

Buyers' Guide

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BUYERS' GUIDE

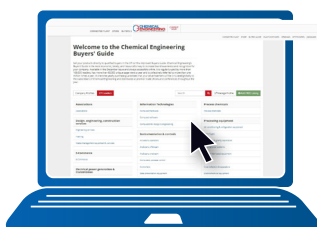
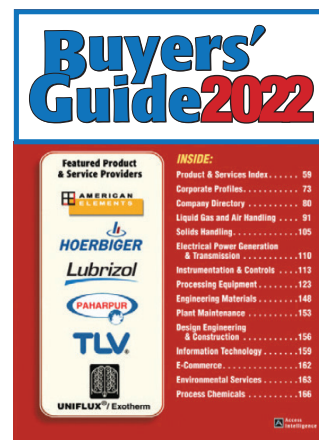
chemengonline.com/buyersguide

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.

ISSUE DATE: December 2021

LISTING DEADLINE: September 29, 2021

AD MATERIALS DUE: October 25, 2021



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.



79% of readers use the Internet at work for business purposes for an hour or more each day

FREE INCENTIVES FOR DISPLAY ADVERTISERS

All display advertisers will receive:

- » Company name in bold throughout *Chemical Engineering's* Buyers' Guide
- » 100 listings in the print and online versions of *Chemical Engineering's* Buyers' Guide for Full Page and Half Page advertisers.
 - > 20 listings in the print and online versions of *Chemical Engineering's* Buyers' Guide for third page, quarter page, and sixth page advertisers
- » All full page advertisers get their company logo on cover of the *Chemical Engineering's* Buyers' Guide section, plus exposure in the Corporate Capabilities section

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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LISTING OPTIONS

BASIC (FREE)

- » Includes company name, address, phone and fax
- » 5 free category listings

GOOD – \$450

- » Basic package
- » Clickable URL in online Buyers' Guide
- » Clickable email address in online Buyers' Guide
- » 5 images
- » short summary description
- » logo in print and online Buyers' Guide

BETTER – \$895

- » Good package
- » 10 images
- » long description
- » option to add tradenames/features
- » 20 categories
- » Priority listing in online Buyers' Guide. Company will boldly appear in company listing. Listing will appear in boldface in company and category sections.

BEST – \$1,195

- » Better package
- » 30 categories
- » Option to add social media accounts
- » 15 images
- » Cover image
- » Option to add one video
- » Additional uploads (pdf, doc, jpg, gif, png)

PRINT LOGOS

Product & Services Directory Logos	Rates per logo
1 logo	\$450
2 logos	\$415
3 logos	\$400
4 logos	\$385
5-9 logos	\$355
10 or more logos	\$325

The size of all logos is 2" x 1".

For information about enhanced listings and Buyers' Guide display advertising options, contact:

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