

Practical insights surrounding the implementation of “Industry 4.0” digitalization tools in the chemical process and power industries.



Advertisers running a ½ page or larger ad will receive a bonus ½ page advertorial write-up.

In May 2022, *Chemical Engineering* will publish a special IIoT advertising section. IIoT-related advertisers running a ½ page or larger ad will receive a bonus ½ page advertorial write-up to run within the IIoT Special Section (up to half-page advertorial max).

The May issue of *Chemical Engineering* is the relevant show issue for Connected Plant Conference, which will take place from May 23-26 in Atlanta, GA, and will also include the Connected Plant Conference show preview.

Additional Exposure for all IIoT Sponsor Advertisers:

Dedicated IIoT e-blast across a range of industries worldwide.

- » Brief company/product description plus image with a link back to your company website (50-100 words).
- » Deployment to 25,000 subscribers.

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.
- » We will edit to house style and send you a proof to check.

DEADLINES

SPECIAL SECTION
ADVERTORIAL MATERIAL DUE:

April 5, 2022

Don't delay, space is limited.

Reserve your advertising
space now!

AD CLOSING DATE:

April 5, 2022

AD MATERIAL DUE DATE:

April 8, 2022

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

JASON BULLOCK

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713-974-0911

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Setting Technology 2022 Special Advertising Section

Connected Plant

For many years the Fluid Bedding Association (FBA) has been providing a valuable service to the chemical industry. It has been the industry's go-to organization for information on the latest technology and equipment for fluid bed drying, coating and granulation. The FBA has also been instrumental in the development of the Fluid Bedding Handbook, a comprehensive guide to the technology and equipment used in fluid bed processing.



Reference and purchase of fluid bed processing equipment is available from the Fluid Bedding Handbook, published by the Fluid Bedding Association. Reference: Fluid Bedding Handbook, Fluid Bedding Association, 2021, ISBN 978-0-9971811-1-1.

Compressor packings
A new line of compressor packings is available from the Fluid Bedding Association. The packings are made of a special material that provides excellent performance in high-temperature and high-pressure applications. The packings are available in a variety of sizes and configurations to meet the needs of different compressor models.



Reference and purchase of compressor packings is available from the Fluid Bedding Handbook, published by the Fluid Bedding Association. Reference: Fluid Bedding Handbook, Fluid Bedding Association, 2021, ISBN 978-0-9971811-1-1.

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.

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 us one or two illustrations and 350-400 words for a 1/2 page.
- » Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- » 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. 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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