

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
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, 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:

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Water management
 special advertising section

Water: a product, an ingredient, a utility
 This Special Advertising Section celebrates a common—though increasingly valued—material on which every plant depends in one form or another.

FGSIS:
 Brierley Center
 Carbon Engineering
 Catalyst Industrial Systems
 Fluoro
 H2O Global
 USA Water Company
 4540 Water North America
 Harsco Water Control
 Inflow Industries
 MICHIOX
 Mott Corporation
 Orica Minerals
 Suez
 Suez de Chile & Company
 SUEZ
 TBM Industrial Services
 TBM Water and Effluent Systems

A new twist in butterfly valve design
 BTF Series butterfly valves from Hayward Flow Control feature advanced designs and materials to combine strength, corrosion resistance, and ease of operation.

The fundamentals and advantages of butterfly valves:
 Butterfly valves have long been recognized for their simplicity, compact design, and compact size. They are also known for their ease of operation, low maintenance, and long service life. The BTF Series butterfly valves are designed to meet the demands of high-pressure, high-temperature, and corrosive environments. They feature advanced materials and designs that provide superior performance and reliability. The BTF Series butterfly valves are available in a wide range of sizes and configurations to meet your specific needs.

Key features and advantages of BTF Series butterfly valves:
 • Made of cast iron, Ductile Iron, and 316 Stainless Steel.
 • Available in sizes from 2" to 48" diameter.
 • Available in various pressure ratings.
 • Available in various materials.
 • Available in various configurations.
 • Available in various options.
 • Available in various accessories.

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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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