

In October 2021, Chemical Engineering will publish a special CPI Product Review advertising section. Increase the effect of your advertisement in this issue by taking advantage of this free additional promotion.

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

INTERPHEX

October 19-21, 2021

Javits Center, NYC

## DEADLINES

SPECIAL SECTION  
ADVERTORIAL MATERIAL DUE:

**September 8, 2021**

DON'T DELAY, SPACE IS LIMITED.  
RESERVE YOUR ADVERTISING  
SPACE NOW!

AD CLOSING DATE:

**September 8, 2021**

AD MATERIAL DUE DATE:

**September 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 George Severine <gseverine@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:

**JASON BULLOCK**

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713-974-0911

**TERRY DAVIS**

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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 editorial 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.

The image shows a sample layout of a CPI Product Review advertisement. It features three distinct articles, each with a headline, a short introductory paragraph, and a small image or graphic. The first article is titled 'Paratherm™ GP - a dedicated fluid for the Gas & Oil Industries' and includes a table of contents on the left side of the page. The second article is 'Coriolis Flow Meters for Additives' and the third is 'Multi-agitator system for crucial mixing and dispersion requirements'. Each article is formatted with a clear headline, a brief text block, and a small image or graphic. The layout is clean and professional, typical of a magazine advertisement.

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

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