

In December 2022, *Chemical Engineering* will celebrate its 120th anniversary. For 120 years, *Chemical Engineering* has been the leading source for news, technology and analysis used by engineers, operators, plant managers, senior managers and consultants worldwide. To celebrate, *Chemical Engineering* will publish the 120th Anniversary Issue and 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.

DON'T MISS THIS GREAT OPPORTUNITY TO SPEAK ABOUT YOUR COMPANY HISTORY AND IMPACT ON THE INDUSTRY.

DEADLINES

SPECIAL SECTION ADVERTORIAL MATERIAL DUE:

November 3, 2022

Don't delay, space is limited.

Reserve your advertising space now!

AD CLOSING DATE: November 3, 2022

AD MATERIAL DUE DATE: November 8, 2022

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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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.

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.

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