

Whether manually, electronically or pneumatically operated, valves are critical pieces of technology across the chemical process industries (CPI). They are employed for a wide range of applications related to controlling the flow of materials through a process, or for relieving pressure in the event of an over-pressurization situation.

In November 2022, Chemical Engineering will publish the Valves 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 its Feature Report on Valves as well as the Valve World Show preview, this issue will offer an editorial background for valve-related ad placements.



DEADLINES

SPECIAL SECTION ADVERTORIAL MATERIAL DUE:

October 5, 2022

Don't delay, space is limited.

Reserve your advertising space now!

AD CLOSING DATE: October 5, 2022

AD MATERIAL DUE DATE: October 12, 2022

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 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 George Severine gseverine@accessintel.com 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.
- » 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 hi-res CMYK 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.

Special Advertising Section

Valves

special advertising section

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Plastic Control Valves Handle Corrosive Chemicals

Collins 2-1/2" valves and actuators are specially designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments.

Collins Instrument Company's line of 2-1/2" valves and actuators is designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments. The valves and actuators are made of high quality plastic materials and are designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments. The valves and actuators are made of high quality plastic materials and are designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments.

More than a Check Valve... It's a Check-All!

Check All Valve Mfg. Co. has a long history of providing high quality check valves for the chemical industry. The company's check valves are made of high quality materials and are designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments. The valves and actuators are made of high quality plastic materials and are designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments.

Absolute Zero Leakage Control Valves for Liquid and Gas

Kaiser's proven flexible seal valves are the only valves in the industry that provide absolute zero leakage. The valves are made of high quality materials and are designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments. The valves and actuators are made of high quality plastic materials and are designed to handle corrosive fluids - acids, bases, oxides, of caustic- and aggressive environments.

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