Pressure Relief*	Mobile Devices and Apps	HydrogeNext	Decarbonization	Experience Power/HydrogeNext
	Solids Handling									Turbomachinery & Pump Symposia, August 20–22, Houston
SEPT Ad Space Closing 8/5/2024 Ad Materials Due 8/8/2024	Water Treatment	Dust Control	Software	Motors and Drives	Dust Control	Dust Control	Software	Weftec	Weftec	Powder Show Conference, September 10–12, Houston
	Pumps									
OCT Ad Space Closing 9/3/2024 Ad Materials Due 9/6/2024	Maintenance & Reliability	Industrial Housekeeping	Compressors, Fans and Blowers	Electrolyzers	Extrusion*	Industrial Housekeeping	Alarm Management		Signet AdStudy	Weftec, October 5–9, New Orleans, La.
	Alarm Management									
NOV Ad Space Closing 10/3/2024 Ad Materials Due 10/8/2024	Heat Exchange	Recycling	Analyzers	Milling and Grinding	Milling and Grinding	Recycling	Analyzers	Valve World	Europe	
	Valves									
DEC Ad Space Closing 10/30/2024 Ad Materials Due 11/4/2024	Electrification/Electrochemistry	Level Measurement and Control	Packaging	Steam Equipment	Packaging	Hazard Reviews*	Level Measurement and Control			Valve World, Dec. 3–5, Dusseldorf, Germany
	Cost Engineering									

* Denotes Standalone Articles



EMPOWERING PARTNER SUCCESS

For more than 120 years, *Chemical Engineering* has been the leading source for news, technology and analysis used by engineers, operators, plant managers, senior managers and consultants worldwide.



ACHEMA DAILY

ACHEMA Daily is the official daily show guide/newspaper for ACHEMA 2024 and offers advertisers unique and unmatched benefits.

ACHEMA Daily 2024

The official daily show newspaper

A project joint venture from Access Intelligence
and Konradin Industrie with the publications



Book your
advertisement in the
official daily newspaper
of ACHEMA 2024 now.



Ladies and Gentlemen,

We are pleased to announce that, at ACHEMA 2024, the well-established **ACHEMA Daily – the official newspaper of the trade show** – will once again provide visitors with a wealth of information about the exhibition news and highlights. ACHEMA Daily will be an international joint venture between our media partners Chemical Engineering (Access Intelligence, USA) and cav, dei, phpro and prozesstechnik online (Konradin Verlag, Germany).

Exclusive distribution of print and digital

A **digital pre-show edition** of ACHEMA Daily will be **sent by DECHEMA to all pre-registered visitors** of ACHEMA 2024 in the run-up to the event. This gives visitors an early overview of the show highlights and product news. The **exclusive email distribution** to all show visitors will also apply to the **live issues Tuesday through Thursday**. Up-to-date print issues will also be distributed at all entrances during all days of the event.

What's more, ACHEMA Daily is the **sole print medium for the full conference program** and thus is an invaluable daily source of information for the show visitors.

We are certain that ACHEMA Daily will be an excellent platform to support your editorial and advertising activities during ACHEMA 2024.

Best regards,

DECHEMA Ausstellungs-GmbH

Dr. Björn Mathes
CEO

Simone Angster
Head of Communications

P.S. Please note that other show newspapers, such as *Die Messe*, *Messe Direkt*, or *Messe-Kurier* or publications, such as *Expo-Guide* or *fairmessage* are neither authorised nor supported by DECHEMA in any way.

DECHEMA Ausstellungs-GmbH

Theodor-Heuss-Allee 25 · 60486 Frankfurt am Main · Germany · T +49(0)69 75 64-100 · exhibition@dechema.de · www.achema.de
GESCHÄFTSFÜHRER Dr. Björn Mathes · SITZ DER GESELLSCHAFT Frankfurt am Main · Amtsgericht Frankfurt HRB 93099 · STEUER-NR. 045 227 78217 · UST-ID-NR. DE281555004
Commerzbank AG · IBAN DE 41 5004 0000 0589 0355 00 · SWIFT-BIC COBADE33 · Degussa Bank GmbH · IBAN DE 75 5001 0700 0003 9061 56 · SWIFT-BIC DEGUDE33

Your unique advertising benefits

ACHEMA Daily as the official daily newspaper of ACHEMA 2024 offers advertisers unique and unmatched benefits.

Pre-distribution to registered show visitors

The new, digital pre-show ACHEMA Daily offers an unmatched reach and visibility

- Digital e-mail deployment to all pre-registered visitors of ACHEMA 2024 by DECHEMA a week prior to the event
- Additional distribution to digital audiences of the project partners Chemical Engineering, cav, dei, phpro und prozesstechnik online
- Deployment through DECHEMA guarantees high attention and premium visibility
- Mailing prior to the show allows for early information and preparation

EXCLUSIVE: Unique editorial content

- The only show newspaper with new daily content and live reporting from the show
- EXCLUSIVE PRINT MEDIUM for daily conference program including the individual sessions
- Editorial coverage in German and English provided by the experienced editors of Chemical Engineering, cav, dei, phpro und prozesstechnik online
- Division into specific editorial sections allows advertisers to display their ads next to relevant editorial content
- Readers will find relevant editorial and advertising quickly and easily

Unique and exclusive reach and distribution

- ACHEMA Daily reaches all of the show visitors
 - » Daily distribution of the print edition at all entrances of the fairground
 - » Additional distribution of issues Tuesday-Thursday by DECHEMA to all registered visitors of ACHEMA 2024
- Additional daily digital distribution to the combined digital audiences of Chemical Engineering, cav, dei, phpro und prozesstechnik online (a combined audience of more than 290,000), providing an additional global advertising effect beyond the live event



No other publication provides a more effective and targeted reach to the visitors of ACHEMA 2024 shortly before the event.



No other show publication offers more relevant, comprehensive and up-to-date information!



No other trade show publication offers a wider reach and allows you to promote your products and services to a global audience beyond the show visitors!

Distribution print + digital

With your advertisement in ACHEMA Daily you can reach not just the show visitors, but thousands of potential customers from all over the world who do not visit the event.

72,000 PRINT DISTRIBUTION

- » Show Distribution at all entrances
- » Circulation 15,000 – 25,000 print copies/issue

+ 1,700,000 DIGITAL CIRCULATION

Deployment to newsletter subscribers and social media followers of Chemical Engineering, cav, dei, phpro und prozesstechnik online

+ DIGITAL DISTRIBUTION*

To all ACHEMA 2024 registrants via DECHEMA

*Final numbers dependent on number of visitors

Dates

FREQUENCY:
5x

DATES OF PUBLICATION:

June 4, 2024 - Pre-Show ACHEMA Daily, digital only
June 10, 2024 - ACHEMA Daily Issue 1, print only
June 11, 2024 - ACHEMA Daily Issue 2, print/digital
June 12, 2024 - ACHEMA Daily Issue 3, print/digital
June 13, 2024 - ACHEMA Daily Issue 4,5 print/digital

Ad Formats and Prices

Take advantage of the unique combination of the daily updated editorial environment, high-quality exclusive program content and the strong overall reach in print and digital for your maximum advertising success at AICHEMA 2024!

Format (width x height)	Number of issues	Rate 4c
1/1 Page (226 x 313 mm)	1*	5,750 €
	3**	14,790 €
	5	19,560 €
1/2 Page (226 x 140 mm, 110 x 313 mm)	1*	3,450 €
	3**	8,880 €
	5	11,740 €
Junior Page (134 x 189 mm)	1*	3,130 €
	3**	8,000 €
	5	10,570 €
2/5 Page (88 x 287 mm)	1*	2,760 €
	3**	7,110 €
	5	9,390 €
1/3 Page (226 x 91 mm, 134 x 140 mm, 88 x 210 mm)	1*	2,310 €
	3**	5,930 €
	5	7,830 €
1/4 Page (88 x 189 mm)	1*	1,740 €
	3**	4,450 €
	5	5,870 €
1/5 Page (88 x 140 mm, 134 x 91 mm)	1*	1,390 €
	3**	3,560 €
	5	4,700 €

Premium Positions	Number of issues	Rate 4c
Top Button Title Page (88 x 42 mm)	5	12,430 €
Top Button Section Title*** (88 x 42 mm)	5	5,110 €
Bottom Strip Title Page (226 x 42 mm)	5	15,890 €
Bottom Strip Section Title*** (226 x 42 mm)	5	7,640 €
Inside Front Cover (226 x 313 mm)	5	22,050 €
Back Cover (226 x 313 mm)	5	23,020 €

Single insertions only possible on days 2, 3 or 4.

3-DAY PACKAGE OPTIONS:

- » Preshow issue, day 1, day 2
- » Preshow issue, day 1, day 3
- » Preshow issue, day 1, day 4
- » Days 2,3,4

Technical specs and deadlines

Please send us print-optimized PDF X-1a data
Include show notices such as hall and booth number
to the PDF file

Note that bleed ads are not possible!
Total color coverage must not exceed 240%.

Color profiles according to VRM Druck, Ruesselsheim
ISOnewspaper26v4.icc for 4c ads
ISOnewspaper26v4_gr.icc for b/w ads

The profile can be found on this website:

http://www.ifra.com/WebSite/ifra.nsf/html/CONT_ISO_DOWNLOADS

PreShow
Publication Date: June 4, 2024 Ad and Materials Closing Date: May 10, 2024
Day 1
Publication Date: June 10, 2024 Ad and Materials Closing Date: May 23, 2024
Day 2
Publication Date: June 11, 2024 Ad and Materials Closing Date: May 24, 2024
Day 3
Publication Date: June 12, 2024 Ad and Materials Closing Date: May 27, 2024
Days 4/5
Publication Date: June 13, 2024 Ad and Materials Closing Date: May 28, 2024

Get in contact with us!

We are looking forward to hearing from you!



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Editorial Submissions

Please send your press releases about your show news and highlights to both the Chemical Engineering editorial team (in English language) AND the Konradin Verlag editorial team (in German language). Please include a high-res photo as well as your hall and stand number. We recommend to send your PR as early as possible since this will increase your chance of publication. Editorial coverage in *ACHEMA Daily* is free of charge.

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WEBSITE ADVERTISING

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. 40K ad impressions in a \$105 cpm ad position would cost \$4,200.

MECHANICAL DIGITAL SPECIFICATIONS

FILE FORMATS: .gif (animated or static), .jpg, HTML5

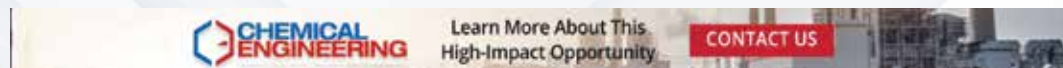
MAX FILE SIZE: 60K

3rd Party Tags are accepted

- Please contact sales representative for a list of supported vendors

NOTE ON ANIMATED .GIF FORMAT:

- Please make sure the ad continuously loops



FLUID BANNER

With this new, high-impact ad unit you can reach the *Chemical Engineering* audience in an impressive and immersive way, while offering a great user experience by allowing the users to scroll down and continue with their site visit. No X to click out, no timers, but rather a more seamless experience. Amplify your message with this exciting new advertising experience!

NATIVE ADS

Chemical Engineering's native advertising opportunities provide content marketers with optimal positioning and alignment with Chemical Engineering's award-winning editorial content. Native ads are featured throughout the site including within articles, allowing our partner's native ads to gain maximum exposure to our highly-valued audience.

Submit your creative to: adops@accessintel.com.
Please include: "chemengonline.com",
your company name, and running dates, if known.

NEW WEBSITE! FRESH DESIGN • IMPROVED FUNCTIONALITY

RATES:

**EXPANDING SUPER
LEADERBOARD: \$150 CPM**

970x90 - 970x250 px

SUPER LEADERBOARD: \$120 CPM

970x90 px

HALF PAGE: \$120 CPM

300x600 px

FLOATER: \$173 CPM

970x90 px

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

MEDIUM RECTANGLE: \$105 CPM

300x250 px

FLUID BANNER: \$250 CPM

1920x[921 - 929] px

**BRAND BOOST BLITZ -
TOTAL AUDIENCE**

Retargeting 175 CPM

BRAND BOOST TARGET

Audience Segment 205 CPM



LIVE EVENTS

Chemical Engineering brings industry professionals together throughout the year to uncover new technologies, learn from case studies, and foster connections and commerce.

CHEMICAL ENGINEERING MAGAZINE

With a total reach of 960k in 173 countries and 60,000+ active magazine subscribers, *Chemical Engineering* offers unmatched exposure!

DIGITAL

Across chemengonline.com and our six newsletters—CHEMICAL ENGINEERING DIRECT, SUSTAINABILITY, FOCUS, BREAKTHROUGH TECHNOLOGIES, PLANT COST INDEX, CONNECTED PLANT DIRECT—we cover new technologies, market developments, and the industry issues that matter most.

LIVE EVENTS



HYDROGENEXT

HydrogeNext covers the full hydrogen energy value chain from production to distribution and end-use, bringing together power generation and chemical process industry professionals to collaborate and learn about the fast-paced advances being made toward a hydrogen economy.



CONNECTED PLANT CONFERENCE

The Connected Plant Conference is the ONLY event covering digital transformation and digitalization for the power and chemical process industries.



DISTRIBUTED ENERGY CONFERENCE

The Distributed Energy conference brings together utility-scale electricity providers with other power generators to dive into real-life applications, project planning, and the business and financial aspects of distributed generation.



ADVERTISING OPPORTUNITIES

Chemical Engineering offers turn-key and unique campaign experiences that effectively deliver your message to our audience

VALUE AT SCALE

*Chemical Engineering's '23
Advertising KPIs*

AD IMPRESSIONS SERVED

7.1MM

PAGE VIEWS PER MONTH

173K

LEADS GENERATED

11.5K

TIP: USE YOUR KEYBOARD ARROW KEYS TO MOVE FORWARD ➡ OR GO BACK ⬅

ADVERTISING SOLUTIONS



Website Advertising



Chemical Engineering
Magazine



Video Advertising



Newsletter Advertising



Live Webinars



Interactive Quizzes



Hot Products



Long form Content

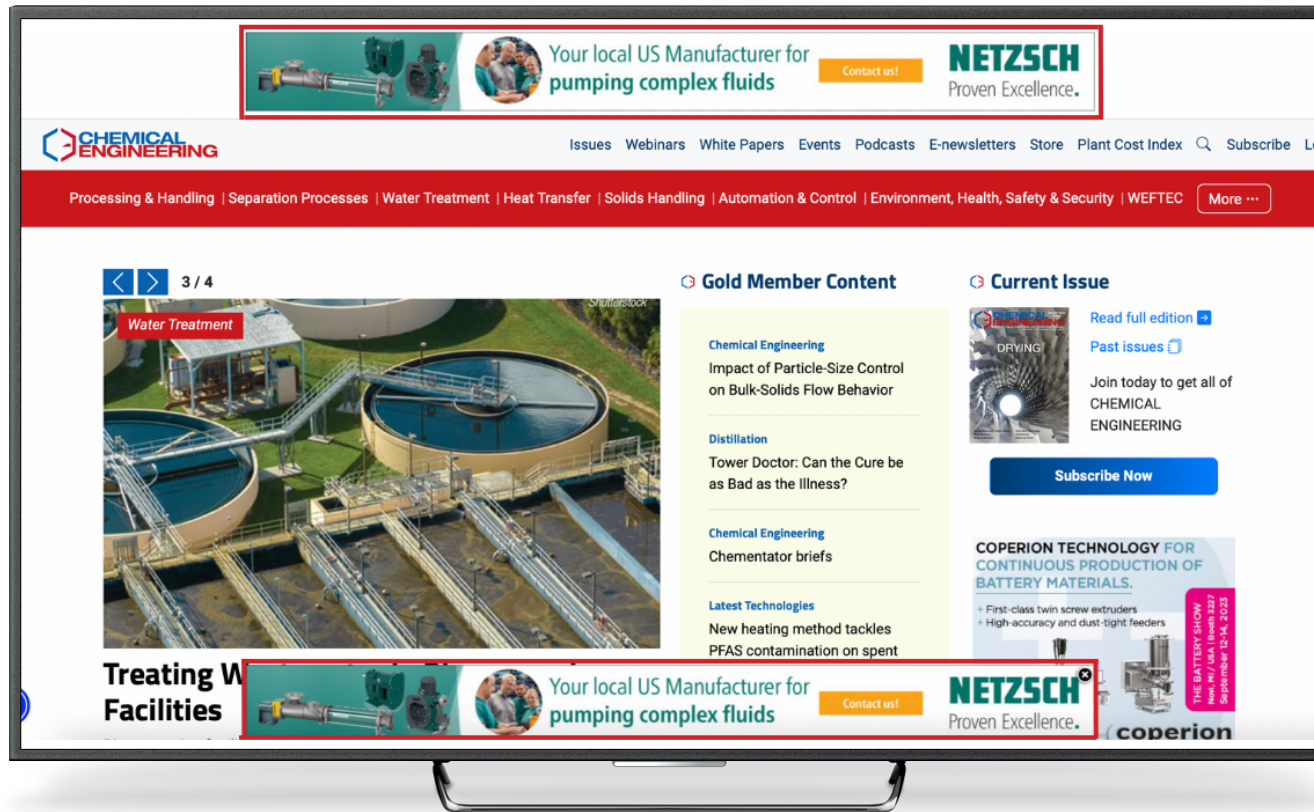


Strategic Marketing Solutions



Email Marketing

WEBSITE ADVERTISING

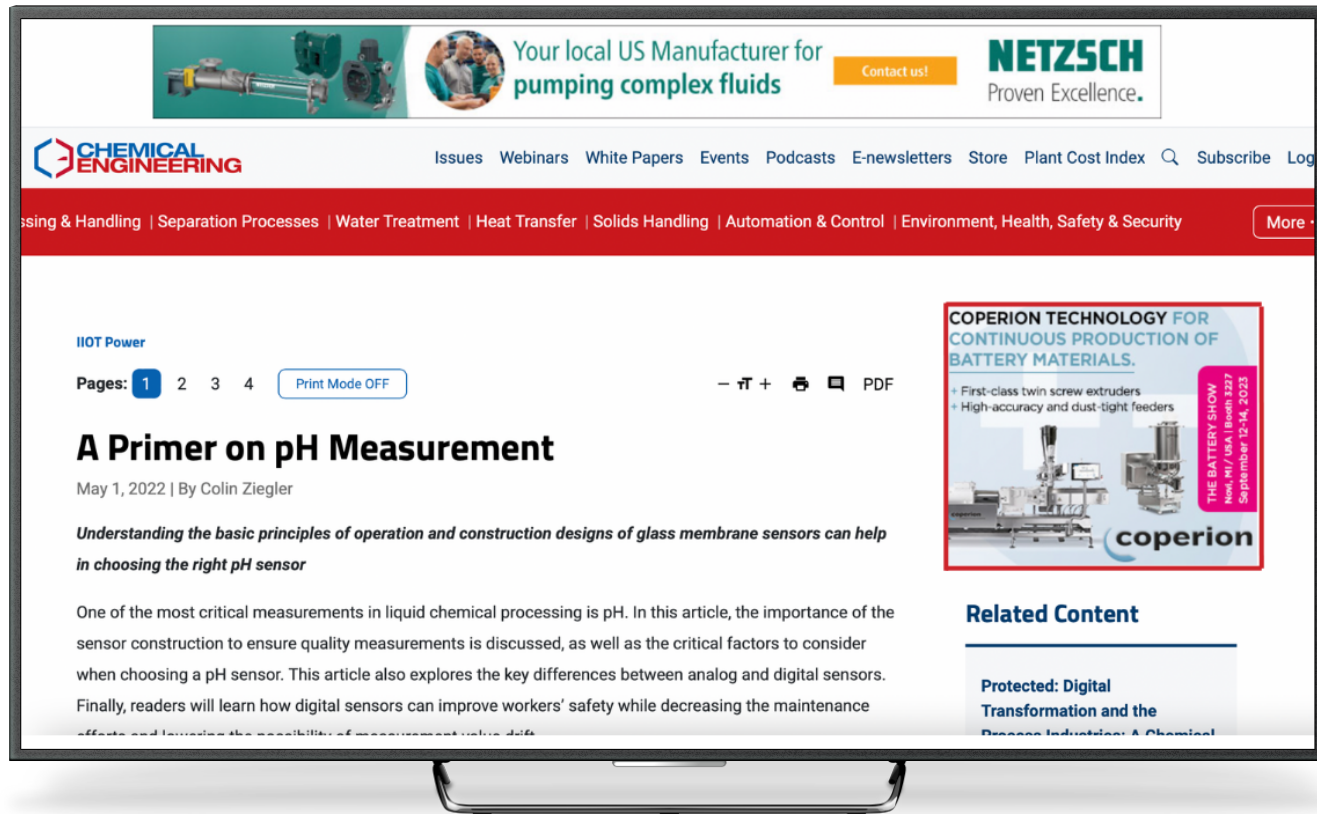


AD UNITS

Rates are based on cost per thousand (CPM) impressions (chemengonline.com averages over 140k pageviews per month).

- **Leaderboard** - \$130 CPM
- Rectangle
- Fluid
- Native
- Floater
- Half page

WEBSITE ADVERTISING

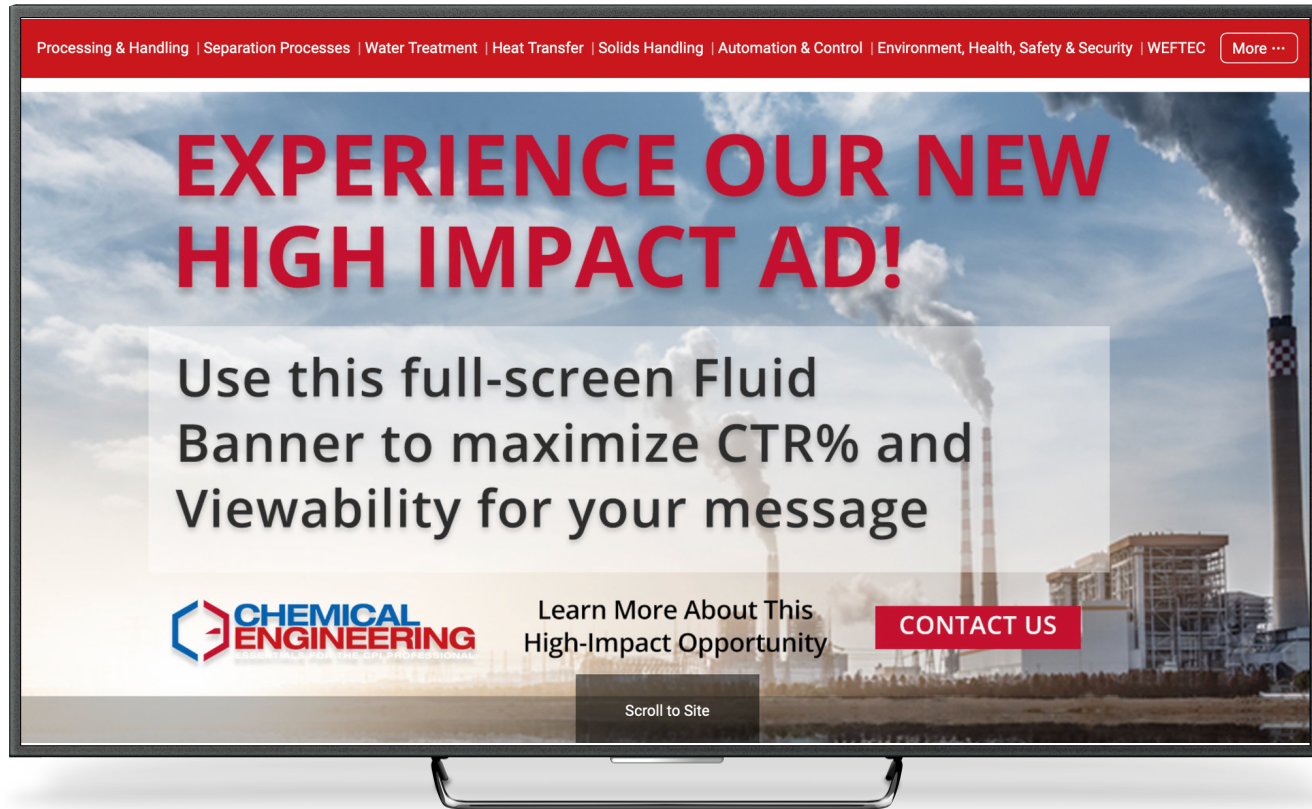


AD UNITS

Rates are based on cost per thousand (CPM) impressions (chemengonline.com averages over 140k pageviews per month).

- Leaderboard
- **Rectangle** - \$105 CPM
- Fluid
- Native
- Floater
- Half page

WEBSITE ADVERTISING

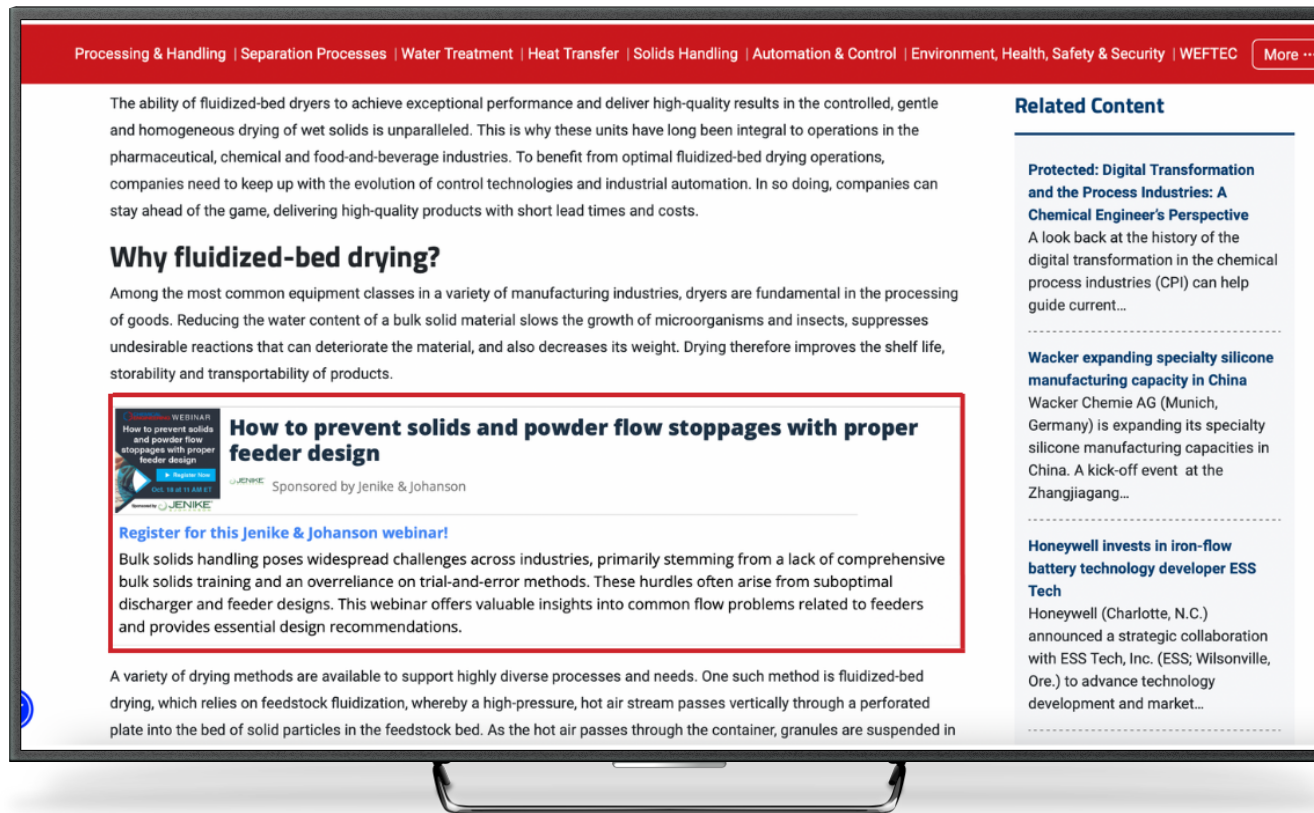


AD UNITS

Rates are based on cost per thousand (CPM) impressions (chemengonline.com averages over 140k pageviews per month).

- Leaderboard
- Rectangle
- **Fluid** - \$250 CPM ([click for example](#))
- Native
- Floater
- Half page

WEBSITE ADVERTISING

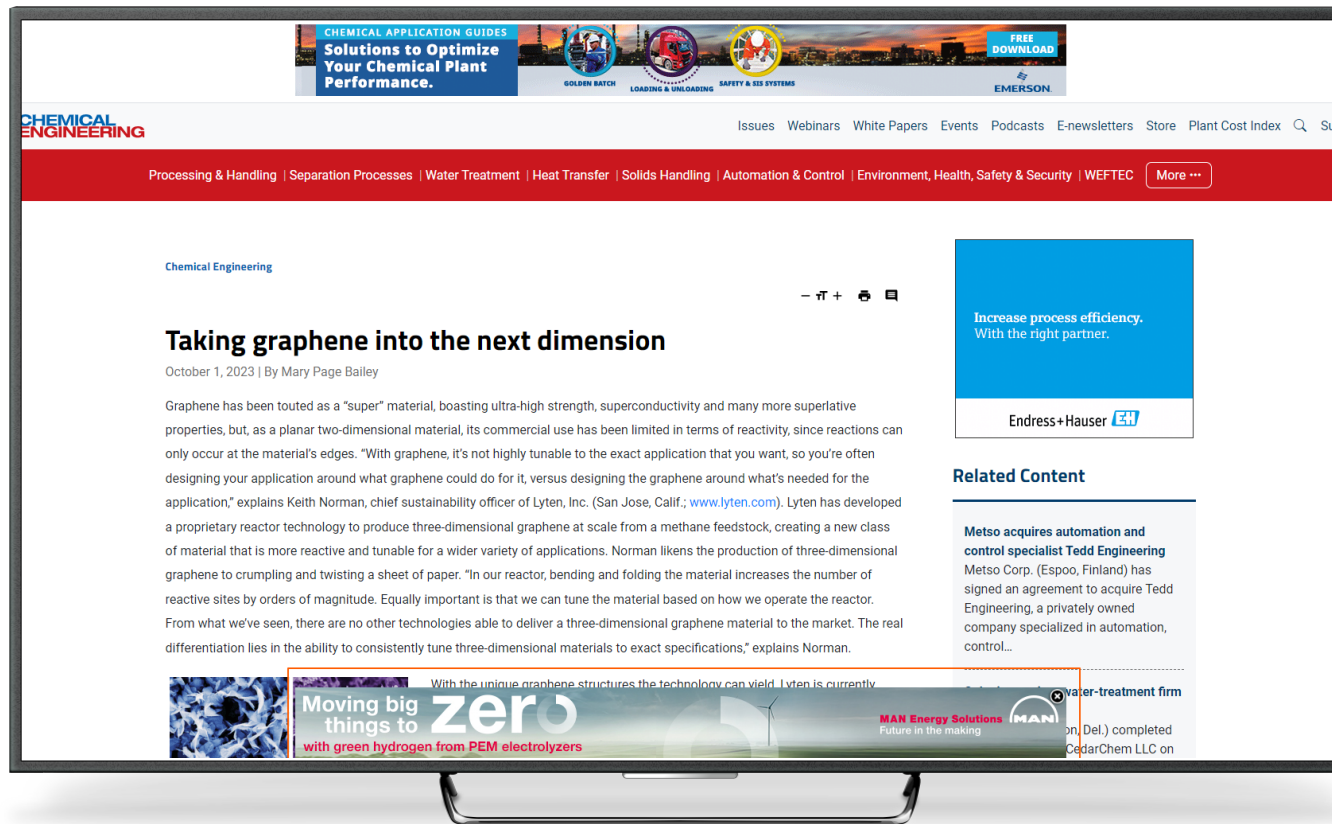


AD UNITS

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- Leaderboard
- Rectangle
- Fluid
- **Native** - \$150 CPM
- Floater
- Half page

WEBSITE ADVERTISING

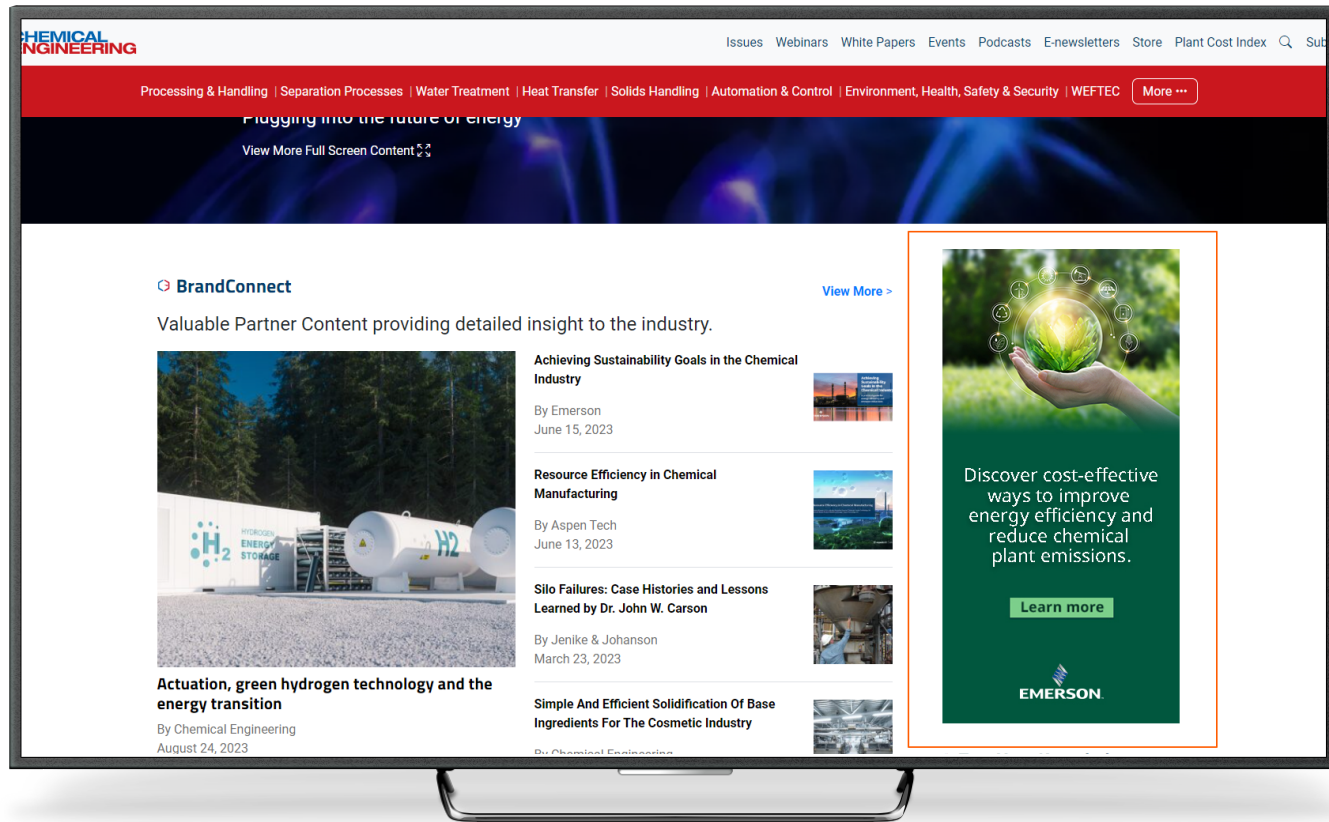


AD UNITS

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- Leaderboard
- Rectangle
- Fluid
- Native
- Floater - \$173 CPM
- Half page

WEBSITE ADVERTISING



AD UNITS

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- Leaderboard
- Rectangle
- Fluid
- Native
- Floater
- **Half page** - \$130 CPM

WEBSITE ADVERTISING

BANNER AD RATES

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MECHANICAL DIGITAL SPECIFICATIONS

FILE FORMATS: .gif (animated or static), .jpg, HTML5

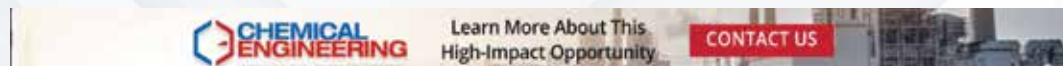
MAX FILE SIZE: 60K

3rd Party Tags are accepted

- Please contact sales representative for a list of supported vendors

NOTE ON ANIMATED .GIF FORMAT:

- Please make sure the ad continuously loops



FLUID BANNER

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RATES:

EXPANDING SUPER LEADERBOARD: \$150 CPM

970x90 - 970x250 px

SUPER LEADERBOARD: \$120 CPM

970x90 px

HALF PAGE: \$120 CPM

300x600 px

FLOATER: \$173 CPM

970x90 px

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

MEDIUM RECTANGLE: \$105 CPM

300x250 px

FLUID BANNER: \$250 CPM

1920x[921 - 929] px

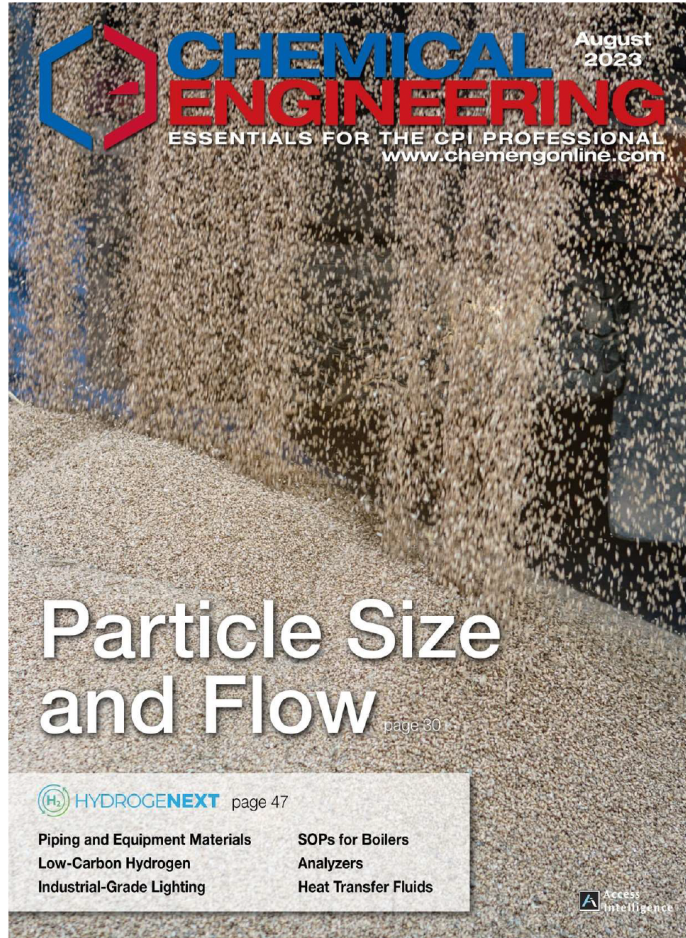
BRAND BOOST BLITZ - TOTAL AUDIENCE

Retargeting 175 CPM

BRAND BOOST TARGET

Audience Segment 205 CPM

PRINT ADVERTISING



CHEMICAL ENGINEERING MAGAZINE

Chemical Engineering is leading source for news, technology and analysis used by engineers, operators, plant managers, senior managers and consultants worldwide.

Magazine Advertising Features

- Each ad has a print and digital equivalent
- Multiple sizes available, including cover wraps
- Added value special advertorial sections
- Ad/Market research

PRINT MECHANICAL SPECIFICATIONS



MECHANICAL REQUIREMENTS

Width x Height	Inches	Millimeters	Picas
2 page spread (bleed)	16.25" x 11"	412.8 x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 x 254.0 mm	90p x 60p
1 page (bleed)	8.125" x 11"	206.4 x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 x 254.0 mm	42p x 60p
2/3 page (bleed)	5.25" x 11"	133.4 x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4.625" x 10"	117.5 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed) ◇◇	4" x 11"	101.6 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed) ◇◇	3.375" x 10"	85.7 x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4.625" x 7.375"	117.5 x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8.125" x 5.625"	206.4 x 142.9 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4.875"	177.8 x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2.875" x 11"	73.0 x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2.25 x 10"	57.15 x 254 mm	13p1.5 x 60p
1/3 page horizontal (non-bleed)	7" x 3.375"	177.8 x 85.7 mm	42p x 20.25p
1/3 page square (non-bleed)	4.625" x 4.875"	117.5 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed) ◇◇	3.375" x 4.875"	85.7 x 123.8 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2.25" x 4.875"	57.2 x 123.8 mm	13p1.5 x 29p3
1/6 page horizontal (opposite cover #3 in every issue)	4.625" x 2.25"	117.5 x 57.2 mm	27p9 x 13p6
Publication Trim Size	7.875" x 10.75"	200 x 273 mm	47p3 x 64p6

◇◇ 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) roughed out of gutter bleed. 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" (13mm) 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 25" (635mm) X 38" (965mm) 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, 38 lb coated offset body
- Method of Printing: CTP Web on Offset
- Type of Binding: Saddle-Stitch
- 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 fonts embedded/all graphics hi-res and linked properly), high-resolution (300 dpi minimum)
- TIFF or EPS formats, 133-line or 300-dpi resolution

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: pRodr2* (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 gseverine@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.

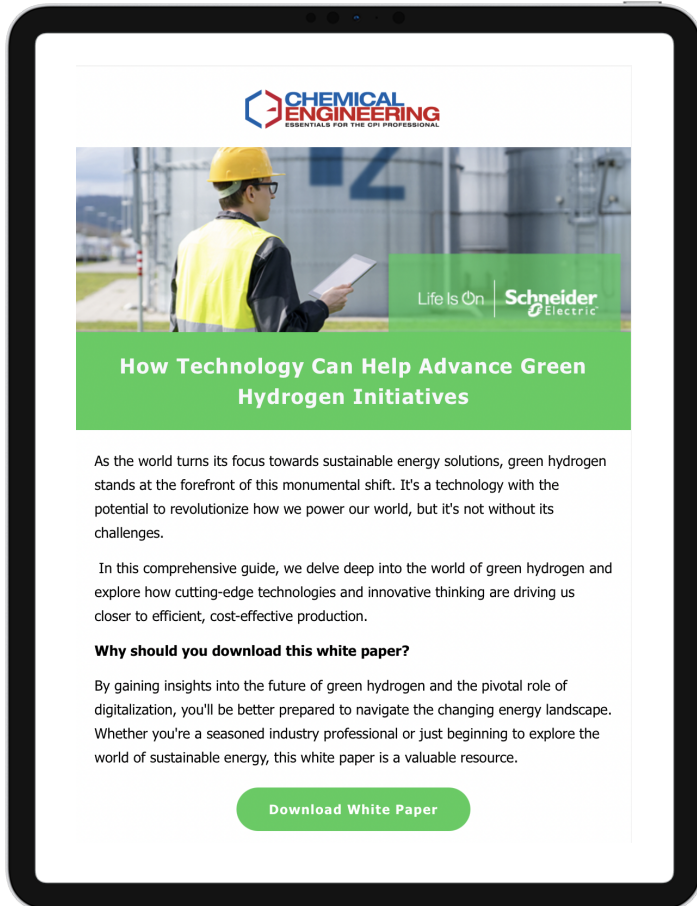
PRODUCTION CHARGES. Ads that do not meet the specs list above or requests for changes to digital ads are subject to production charges. Contact the magazine production manager for details on production charges.

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: Vivian Malone, 13487 S. Preston Hwy, Lebanon Junction, KY 40150, Tel: 800-214-1127 (Please include magazine name and issue date if possible). At the time of shipment, email gseverine@accessintel.com tracking information.

EMAIL MARKETING



TARGETED EMAIL BLASTS

Send your custom HTML email message to your selected audience segment from *Chemical Engineering's* coveted customer database. Then select the option to have a follow-up email automatically sent to users that engaged with the initial email blast or to the non-engaged from the initial email.

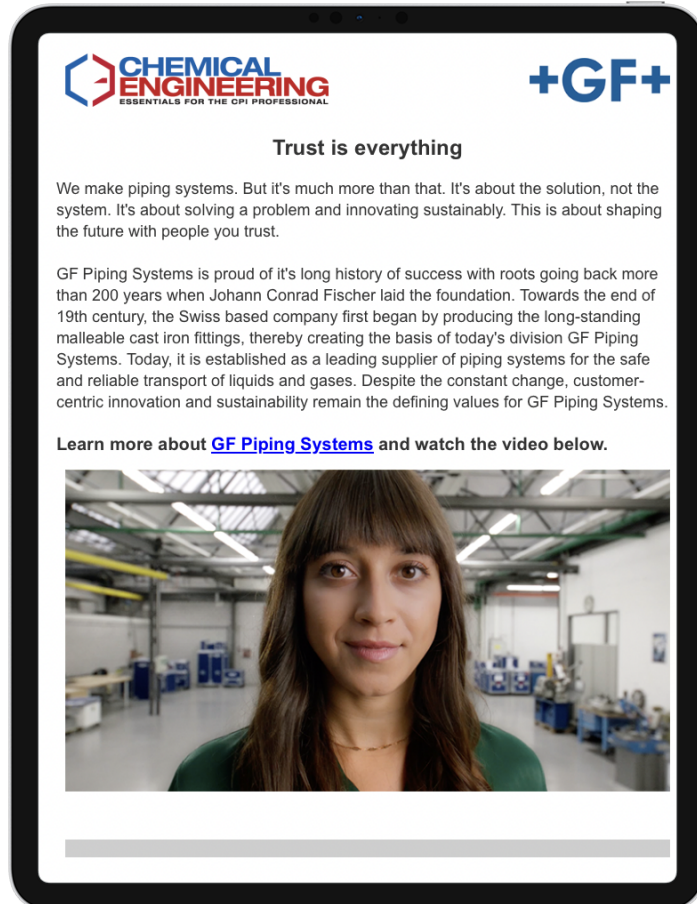
Email Features

- Client supplies an HTML file and subject line
- A target audience is selected
- After one week, we follow up with a report including full deployment analytics

Pricing

- \$650 CPM

EMAIL MARKETING



RETARGETED EMAIL

Send your custom HTML email message to your selected audience segment from *Chemical Engineering's* coveted customer database. And you have the option to have a follow-up email automatically sent to users that engaged with the initial email blast or to the non-engaged from the initial e-blast.

Pricing

- **\$650 CPM** – Standard email blast
- **\$800 CPM** – Standard email blast + email resend to engaged segment (opens and clicks)
- **\$1,000 CPM** – Standard email blast + email resend to non-engaged segment

HOT PRODUCTS



PREMIUM PRODUCT 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.

Reach more than 85,000 decision-makers in the CPI with a combination of print and e-newsletter marketing.

Print and E-Letter Features

- Product photo
- 100-word product description
- URL to your website

Pricing

- Starting at \$3,100 for print and e-letter

NEWSLETTER ADVERTISING



CHEMICAL ENGINEERING DIRECT

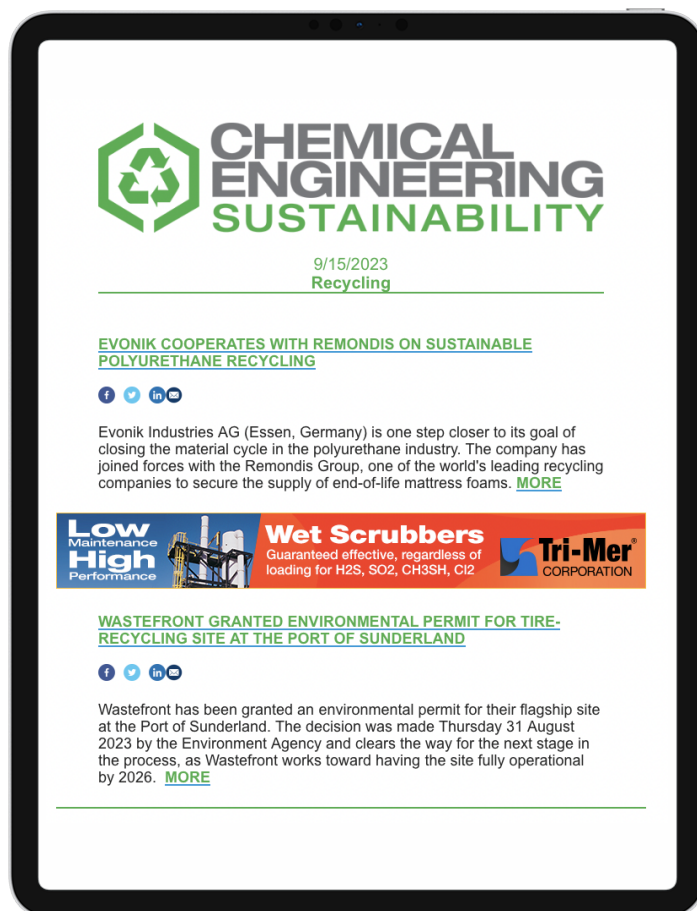
Chemical Engineering's weekly DIRECT e-newsletter is sent to a global database of professionals in the chemical process industries, and provides the latest CPI news including news about plants, mergers and acquisitions, and more.

52,000 TOTAL CIRCULATION (WEEKLY)

CHEMICAL ENGINEERING DIRECT RATES

- Leaderboard Banner Ad 700x90/Text Ad **\$3,100**
- Medium Rectangle Banner 300x250/Text Ad **\$2,500**
- Text Ad (500-100 words with logo/image) **\$2,200**
- Issue Takeover (full issue exclusive sponsorship) **\$8,000**

NEWSLETTER ADVERTISING



CHEMICAL ENGINEERING SUSTAINABILITY

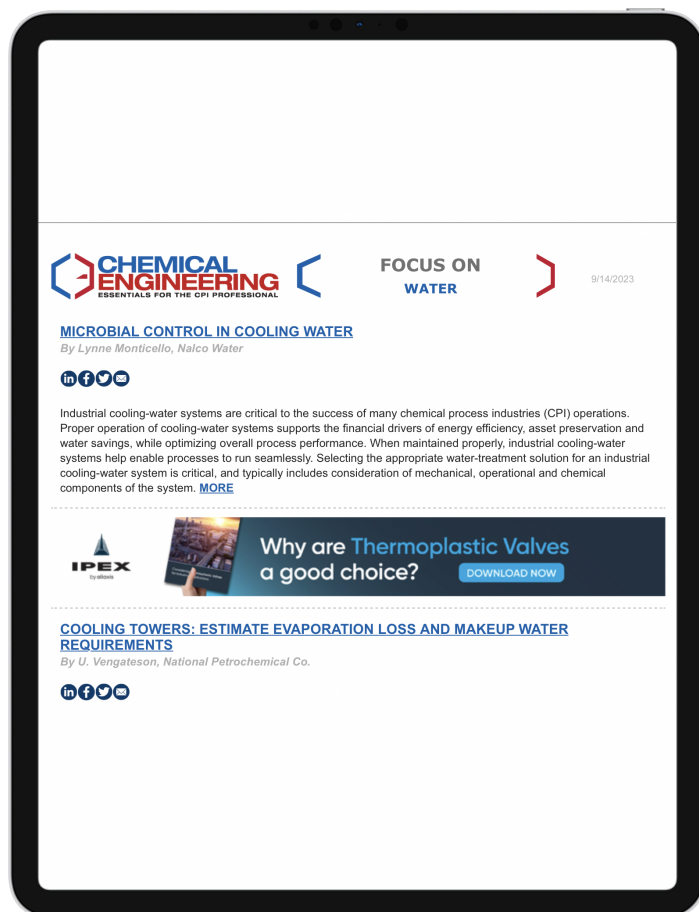
Chemical Engineering's Sustainability Direct bi-monthly e-letter brings the latest news related to the progress that the chemical process industries are making toward a circular economy, with focus topics including recycling, decarbonization, renewable fuels and more.

51,000 TOTAL CIRCULATION (BI-MONTHLY)

CHEMICAL ENGINEERING SUSTAINABILITY RATES

- Leaderboard Banner Ad 700x90/Text Ad **\$3,100**
- Medium Rectangle Banner 300x250/Text Ad **\$2,500**
- Text Ad (500-100 words with logo/image) **\$2,200**
- Issue Takeover (full issue exclusive sponsorship) **\$8,000**

NEWSLETTER ADVERTISING



CHEMICAL ENGINEERING FOCUS

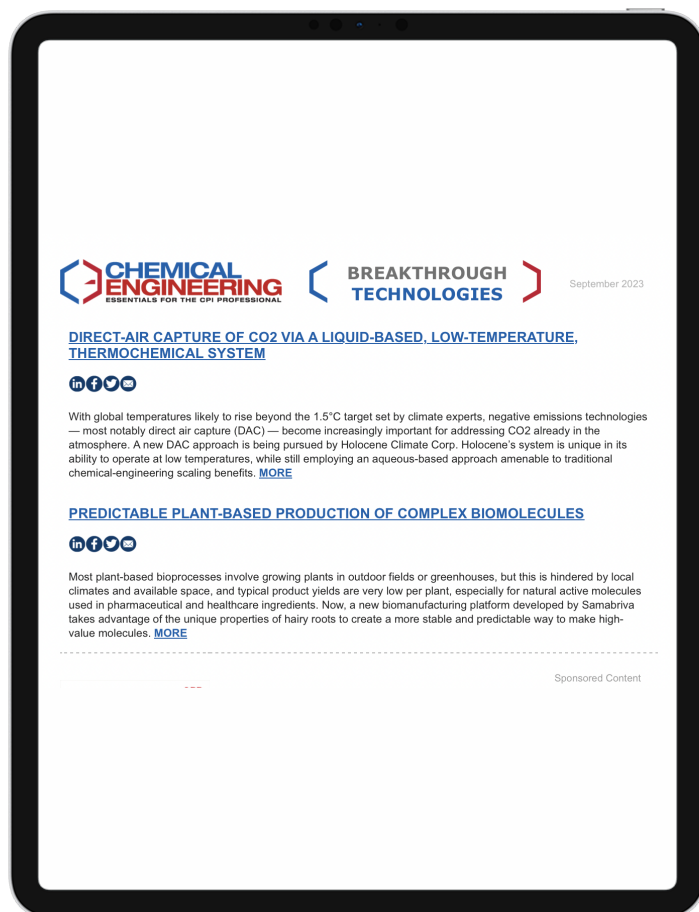
The monthly CE Focus is sent to a targeted database determined by the subject matter of each technical report. Chemical Engineering FOCUS highlights specific technologies with each issue.

52,000 TOTAL CIRCULATION (MONTHLY)

CHEMICAL ENGINEERING FOCUS RATES

- Leaderboard Banner Ad 700x90/Text Ad **\$3,100**
- Medium Rectangle Banner 300x250/Text Ad **\$2,500**
- Text Ad (500-100 words with logo/image) **\$2,200**
- Issue Takeover (full issue exclusive sponsorship) **\$8,000**

NEWSLETTER ADVERTISING



CHEMICAL ENGINEERING BREAKTHROUGH TECHNOLOGIES

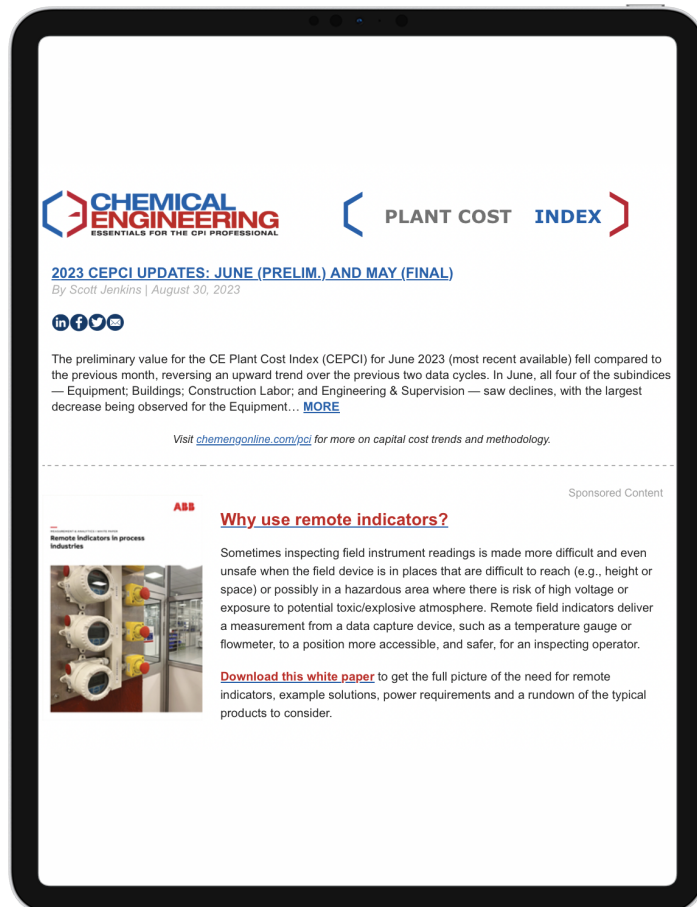
This e-newsletter brings news of innovative and novel technologies in a concise format each month.

50,000 TOTAL CIRCULATION (MONTHLY)

BREAKTHROUGH TECHNOLOGIES RATES

- Leaderboard Banner Ad 700x90/Text Ad **\$3,100**
- Medium Rectangle Banner 300x250/Text Ad **\$2,500**
- Text Ad (500-100 words with logo/image) **\$2,200**
- Issue Takeover (full issue exclusive sponsorship) **\$8,000**

NEWSLETTER ADVERTISING



CHEMICAL ENGINEERING PLANT COST INDEX

Since its introduction in 1963, the Chemical Engineering Plant Cost Index (CEPCI) has served as an important tool for chemical-process-industry (CPI) professionals when adjusting process plant construction costs from one period to another. This e-letter deploys the last Wednesday of each month and highlights the CEPCI news.

53,000 TOTAL CIRCULATION (MONTHLY)

PLANT COST INDEX RATES

- Leaderboard Banner Ad 700x90/Text Ad **\$3,100**
- Medium Rectangle Banner 300x250/Text Ad **\$2,500**
- Text Ad (500- 100 words with logo/image) **\$2,200**
- Issue Takeover (full issue exclusive sponsorship) **\$8,000**

NEWSLETTER ADVERTISING



CONNECTED PLANT DIRECT

Connected Plant Direct covers the latest topics related to digitalization and the Industrial Internet of Things for both the power generation and chemical process industries.

83,000 TOTAL CIRCULATION (MONTHLY)

CONNECTED PLANT RATES

- Leaderboard Banner Ad 700x90/Text Ad **\$3,100**
- Medium Rectangle Banner 300x250/Text Ad **\$2,500**
- Text Ad (500-100 words with logo/image) **\$2,200**
- Issue Takeover (full issue exclusive sponsorship) **\$8,000**

LIVE WEBINARS

CHEMICAL ENGINEERING WEBINARS

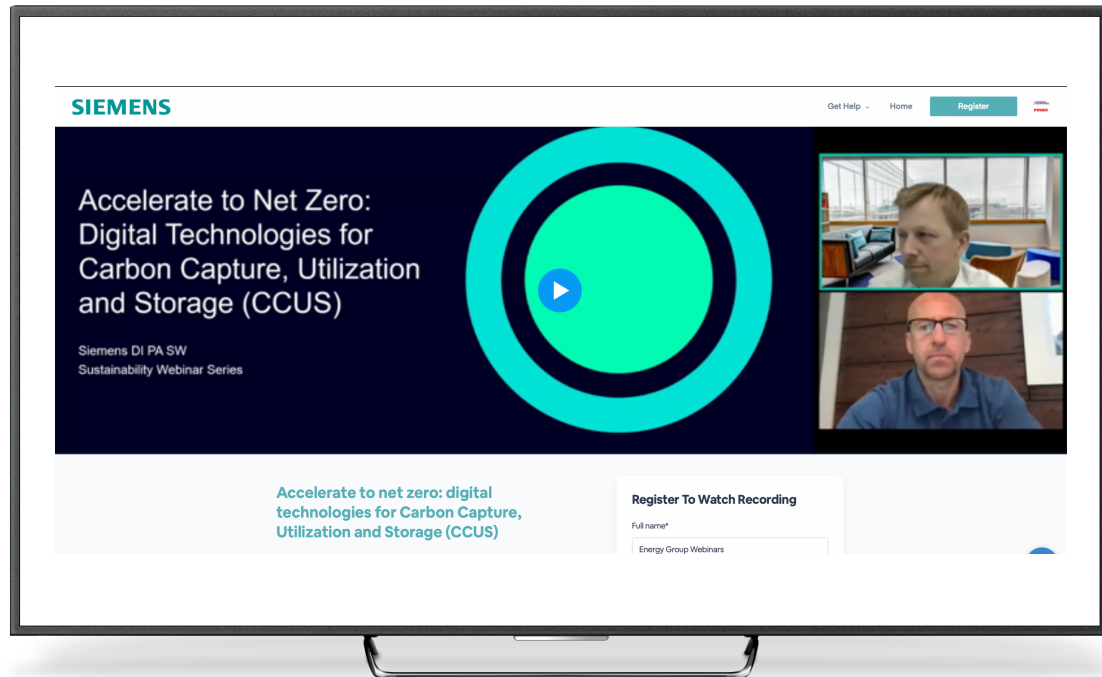
Chemical Engineering webinars are an engaging, measurable and cost-effective way to reach CPI professionals. By combining the immediacy of the Internet with the impact of streaming audio, video and live Q&A, Chemical Engineering webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable result.

Webinar Features

- Chemical Engineering staff to moderate
- Detailed registration and attendance report provided
- Advertising includes email and online promotions

Pricing

- [Contact your sales representative](#)



LONG FORM CONTENT



CASCADE

This customized multimedia solution engages the reader across devices through the use of responsive web design and an enhanced visual experience.

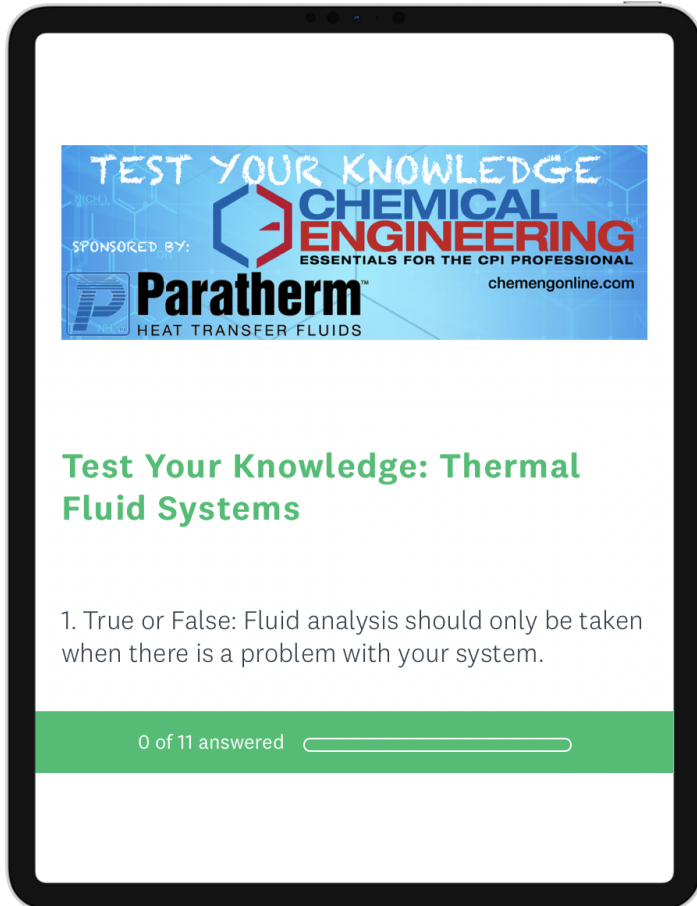
Features

- Full screen, distraction free experience
- Customizable format that can include beautiful graphics and embedded video content
- Includes marketing package with emails blasts

Pricing

- Options Starting at \$10,000

INTERACTIVE QUIZZES



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 chemengonline.com/quizzes.

Features

- 5-10 questions
- Logo included on each page of the quiz
- Promotion through social media, a dedicated email blast
- Report and leads delivered after the campaign term

Pricing

- \$6,250



STRATEGIC MARKETING SOLUTIONS

Our solutions will help you showcase your capabilities at every step of the customer journey, from awareness to consideration to conversion. By aligning your marketing strategy with a funnel-based approach, you'll ensure that every dollar you spend is making a meaningful impact.

[← Return Home](#)



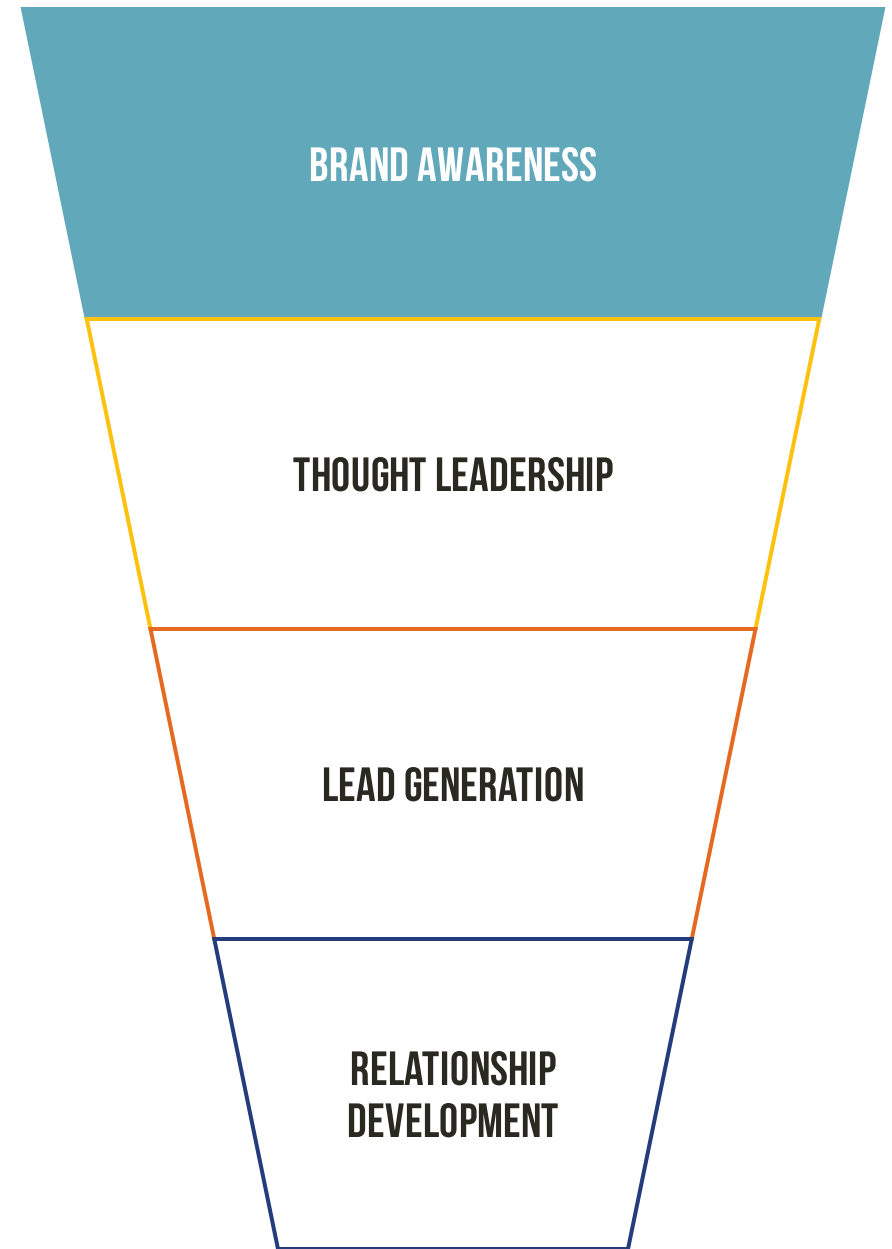
BRAND BOOST

Extend your reach to our audience across the web. In addition to the inventory on our publication website, access our readers across our partner ad networks as well as social media.

BRAND BOOST allows you to cut waste and zero in on your best prospects by serving your ads with precision to high-value audience segments that match your ideal customer profile.

We'll even offer to create all the ads for you!

Pricing: \$190 CPM



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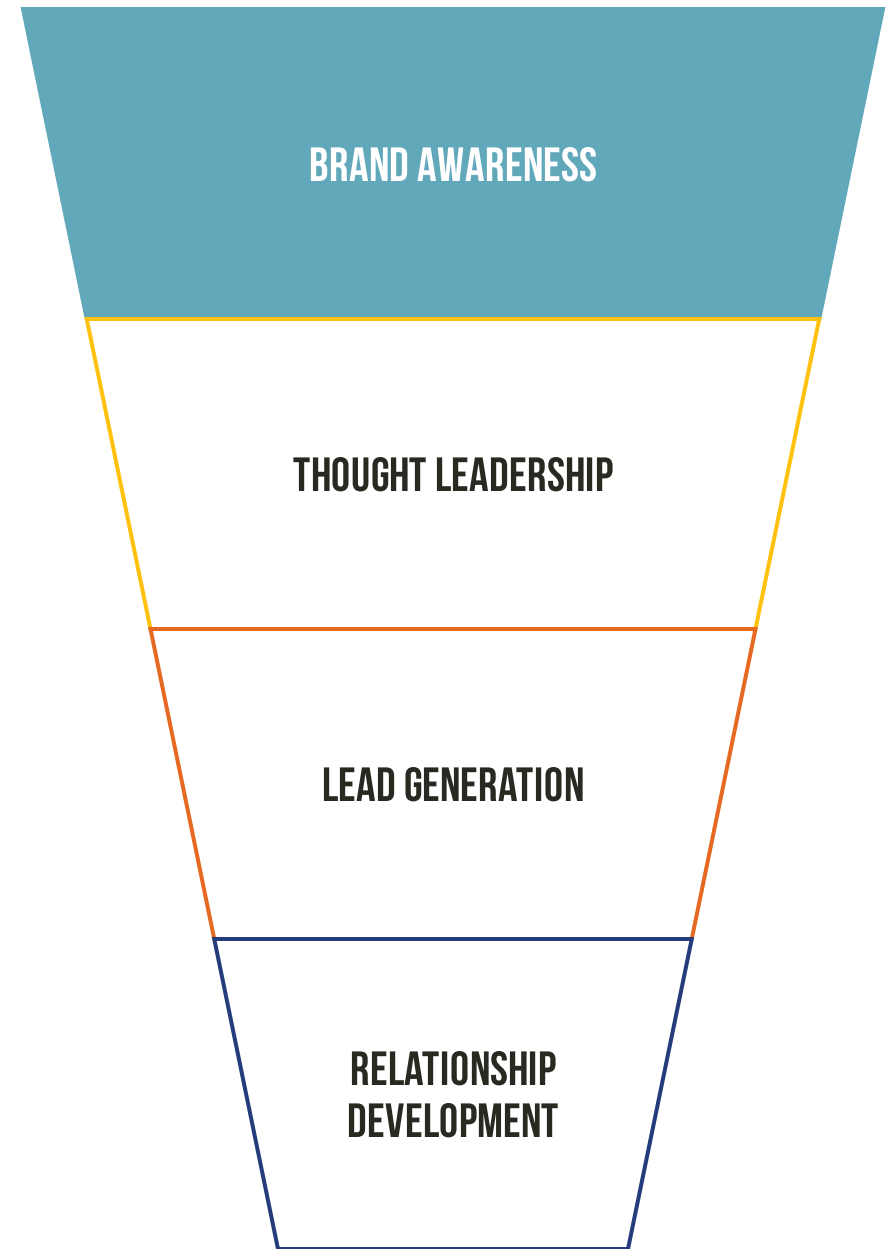
VIDEO BOOST

Put your video content to work with **Video Boost**, and broadcast your message across the web to our known readers. Video Boost leverages different channels like social media, YouTube, programmatic, and even connected TV.

Configurable to your goal, our different packages help you drum up impressions, drive traffic back to your site, or ensure users watch the video in its entirety.

Our team is available to edit your video content to fit specific video ad unit lengths.

Pricing starts at \$9,500



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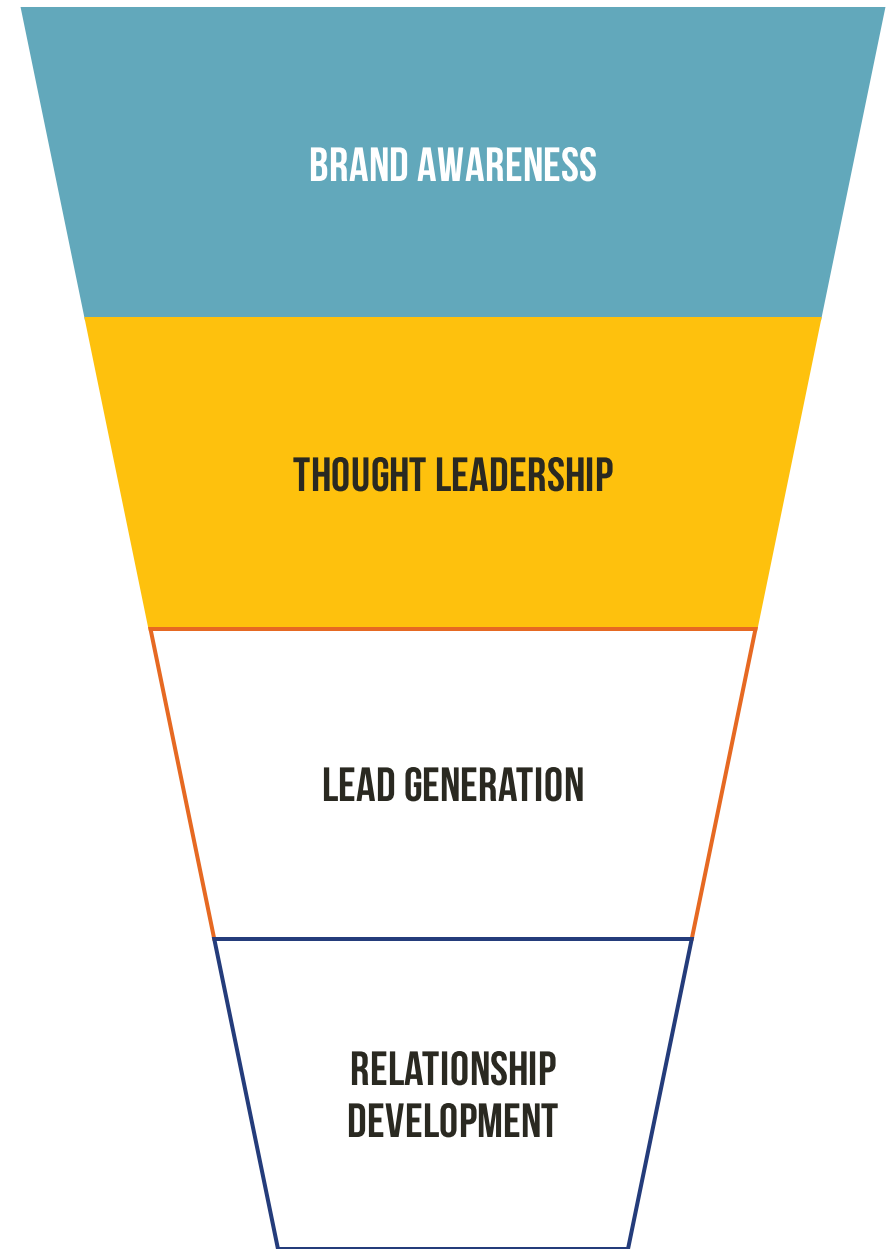
BRAND CONNECT

Have a story to tell, a solution to highlight, or a successful project to share? Place your content assets alongside our relevant editorial content and maximize discoverability in context.

Provide us with your assets and we'll host them on our site and promote it through our best-performing digital channels to drive impressions and views.

Our team creates all the marketing collateral for you, meaning the only deliverable you're responsible for is the written article.

Pricing starts at \$5,000



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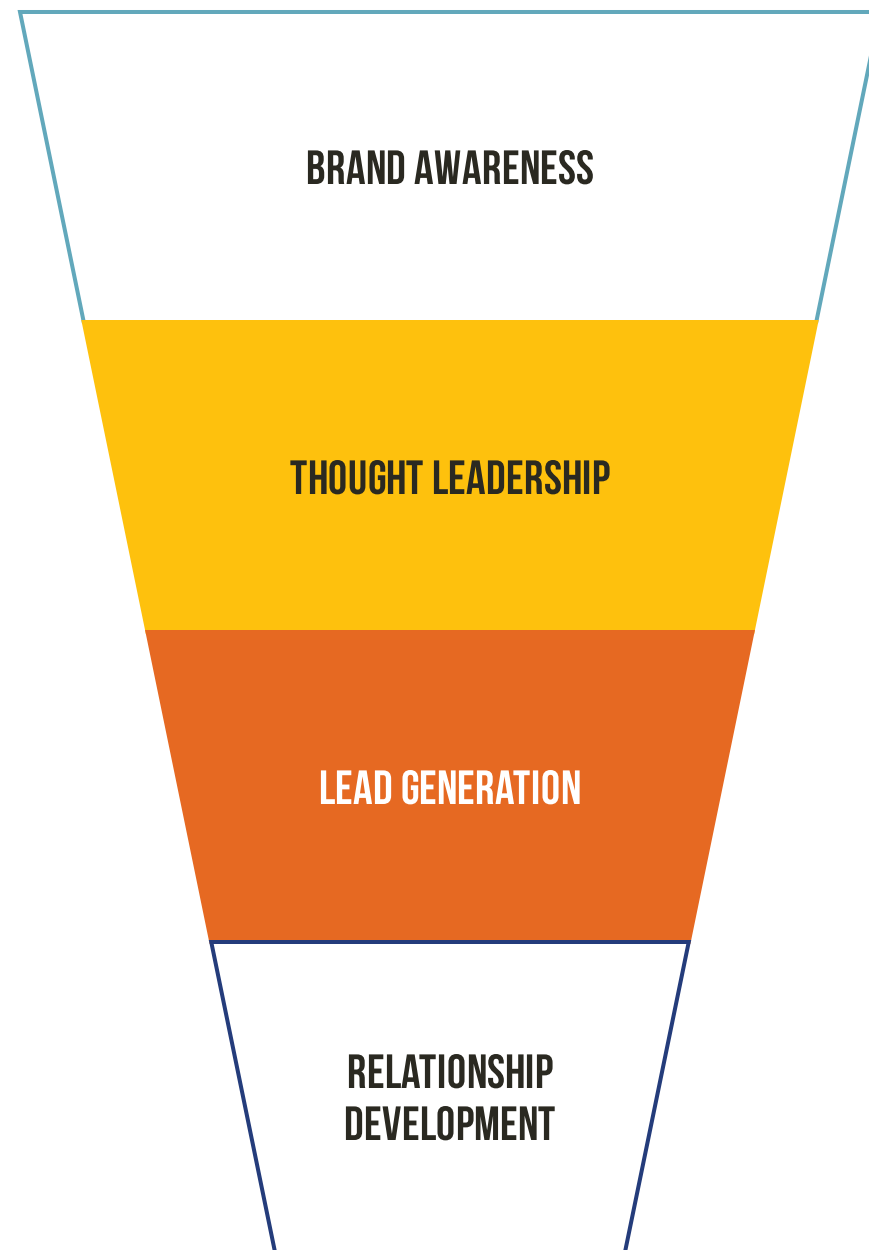


PIPELINE

Use your middle and bottom-of-the-funnel assets to generate leads with our **PIPELINE** packages. We create a marketing campaign targeted to users that matches your ideal customers, helping them learn about your company, strategy, and solutions.

Every lead gives consent to be marketed to by your team, meaning these are fresh leads that can enter your own nurture campaigns or go directly to your sales team to contact.

Pricing starts at \$5,000



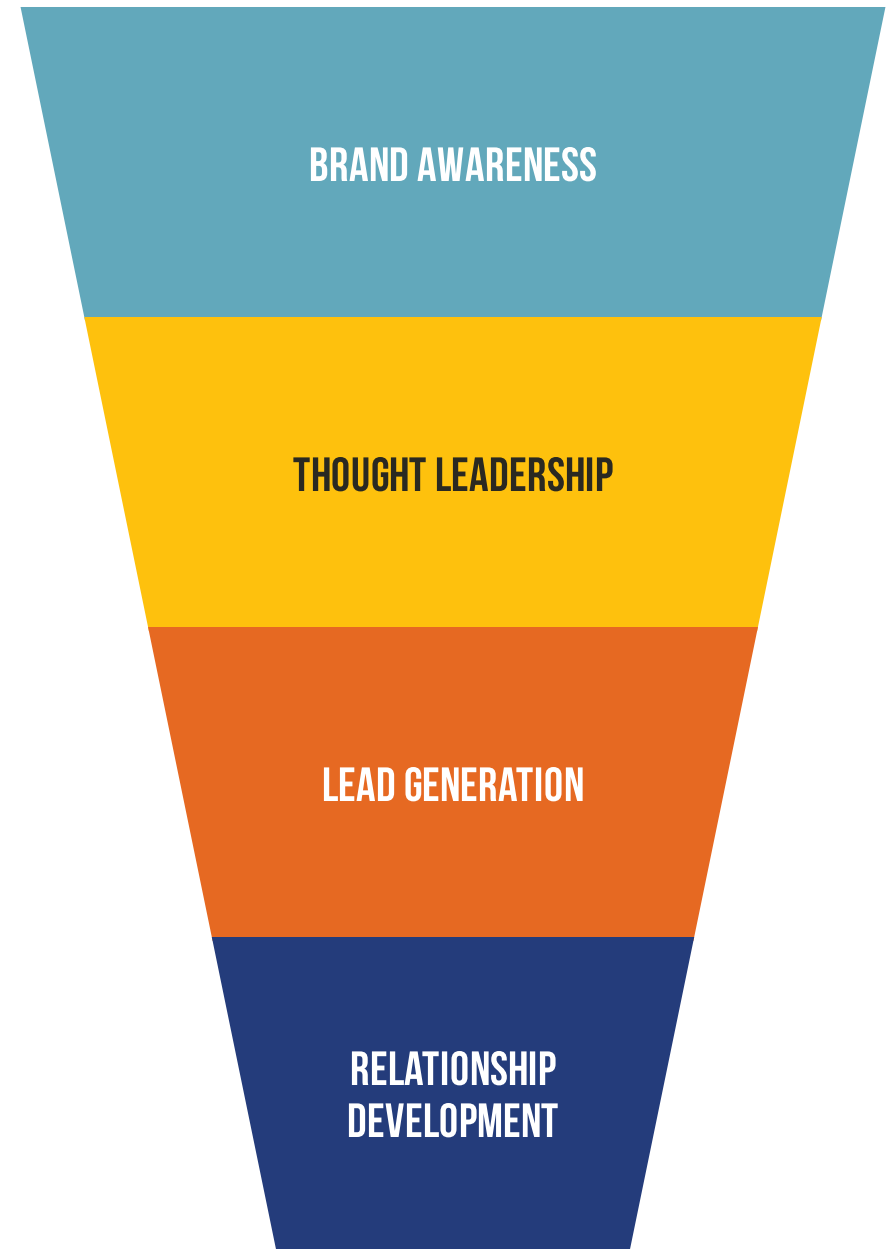
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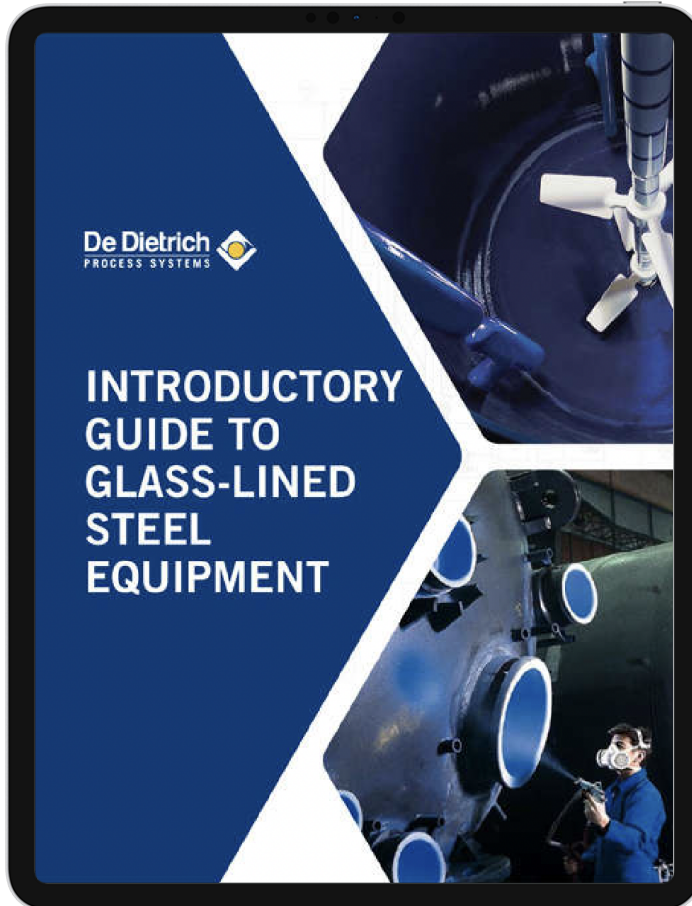
Our flagship demand generation solution, **FLOW** combines every stage of the funnel into a customized, multi-touch campaign. Our team does the heavy lifting, creating all the marketing collateral, reporting on all touchpoints, and optimizing every engagement.

Each **FLOW** campaign is orchestrated to align precisely with our partner's needs. At its core, flow is an extended, multi-asset, content marketing journey that leverages high-touch experiences to nurture our audience from awareness to Marketing Qualified Lead (MQL).

[Ask About Pricing](#)



CREATIVE SERVICES



LET US HELP YOU CREATE CONTENT

Have an idea but lack the internal resources to make it happen? Our editorial staff, designers, and marketers are your partners to produce new content. Working with our team gives you access to deep industry insights and connections, and access to the best messaging strategies based on our years of content marketing experience.

Our team has helped our advertising partners create:

- Featured Articles
- Technical Whitepapers
- Animated Videos
- Compelling Webinars
- Interactive Quizzes

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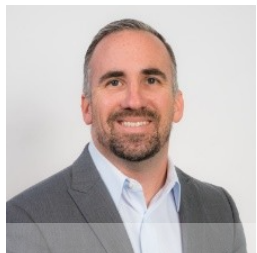
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Mary has been an editor with *Chemical Engineering* since May 2013, after working five years as a process design engineer.

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CONNECT WITH US

We work hard to prioritize your experience and meet the needs of our chemical industry community.



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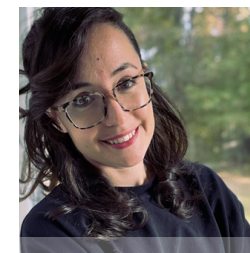
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