

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

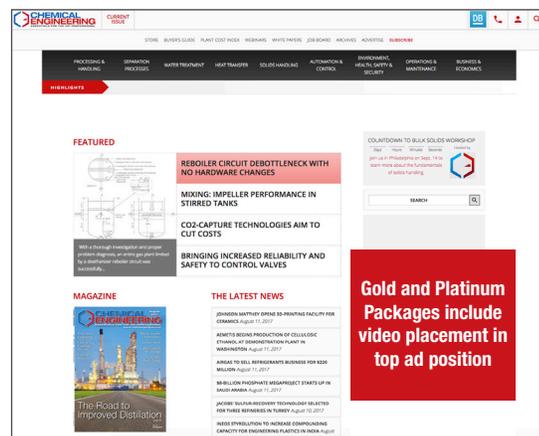
- » Video hosted on home page of chemengonline.com in the Video section for one month
- » Video hosted on Video landing page on chemengonline.com for one year
- » SEO benefits of video being featured on chemengonline.com

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



88% of readers rely on video as a useful information source to stay informed about the CPI

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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