

# Europe

September 2021 Special Ad Section



In September 2021, *Chemical Engineering*, the leading global publication for the Chemical Process Industries (CPI), will publish the Europe 2021 Special Ad Section. Engineering professionals all over the world will read this report to learn about leading suppliers in Europe and what they have to offer the CPI.

The September issue of *Chemical Engineering* is published in time to promote your participation at:

WEFTEC, Oct. 16-20, Chicago

## DEADLINES

SPECIAL SECTION  
ADVERTORIAL MATERIAL DUE:  
**August 6, 2021**

AD CLOSING DATE:  
**August 6, 2021**

AD MATERIAL DUE DATE:  
**August 10, 2021**

## FREE ADVERTORIALS

- » 1/2 page ad or more earns 1/2 page free advertorial
- » 1/3 page ad earns 1/3 page free advertorial
- » 1/4 page ad earns 1/4 page advertorial

## WHAT TO SEND

- » Please send all material to Sophie Chan-Wood <schanwood@accessintel.com>, with a copy to your sales representative.
- » Send 350–400 words for a 1/2 page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial.
- » Write in the third person – don't use "we", "our", or "you".
- » We ignore ® and ™ symbols, as elsewhere in CE editorial.
- » Include one print-quality image, or two if you will accept less text.
- » Vector art (AI, EPS, PDF) is preferred for diagrams. For photos, JPG is fine with a resolution of at least 300 dpi.
- » We will send you a proof to check.

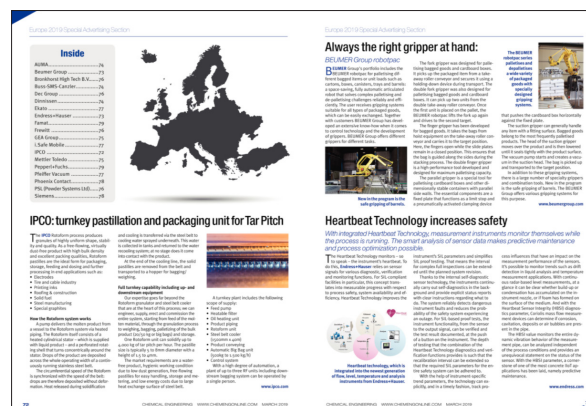
## CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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# How to write your editorial for a *Chemical Engineering Magazine* Special Advertising Section

We are grateful for your advertising support and pleased to offer you the opportunity of free editorial space.



Within reason you are welcome to use your advertorial space in any way you wish. However, we have a few “house rules” to provide a consistent look across the section and reinforce the impression that this is independent editorial written by a journalist, rather than advertising. So please:

- » Send 350–400 words for a 1/2 page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial.
- » Write in the third person (for instance “the company” or “YourCorp., Inc.” instead of “we”), and don’t address the reader directly.
- » No ® or ™ symbols, please. They never appear in standard magazine editorial.
- » If possible, include a headline that will comfortably fit the available space. For a standard half-page of editorial this is likely to require 35–48 characters, but check a sample copy. Smaller editorials and vertical layouts will need fewer characters. The head should not include your company or product name.
- » Similarly, it helps to include a deck (subhead) of roughly the right length. For a standard half page this is generally 130–160 characters; again, check a sample copy. The deck should include your company name; product names are optional.
- » One illustration is normally enough, though it’s sometimes possible to use two small ones. A single large illustration can look striking, but there is a trade-off with the length of the text (which is one reason why it’s hard to be precise about word counts).
- » Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- » Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- » We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- » For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.

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