

The *Chemical Engineering* September issue will have an editorial focus on Water and Wastewater Treatment.

In addition to a Feature Report on Water Management and the Weftec Show Preview, *Chemical Engineering* will publish a special Water Management advertising section. Advertisers running a ½ page or larger ad will receive a bonus ½ page advertorial write-up.



Bonus distribution at  
WEFTEC, POWTECH and the  
Turbomachinery & Pump Symposia.

## DEADLINES

SPECIAL SECTION  
ADVERTORIAL MATERIAL  
DUE: AUGUST 4, 2023

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

AD CLOSING DATE:  
AUGUST 4, 2023

AD MATERIAL DUE DATE:  
AUGUST 9, 2023

## WHAT TO SEND

- » Please send all material to George Severine, [gseverine@accessintel.com](mailto: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.

## CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

JASON BULLOCK  
[jbullock@chemengonline.com](mailto:jbullock@chemengonline.com)  
713-974-0911

TERRY DAVIS  
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404-634-5123

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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 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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