

# Solids Processing

April 2022 Special Ad Section



The storage, handling and transport of solid materials are common operations throughout the chemical process industries (CPI). In some industry sectors, the bulk of the raw materials and products may themselves be solids and in these industries, solids handling and processing play a predominant role in manufacturing. Examples are the pharmaceutical, food-and-beverage, polymer and mining industries.

In almost all of the CPI, however, some handling of solids is needed — whether it is the raw materials, byproducts or products — and knowledge of solids-handling principles and techniques is therefore required throughout the CPI. Typical subjects that *Chemical Engineering* features in this area include monitoring solids flow and level, blending and segregation, feeding and conveying, characterizing particle size and shape, and handling of fine powders including safety and environmental considerations.

**In April 2022, *Chemical Engineering* will publish the Solids Processing 2022 Special Ad Section. Advertisers running a display ad will receive a bonus advertorial write-up of the same size (up to 1/2 page). This is the most economical way to get your message into the hands of the CPIs critical decision-makers.**

**With the cover story on Solids Processing and the Interphex Show Preview, *Chemical Engineering* April has a strong editorial focus on solids processing.**



**46%** of respondents in a recent survey said that *Chemical Engineering* offers the Best Coverage of Solids Processing (among listed publications)

**Display advertisers in the April issue will take part, free of charge, in the Signet AdProbe, measuring ad noticeability, ad information content and ad performance, as well as providing additional sales leads.**

## 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.
- » Write in the third person – don't use “we”, “our”, or “you”.
- » 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 edit to house style and send you a proof to check.

## DEADLINES

**SPECIAL SECTION  
ADVERTORIAL MATERIAL DUE:  
March 8, 2022**

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

**AD CLOSING DATE:  
March 8, 2022**

**AD MATERIAL DUE DATE:  
March 11, 2022**

**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 advertorial for a *Chemical Engineering Magazine* Special Advertising Section

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

**Solids Processing** Special Advertising Section

**Handle virtually any bulk solid material**  
Flexicon state-of-the-art equipment and automated plant-wide systems convey, discharge, condition, fill, dump and weigh batch materials just like...

**BEUMER Group presents itself as single-source provider for packaging lines that work perfectly together**  
The company is a global leader in the design and construction of packaging lines for a wide range of products...

**Rota-Cone® Blender**  
The Rota-Cone® blender is a high-capacity, high-speed blender designed for the efficient blending of dry and semi-dry materials...

**Solvent Drying**  
The solvent drying process is a critical step in the production of many pharmaceuticals and chemicals...

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. So please:

- » Send 350–400 words for a 1/2 page write-up, 250–300 words for 1/3 page, or 150–200 words for a 1/4 page.
- » 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 advertorial this is likely to require 35–48 characters, but check a sample copy. Smaller advertorials 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 with a resolution of at least 300 dpi.
- » 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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