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.

Chemical Engineering is a very useful source of guidelines, tips and other important reference data to technical design of equipment/systems and to evaluate processes and production parameters.

Engineering Services Administration

50% of subscribers visited the advertiser’s website after viewing their advertisement in Chemical Engineering

Between Chemical Engineering’s circulation, social media followers, website users, and e-letter reach, there is a total readership of 294,590.

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

• Up 7% from last year

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

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

15% purchased the products or service based on the ad in Chemical Engineering

• Up 4% from last year

More than 95,000 social media followers

33% unduplicated readership (subscriptions who do not receive another CPI publication)

Extremely useful. I have been using Chemical Engineering magazine for almost 20 years.

Industrial Chemicals

For more than 118 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.

We consult Chemical Engineering to learn about improvements in processes, to look for suppliers of reliable equipment, to know the variations in costs for investment studies, to know experiences obtained by others and their possible application in our projects, etc.

Engineering Services Administration

Plastics & Resins Engineering

Between Chemical Engineering’s circulation, social media followers, website users, and e-letter reach, there is a total readership of 294,590.

50% of subscribers visited the advertiser’s website after viewing their advertisement in Chemical Engineering

More than 95,000 social media followers

Chemical Engineering is a very useful source of guidelines, tips and other important reference data to technical design of equipment/systems and to evaluate processes and production parameters.

Engineering Services Administration

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

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15% purchased the products or service based on the ad in Chemical Engineering

• Up 4% from last year

More than 95,000 social media followers
Global Coverage
The largest global publication serving the CPI provides you with unmatched worldwide exposure with **60,000 subscribers**.

**NORTH AMERICA 66.6%**
**ASIA 9.7%**
**EUROPE 9.5%**
**SOUTH AMERICA 4.8%**
**AFRICA 4.3%**
**MIDDLE EAST 3.1%**
**ASIA PACIFIC 1.4%**
**CARIBBEAN .3%**
**CENTRAL AMERICA .3%**

**Audience Profile**
Subscribers spend an average of **1 hour and 8 minutes** reading *Chemical Engineering* magazine.

With a BPA audited subscriber base of more than **60,000 CPI professionals** the *Chemical Engineering* brand is uniquely suited to cover and reach this worldwide market.


**Company’s Operations**
I use Chemical Engineering to learn about new processes and equipment to consider for our facility such as newer RO technology. Also to learn about new processes in other marketplaces which may become disruptors of current technology.

**Engineering Services**
Engineering has been a companion for more than 20 years. Interesting articles, trusted sources (CE edits) and useful information.

**Industrial Chemicals Plant Operations**
I use the literature and advertisements connected with environmental control to update my knowledge and to provide guidance to my customers.

**Energy Engineering**
Chemical Engineering has been a companion for more than 20 years. Interesting articles, trusted sources (CE edits) and useful information.

**Manufacturing 54.0%**
**Engineering 21.9%**
**Public Utilities, Waste Management, Transportation, Storage 11.0%**
**Business/Legal Services, Consulting, Misc. Services 4.6%**
**Others 3.7%**
**Educational Services 1.8%**
**Government 1.3%**
**Chemical Distributor, Wholesale/Retail Trade 1.3%**
**Financial Services 0.3%**
**Association, Society, Trade Group 0.1%**

**The ONLY source for the Plant Cost Index, an essential tool for estimating equipment costs.**
Part of my regular technical literature. Useful to pick up on or confirm new technology, products, trends. I find very informative articles on subjects of interest and related to my work.

**Latest updates of vendor information and technologies are at my fingertips.**
I share with my friends too.

**Company’s Operations**
Engineering Services

All data in this media kit is comprised of survey results from February 2019 Signet AdStudy, July 2019 Signet AdStudy, 2019 E-media Study, publisher’s own data and the December 2018 BPA Statement.
The Chemical Process Industries

All major segments of the chemical process industries (CPI) use the same types of equipment and services.

Raw Materials
Every process plant in the CPI starts with raw materials.

Chemical Conversions
Pretreated materials are then run through a reactor—a cracker, digester, fermenter, kiln, smelter, or some other unit—where chemical changes take place.

Finished Products
Chemical Engineering subscribers produce a myriad of finished products covering major industry segments within the CPI market.

Pretreating Unit Operations
The raw materials are pretreated by a variety of unit operations.

Separation & Purification Unit Operations
Whether a semi-finished product or intermediate, the materials need to be separated from other wastes or byproducts and purified.

Environmental, Health, Safety and Security
Throughout the process, the CPI must ensure the health and safety of their workers and their surroundings.

The CPI apply diverse equipment and techniques to manage and treat the waste that they generate and to achieve more sustainable processes.

Meanwhile, they also specify a range of safety tools for personnel and processes.

Software, Automation and Control
This technology sustains the entire operation, supporting safety and efficiency:
- Process simulation
- Computer-aided modeling
- Computer-aided design
- Enterprise resource planning
- Supply chain management
- Analyzers
- Instrumentation and controls
- Diagnostics
- Data recording and transmission
- Automation and control systems

The CPI Market Defined
The CPI includes all industry segments that take raw materials, such as minerals, petroleum or even air, apply chemical, thermal or mechanical processes to them, such as oxidation, polymerization, distillation or filtration, 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

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.

80% of subscribers have taken action as a result of advertisements in Chemical Engineering.
B.S.Ch.E. degrees from the State University of New York at Buffalo. 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**

28 years with Chemical Engineering, 4 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.

### Dorothy Lozowski

**B.S.Ch.E., M.S.Ch.E.**

15 years with Chemical Engineering, 21 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.

### Scott Jenkins

**B.A., M.S. Chemistry**

11 years with Chemical Engineering

Senior Editor
sjenkins@chemengonline.com

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.**

7 years with Chemical Engineering, 6 years in industry

Senior Associate Editor
mbailey@chemengonline.com

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.

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**Joy lepree (new jersey)**

Jlepree@chemengonline.com

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

### 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.

### 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.

chemengonline.com/awards-and-scholarships/
<table>
<thead>
<tr>
<th>2020</th>
<th>FEATURE REPORTS</th>
<th>EQUIPMENT NEWSFRONT</th>
<th>EQUIPMENT FOCUS</th>
<th>FACTS AT YOUR FINGERTIPS**</th>
<th>SOLIDS PROCESSING</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Sampling for Process Analytics</td>
<td>Particle Size Control</td>
<td>Motors &amp; Drives</td>
<td>Air Pollution Control</td>
<td>Particle Size Control</td>
</tr>
<tr>
<td></td>
<td>Evaporators</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Cybersecurity</td>
<td>Pumps</td>
<td>Sensors</td>
<td>Solids Separation</td>
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<tr>
<td></td>
<td>Process Safety</td>
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<tr>
<td>MARCH</td>
<td>Rotating Machinery</td>
<td>Pressure Relief</td>
<td>Corrosion</td>
<td>Chemical Reactivity</td>
<td>Drying*</td>
</tr>
<tr>
<td></td>
<td>Circular Economy</td>
<td>Devices</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Lead ADvantage Study®</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>Solids Handling</td>
<td>Mixing</td>
<td>Analyzers</td>
<td>Analytical Techniques</td>
<td>Solids Handling</td>
</tr>
<tr>
<td></td>
<td>High-Purity Water</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>Steam Handling</td>
<td>Petroleum Refining</td>
<td>Maintenance Tools</td>
<td>Crystallization</td>
<td>Crystallization</td>
</tr>
<tr>
<td></td>
<td>Combustion &amp; Burners</td>
<td>Wearable Devices</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>Acid Recovery</td>
<td>Flow Measurement &amp; Control</td>
<td>Milling</td>
<td>Water Treatment</td>
<td>Milling</td>
</tr>
<tr>
<td></td>
<td>Industrial Gas Handling</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>Fugitive Emissions</td>
<td>Filtration</td>
<td>Temperature Measurement &amp; Control</td>
<td>Cyclones</td>
<td>Filtration, Cyclones</td>
</tr>
<tr>
<td></td>
<td>Distillation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>Industrial Coatings</td>
<td>Safety &amp; Industrial Housekeeping</td>
<td>Solids Handling Equipment</td>
<td>Heat Transfer</td>
<td>Solids Handling Equipment</td>
</tr>
<tr>
<td></td>
<td>Pressure Control</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>SEPTEMBER</td>
<td>Pumps</td>
<td>Level Measurement &amp; Control</td>
<td>Valves</td>
<td>Cost Estimation</td>
<td>Solids Feeding*</td>
</tr>
<tr>
<td></td>
<td>Water Treatment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Maintenance &amp; Reliability</td>
<td>Mobile Devices &amp; Applications</td>
<td>Seals &amp; Gaskets</td>
<td>Bins, Hoppers and Silos</td>
<td>Bins, Hoppers and Silos</td>
</tr>
<tr>
<td></td>
<td>Piping</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Valves</td>
<td>Software</td>
<td>Blowers &amp; Compressors</td>
<td>Tanks and Vessels</td>
<td>Dust Control*</td>
</tr>
<tr>
<td></td>
<td>Heat Transfer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Cost Engineering</td>
<td>Robotics for the CPI</td>
<td>Packaging</td>
<td>Hydrogen Handling</td>
<td>Packaging</td>
</tr>
<tr>
<td></td>
<td>Bioprocessing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Denotes standalone articles in these sections
**For sponsorship opportunities, see page 8
## Editorial Calendar

### 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>ENVIRONMENTAL, HEALTH &amp; SAFETY</th>
<th>SOFTWARE, AUTOMATION &amp; CONTROL</th>
<th>SHOW PREVIEWS</th>
<th>SPECIAL ADVERTISING SECTIONS***</th>
<th>EVENTS/BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong>&lt;br&gt;Ad Closing: 12/5&lt;br&gt;Materials Due: 12/9</td>
<td>Safety Instrumented Systems,* Air Pollution Control</td>
<td>Safety Instrumented Systems</td>
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<td></td>
<td>ARC Advisory Group Forum (February 3–6, 2020 - Orlando, Florida)</td>
</tr>
<tr>
<td><strong>FEBRUARY</strong>&lt;br&gt;Ad Closing: 1/9&lt;br&gt;Materials Due: 1/13 AdProbe®</td>
<td>Cybersecurity, Process Safety</td>
<td>Cybersecurity</td>
<td>Connected Plant</td>
<td>Industrial Internet of Things (IIOT)</td>
<td>Connected Plant Conference (February 25–27, 2020 - Atlanta, Georgia)</td>
</tr>
<tr>
<td><strong>MARCH</strong>&lt;br&gt;Ad Closing: 2/7&lt;br&gt;Materials Due: 2/11 Lead ADvantage Study®</td>
<td>Circular Economy</td>
<td>Pressure Relief</td>
<td></td>
<td></td>
<td>AFPM Annual Meeting (March 22–24, 2020 - Austin, Texas) Corrosion 2020 (March 15–19, 2020 – Houston, Texas)</td>
</tr>
<tr>
<td><strong>JUNE</strong>&lt;br&gt;Ad Closing: 5/7&lt;br&gt;Materials Due: 5/11 Signet AdStudy®</td>
<td>Industrial Gas Handling</td>
<td>Flow Measurement &amp; Control</td>
<td></td>
<td></td>
<td>Sensors Expo &amp; Conference (June 9–11, 2020- San Jose, California)</td>
</tr>
<tr>
<td><strong>JULY</strong>&lt;br&gt;Ad Closing: 6/5&lt;br&gt;Materials Due: 6/10 Lead ADvantage Study®</td>
<td>Fugitive Emissions</td>
<td>Temperature Measurement &amp; Control</td>
<td></td>
<td></td>
<td>Chemical Sector Security Summit &amp; Expo (Summer, New Orleans, La.)</td>
</tr>
<tr>
<td><strong>AUGUST</strong>&lt;br&gt;Ad Closing: 7/9&lt;br&gt;Materials Due: 7/13</td>
<td>Pressure Control</td>
<td>Pressure Control</td>
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<tr>
<td><strong>SEPTEMBER</strong>&lt;br&gt;Ad Closing: 8/6&lt;br&gt;Materials Due: 8/10</td>
<td>Water Treatment</td>
<td>Level Measurement &amp; Control</td>
<td>WEFTEC, POWTECH Europe</td>
<td></td>
<td>WEFTEC (October 3–7, 2020 – New Orleans , La.) POWTECH (September 29– October 1, 2020 – Nuremberg, Germany) Turbomachinery &amp; Pump Symposia (September 15 – 17, 2020 - Houston, Texas)</td>
</tr>
<tr>
<td><strong>OCTOBER</strong>&lt;br&gt;Ad Closing: 9/8&lt;br&gt;Materials Due: 9/11 Signet AdStudy®</td>
<td>Seals and Gaskets</td>
<td>Mobile Devices &amp; Applications</td>
<td></td>
<td></td>
<td>Fluid Sealing Association Fall Meeting (October, Pittsburgh, Pa.) Mary K. O’Connor Process Safety Center International Symposium (October, College Station, Tex.)</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong>&lt;br&gt;Ad Closing: 10/7&lt;br&gt;Materials Due: 10/11</td>
<td>Dust Control</td>
<td>Software, Valves</td>
<td>Valve World</td>
<td>Valves</td>
<td>Valve World Expo (December 1–3, 2020 Dusseldorf, Germany)</td>
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<tr>
<td><strong>DECEMBER</strong>&lt;br&gt;Ad Closing: 11/5&lt;br&gt;Materials Due: 11/9</td>
<td>Personal Protective Equipment*</td>
<td>Robotics for the CPI</td>
<td></td>
<td></td>
<td>Buyers’ Guide</td>
</tr>
</tbody>
</table>

*** For more information, see page 8, where we provide information that advertisers receive bonus advertorials in these sections.
Enhance Your Marketing Message With These Print Opportunities

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)

Bonus Adverorial in Special Ad Sections
In 2020, Chemical Engineering will publish several Special Advertising Sections. Depending on the ad format, 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 deadline, and contact your sales representative for more details.

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.

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.
- Cover ‘O’ Ad
  Your ad can be placed to the left of our cover for all viewers to see. Get noticed with this additional cover image feature.
  Price: $3,300
- Cover Wraps/Insert Cards
  Images replicating traditional print cover wraps and blow in cards can be added over any page. This feature increases exposure and brand awareness for your company as these images must be closed by the reader in order to view the page underneath.
  Price: $2,900


Signet AdStudy®
Signet AdStudy® offers objective research on the effectiveness of your advertising message. Complimentary research is available to you in the June and October issues of Chemical Engineering.

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.

Generate leads from print advertising
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®.

AdProbe®
AdProbe® takes the traditional Signet AdStudy® and goes even further. This study offers action measurements on the following criteria:
- Ad Noticeability
- Ad Information Content
- Ad Performance

Both quantitatively and through extensive reader comments VERBATIM. AdProbe® is available to you in the February issue of Chemical Engineering.

How It Works
Two weeks after readers receive their issue, a sample of subscribers receive a personalized e-mail from Chemical Engineering inviting them to participate in the survey and giving them the link address (URL). The respondents click on to the website where the study is posted and they can see the ads being measured in front of them.

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. Display advertisers in the March and July issues will be included in the Lead ADvantage Study®.
### Mechanical Specifications

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Inches</th>
<th>Millimeters</th>
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<tbody>
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<td>2.875&quot; x 11&quot;</td>
<td>73.0 x 279.4 mm</td>
<td>17p3 x 66p</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2.25&quot; 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>1/3 page square</td>
<td>4.625&quot; x 4.875&quot;</td>
<td>117.5 x 123.8 mm</td>
<td>27p4.5 x 29p3</td>
</tr>
<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>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td>2.25&quot; x 4.875&quot;</td>
<td>57.2 x 123.8 mm</td>
<td>13p1.5 x 29p3</td>
</tr>
<tr>
<td>1/6 page horizontal</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>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.

### 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 QuarkXPress 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 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 or 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: Lynn Booth, 121 Matthews Drive, Senatobia, MS 38668 Tel: 662-562-5015 x 325 (Please include magazine name and issue date if possible).

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
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 $87 cpm ad position would cost $3,480

- 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.
- Top Medium Rectangle: $87 cpm
  300x250
- Middle Medium Rectangle: $81 cpm
  300x250
- Bottom Medium Rectangle: $69 cpm
  300x250
- Fluid Banner: $250 cpm
  1920[921 - 929]

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

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 Blaylock-Cooke JCooke@accessintel.com.
  HOST: prod.accessintel.com
  USERID: produsr
  PASSWORD: pRodr2*
  DIRECTORY: /CHE_ads

View ad samples at chemengonline.com/newads

****Please note range of specs
Nearly 78% of readers rate Chemical Engineering’s website as an important, very important or critical channel to stay informed about the industry.

For the work I do, it is essential for me to be reviewing journals such as Chemical Engineering, that support us in making decisions in project engineering.  
Engineering Company’s Operations

Chemical Engineering is the best resource that I have in order to receive the latest and best information about my profession.  
Plastics & Resins

Website Retargeting
Place your banner ad on chemengonline.com and sign up for the retargeting program. When your prospect clicks on the ad, it will continue to appear on other websites, reinforcing your message and ensuring you get the most out of your advertising program.

- Offsite retargeting is at 40% of contracted CPM
- This program can serve retargeted banner ad impressions up to 4x number of contracted chemengonline.com impressions

Contact your sales representative for more details.

NEW 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!

Contact your sales representative for details.

Website Advertising

Average page views per month: 153,451
Average sessions per month: 94,629

Contact your Chemical Engineering Sales Representative today for quotes on a fully integrated plan incorporating both our print and digital marketing options.
E-newsletter Specifications

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

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

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

93% of readers receive and read work-related e-newsletters

91% of readers said reading Chemical Engineering e-newsletters is critical or important to their jobs

Frequency of work-related e-newsletters they receive:
- 47.85% Daily
- 38.64% Weekly
- 10.23% Monthly
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 85,000 decision-makers in the CPI with a combination of print and e-newsletter marketing.

<table>
<thead>
<tr>
<th></th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-newsletters Only:</td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
<td>$1,500</td>
</tr>
<tr>
<td>Print &amp; E-newsletters:</td>
<td>$2,900</td>
<td>$2,500</td>
<td>$2,200</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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.

2020 Topics

January 16 .............................................................. Pumps
February 13 .......................................................... Instrumentation & Control
March 12 ................................................................. Corrosion
April 9 ................................................................. Solids Handling
May 14 .............................................................. Petroleum Refining & Petrochemicals
June 11 ................................................................. Flow Control
July 16 ................................................................. Solids Handling
August 13 .............................................................. Pumps
September 10 .......................................................... Water Management
October 8 .............................................................. Petroleum Refining & Petrochemicals
November 12 ............................................................. Valves
December 10 ............................................................. Solids Handling

We consult Chemical Engineering to know improvements in processes, to look for suppliers of reliable equipment, to know the variations in costs for investment studies, to know experiences obtained by others and their possible application in our projects, etc.
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.

Submit your demographic selection on the media kit site at chemengonline.com/mediakit (located in the E-media tab under E-blasts)

Email Marketing Retargeting
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.

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.

We have been an advertiser with Chemical Engineering for many years. The publication delivers on getting our advertising message in front of key individuals making equipment decisions in chemical processing plants

Mike Karas
Director of Marketing
Schenck Process LLC

Visit www.accessintel.com/termsandconditions to review Chemical Engineering’s print and digital general terms and conditions.
Brand Connect Sponsored Content
Brand Connect 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.
partners.chemengonline.com

Cascade - Custom Content Sponsorship
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.

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. Chemical Engineering can promote that video to our global audience to showcase your expertise in a specific area.

Marketing Services
Need support with content creation? A Chemical Engineering editor or freelance staff member will assist in producing material to promote your brand via a white paper, webinar, quiz, sponsored content and more. Initial appearance must run within the Chemical Engineering brand.

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.

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.

63.32% of readers read sponsored content on websites
88% of readers rely on video as a useful information source to stay informed about the CPI
88.06% of those readers find the sponsored content to be useful or interesting

Contact your sales rep for more information and rates.
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 promote your webinar 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
- 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

Case Study Sponsorships

Case study sponsorships provide the opportunity to post technical papers from industry experts. These case studies can be hosted on chemengonline.com and promoted through multiple media channels to drive relevant leads and generate exposure for your content. Contact your sales representative for more details.

Online Test Your Knowledge Quiz Sponsorship

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, Twitter, LinkedIn and e-newsletters to increase your audience reach.

Standard Offering:
$2,700 (no lead gate)
$3,700 (lead generation)

64% of readers said attending webinars are very useful or useful to stay informed about the industry

72.8% of readers plan to attend a webinar

32% of those readers indicated this is more than in previous years

73% of readers said White Papers are very useful or useful to stay informed about the CPI

73% of readers said Chemical Engineering is necessary to be up to date on new products.

Chemical Engineering Services

Online Test Your Knowledge Quiz Sponsorship

Average completion per quiz: 775
Average leads per quiz: 195
CPI Precision

CPI Precision uses 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.

Account Based Marketing (ABM)

Acquire, expand and nurture the leads of your top high-value clients and prospects. Leverage Chemical Engineering's enhanced marketing capabilities with an ABM strategy that’s designed specifically to boost your sales pipeline and close deals. Select 5 accounts (up to 5K users) to target with your messaging for a month. Segmenting capabilities include job titles, geographic location and content affinity.

Audience Extension

This advanced marketing program blends audience segmentation, outbound engagement and programmatic retargeting. A custom, targeted email blast will be sent to 10,000 users from Chemical Engineering’s coveted database. We’ll then send a retargeted email blast with modified creative to users that engaged with the initial blast. Plus, a targeted rectangle ad will surround the same 10,000 users with your message for one month. And finally, a programatically retargeted rectangle ad will be displayed to the same target audience off-site across the web, up to 100,000 impressions.

App Advertising

The Chemical Engineering 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.

flow

flow is Chemical Engineering’s marketing orchestration solution. This strategy provides advanced marketers with the unique opportunity to position critical assets to targeted segments within Chemical Engineering’s audience. The campaign will guide users through a journey of dynamically served communication to nurture Marketing Qualified Leads (MQLs).
Vice President and Group Publisher

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Stay up-to-date with Chemical Engineering’s product offerings to reach the CPI market at: chemengonline.com/mediakit

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