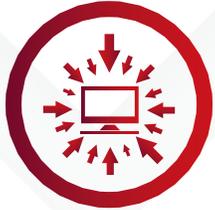


Practical insights surrounding the implementation of "Industry 4.0" digitalization tools in the chemical process industry.



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

In June 2023, *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 June issue of *Chemical Engineering* is the relevant show issue for Connected Plant Conference, which will take place from June 25-28 in New Orleans, LA, and will also include the Connected Plant Conference show preview.

Additional Exposure for all June 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.

Please note, that in addition to the free advertorial, advertisers in the June issue also take part, free of charge, in the Lead Advantage value-added program, which will provide qualified leads from U.S. readers with a purchase intent for relevant IIoT technologies.

BONUS DISTRIBUTION

Valve World Americas, June 7-8, 2023, Houston
Connected Plant Conference, June 25-28, New Orleans, La.

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:
MAY 5, 2023**

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

**AD CLOSING DATE:
MAY 5, 2023**

**AD MATERIAL DUE DATE:
MAY 9, 2023**

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

JASON BULLOCK
jbullock@chemengonline.com
713-974-0911

TERRY DAVIS
tdavis@chemengonline.com
404-634-5123

PETRA TRAUTES
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+49 69 58604760

Connected Plant



Before and after process of plants are the success of modern plant design and engineering. The success of modern plant design and engineering is the success of modern plant design and engineering.

Compression packages



The process of compression is a critical part of many industrial processes. It is used to increase the pressure of a gas or liquid, which can then be used for a variety of purposes.

Explosion safety



Explosion safety is a critical part of many industrial processes. It is used to prevent the occurrence of explosions, which can be very dangerous.

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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