

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.

### EDITORIAL HIGHLIGHTS OF CHEMICAL ENGINEERING APRIL

In addition to the Special Ad Section on Solids Processing, Chemical Engineering April will include several editorial articles relevant to solids processing:

- » Feature Report on Solids Conveying
- » Fact at Your Fingertips on Mixing
- » Interphex Show Preview
- » Powder & Bulk Solids Show Preview

**If Solids Processing is your market, this is THE issue to advertise in. Don't miss this opportunity!**

### BONUS DISTRIBUTION

Interphex, April 25 – 27, 2023, NYC  
Powder & Bulk Solids, April 25–27, Rosemont, Ill.

### 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 2, 2023

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

AD CLOSING DATE:  
MARCH 2, 2023

AD MATERIAL DUE DATE:  
MARCH 6, 2023

### 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 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 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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