

PETROLEUM REFINING

CHEMICALS & PETROCHEMICALS

STONE, CLAY, GLASS & CERAMICS

CHEMICAL ENGINEERING

2013

MEDIA **K**IT¹⁹

FOOD & BEVERAGES

PHARMACEUTICALS

RUBBER & ELASTOMERS

PULP & PAPER

NONFERROUS METALS

CHEMICAL ENGINEERING

74

Why choose *Chemical Engineering*?

We target buyers...

Chemical Engineering is delivered to chemical engineers. Throughout the chemical process industries it is the chemical engineer who buys and specifies the equipment, materials and services used in processing plants.

circulation

82% of *Chemical Engineering* readers purchase directly or have purchasing influence*

81% of readers took one or more actions as a result of advertisements in *Chemical Engineering**

80% of *Chemical Engineering* readers are directly involved in engineering, plant operations and research & development*

169 countries

Chemical Engineering reaches more CPI professionals around the world than any other magazine

global

readership

153,830

Chemical Engineering has more readers every month than any other brand

online

95% of *Chemical Engineering* readers receive and read work-related e-newsletters

65% of *Chemical Engineering* readers plan to attend webinars in the coming year

in person

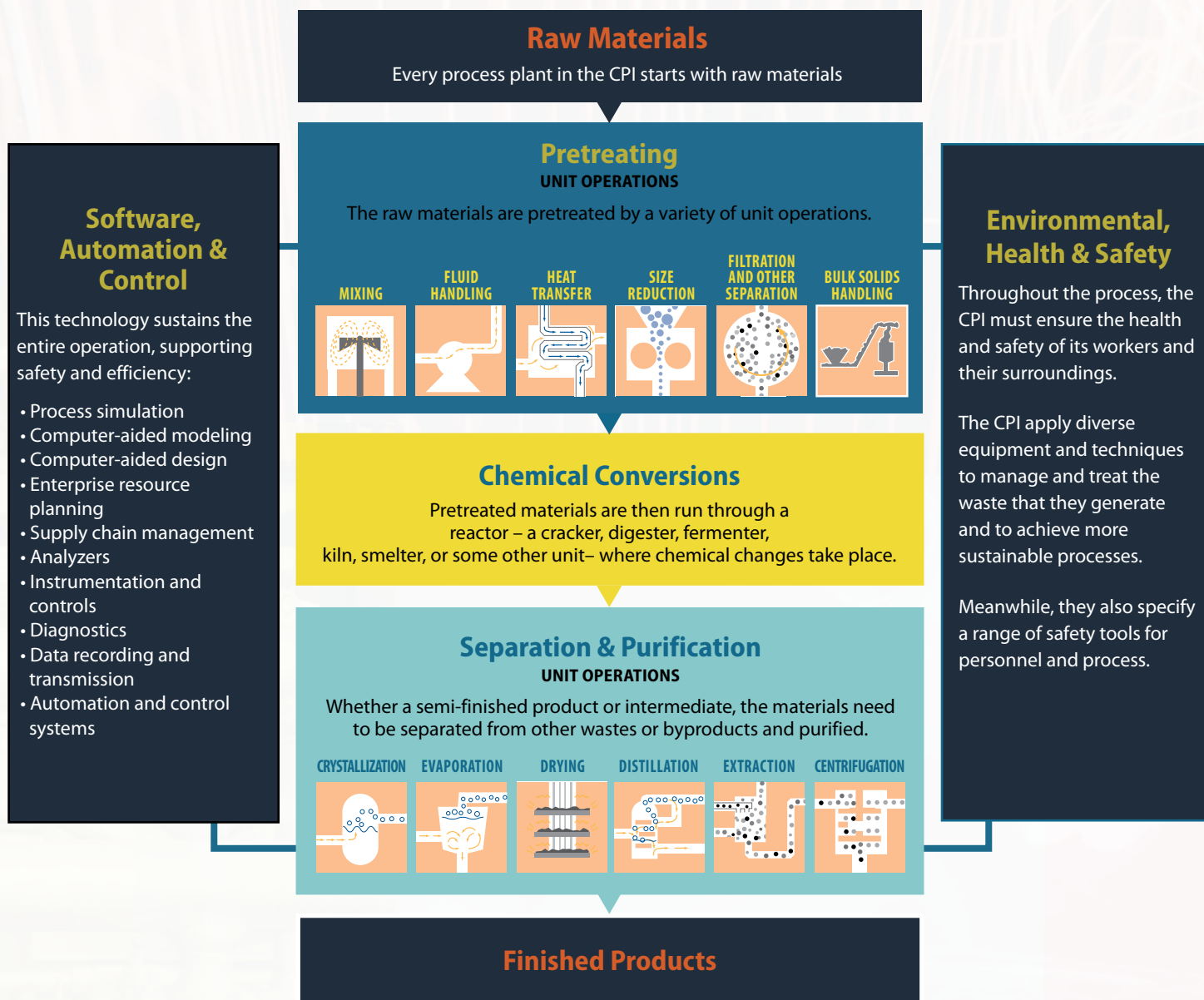
2,875 attendees
87 presentations

The fastest growing event in the industry, ChemInnovations, based in North America, serves as the face-to-face meeting grounds for the global CPI**

*Signet AdStudy, 2011- April 2012 ** ChemInnovations 2011 Show

What ties the CPI together?

All major segments of the chemical process industries (CPI) use the same types of equipment and services.



That is how *Chemical Engineering* gives you the broadest reach for your advertising budget.

The CPI Market Defined

The chemical process industries (CPI) is more than just the chemicals market

Finished Products

Our subscribers produce a myriad of finished products, spanning 7 major industry segments

The CPI span 7 major industry segments

- ▶ Chemicals & Petrochemicals
- ▶ Petroleum Refining
- ▶ Nonferrous Metals
- ▶ Stone, Clay, Glass & Ceramics
- ▶ Pulp & Paper
- ▶ Food & Beverages
- ▶ Rubber & Misc.
- ▶ Other Manufacturing

Market segments comprising the chemical & petrochemical industries include:

- Inorganic Chemicals
- Pharmaceuticals
- Organic Chemicals
- Plastics Materials & Synthetic Resins
- Soaps & Detergents
- Fertilizers & Agrichemicals
- Paints & Allied Products
- Adhesives & Sealants

The CPI includes all industry segments that:

- 1** Take raw materials such as minerals, petroleum or even air
- 2** Apply chemical, thermal, or mechanical processes to them, such as oxidation, polymerization, distillation or filtration
- 3** And produce end products such as plastics, paper, paint, pharmaceuticals, soap, gasoline, or fertilizers for commercial or consumer use

Reaching the entire CPI

In each issue, *Chemical Engineering* editorial covers a wide range of topics so that any reader can find articles of depth, relevance and value. Whenever possible, we discuss topics as they relate to the full CPI as opposed to focusing on one particular niche.

www.che.com

NONFERROUS METALS

Unmatched Editorial Experience.

... Winner of eight Jessie H. Neal Awards for Editorial Excellence



Our readers look to *Chemical Engineering* for practical information that can be used directly on the job, plus the latest about what's happening in, or will be affecting, the CPI. Serving these needs is the primary function of *Chemical Engineering*. This means that we seek out and select only those manuscripts and press releases that will serve the reader.

Our reputation and credibility have been built on this policy for over 111 years — it guarantees that material we publish will attract serious subscriber attention.

Esteemed editorial quality

Our high quality editorial is what sets us apart. Our editors are chemical engineers and advanced-degree chemists who truly understand the complex issues our readers face.

- We provide technical depth without diverting to theoretical treatises
- We focus on novel, yet proven technologies for the CPI

STAFF EDITORS



REBEKKAH J. MARSHALL

Editor-in-Chief
B.S. Ch.E., 13 years with CE, 3 years in industry
rmarshall@che.com

REBEKKAH MARSHALL is the Editor-in-Chief of *Chemical Engineering* magazine, the leading technical information resource for chemical engineers who work in the chemical process industries. Rebekkah has been an editor for *Chemical Engineering* since 2001 and holds a B.S.Ch.E. from the University of Kansas. Before joining *Chemical Engineering's* editorial staff, she worked for Parsons Corp. in Houston, Tex., Pasadena, Calif., and New York, handling environmental permitting and design issues for large-scale projects in the U.S. and the Middle East.

DOROTHY LOZOWSKI

Managing Editor
B.S. Ch.E., M.S. Ch.E., 8 years with CE, 20 years in industry
dlozowski@che.com

DOROTHY LOZOWSKI is the Managing Editor of *Chemical Engineering*, where she has been an editor since 2005. Prior to that, she worked for Akzo Nobel Chemicals in R&D facilities and production environments in several countries, including five years in the Netherlands. Her positions included Project Manager, Technical Development Manager and Research Engineer. Much of her work was in the specialty and polymer chemical areas. Dorothy holds M.S.Ch.E. and B.S.Ch.E. degrees from the State University of New York at Buffalo.

GERALD ONDREY

Senior Editor
B.S. Chemistry, M.A., Ph.D. Physical Chemistry, 21 years with CE, 3 years in industry
gondrey@che.com

GERALD ONDREY has been an editor with *Chemical Engineering* since January 1992. Prior to that he was a chemistry professor at Gannon University (Erie, Pa.), a visiting scientist at the Max Planck Institute for Quantum Optics (Garching by Munich, Germany) and the former Max Planck Institute for Flow Research (Göttingen, Germany). He holds Ph.D. and M.Phil. degrees in physical chemistry from Columbia University, and a B.S. in chemistry from Gannon University.

SCOTT JENKINS

Associate Editor
B.A., M.S. Chemistry, 4 years with CE
sjenkins@che.com

SCOTT JENKINS has been associate editor at *Chemical Engineering* since 2009. Prior to joining CE, Scott worked in various capacities as a science journalist and communications specialist, reporting and writing on a variety of sectors, including chemical processing, biotechnology, pharmaceutical manufacturing and research policy. He also has industry experience as a quality assurance chemist and research experience as a synthetic organic chemist. Scott holds a bachelor's degree from Colgate University, and a master's degree in chemistry from the University of North Carolina at Chapel Hill.

CONTRIBUTING EDITOR

SUZANNE A. SHELLEY

Contributing Editor
B.A., M.S. Geology, 23 years with CE, 2 years in industry
sshelley@che.com

CORRESPONDENTS

CHARLES BUTCHER

Correspondent (U.K.)
M.A. Ch.E., 14 years with CE, 6 years in industry
cbutcher@che.com

PAUL S. GRAD

Correspondent (Australia)
B.S. Physics, 8 years with CE
pgrad@che.com

TETSUO SATOH

Correspondent (Japan)
B.S. Applied Chemistry
5 years with CE, 43 years in industry
tsatoh@che.com

JOY LEPREE

Correspondent (New Jersey)
6 years with CE
jlepree@che.com

GERALD PARKINSON

Correspondent (California)
30 years with CE
gparkinson@che.com

JANUARY

Energy Efficiency Report

Industry experts present opportunities for improving energy efficiency, including waste heat recovery technologies and rotating equipment guidelines.

FEATURE REPORTS:

- How to implement waste heat recovery
- Practical guidance on compressed air systems

FACTS AT YOUR FINGERTIPS: Water treatment

TECHNOLOGY COVERAGE:

- The latest in measuring powder flow
- Trends in pressure measurement & control

AD CLOSING DATE: 11/29/2012

AD MATERIALS DUE: 12/7/2012

FEBRUARY

Pressure Relief Report

Provides practical guidance on depressurization, including interaction with all affected equipment.

FEATURE REPORTS:

- Best practices in pressure relief
- High-temperature drying and kilns

FACTS AT YOUR FINGERTIPS: Steam handling options

TECHNOLOGY COVERAGE:

- Advances in motors and drives
- Software update

Bonus distribution: ARC Advisory Group Forum, Orlando, February 11-14; Informex, Anaheim, February 19-22

Advertising Readership Survey: Signet Research

AD CLOSING DATE: 1/2/2013

AD MATERIALS DUE: 1/9/2013

MARCH

Heat Transfer Report

Industry expertise is presented on various aspects of heat transfer systems, including heat transfer fluids and related instrumentation and controls.

FEATURE REPORTS:

- Optimizing heat-transfer fluid performance
- Avoiding and mitigating corrosion
- Practical tips for bins, silos and storage
- Guidance for safety standards

FACTS AT YOUR FINGERTIPS: Temperature measurement & control

TECHNOLOGY COVERAGE:

- Trends in plastics processing
- Progress in pumping

Regional report: Europe Special Section

Bonus distribution: Corrosion 2013, Orlando, March 17-21; American Fuel & Petrochemical Manufacturers (AFPM) Annual Meeting, San Antonio, March 17-19

AD CLOSING DATE: 2/1/2013

AD MATERIALS DUE: 2/6/2013

APRIL

Solid-Liquid Separation Report

Best practices for sizing large-scale equipment.

FEATURE REPORTS:

- How to implement combined heat and power
- Practical tips for centrifuges
- Best practices for process safety

FACTS AT YOUR FINGERTIPS: Gas detection technology

TECHNOLOGY COVERAGE:

- Innovation in single-use technology
- The latest on seals and gaskets

Show preview: Interphex, POWTECH

Bonus distribution: 245th American Chemical Society National Meeting & Exposition, New Orleans, April 7-11; Powtech, Nuremberg, Germany, April 23-25; Interphex, New York, April 23-25; AIChE Spring Meeting, San Antonio, April 28-May 2

AD CLOSING DATE: 3/1/2013

AD MATERIALS DUE: 3/8/2013

MAY

Petroleum Refining Report

Summarizes the current state of the petroleum refining industry and presents the latest technologies that are being commercialized to meet the current challenges.

FEATURE REPORTS:

- Solve problems with root-cause analysis
- Implementing inline process measurement

FACTS AT YOUR FINGERTIPS: Valves

TECHNOLOGY COVERAGE:

- Update on mixing improvements
- Trends in dust control technologies

Special feature: Gulf Coast Refining & Petrochemical Section

Show preview: AchemAsia

Bonus distribution: AchemAsia, Beijing, May 13-16; ELECTRIC POWER, Chicago, May 14-16; AFPM Reliability & Maintenance Conference, Orlando, May 21-24

AD CLOSING DATE: 4/1/2013

AD MATERIALS DUE: 4/8/2013

JUNE

Automation & Control Report

Best practices for measuring volume and particle size, and industry experts explain the significance of new automation standards that promise to simplify integration for end users.

FEATURE REPORTS:

- Modern tips for measuring volume
- Understanding new automation standards

FACTS AT YOUR FINGERTIPS: Feeding & Conveying

TECHNOLOGY COVERAGE:

- The latest in explosion protection
- Air-pollution control technologies

Bonus distribution: Air & Waste Management Association Annual Conference, Chicago, June 25-28

AD CLOSING DATE: 5/1/2013

AD MATERIALS DUE: 5/9/2013

JULY

Special Report: Plant Security

Report on the latest regulatory developments and technologies.

FEATURE REPORTS:

- Capital cost estimation
- Plant security
- Practical guidance for pneumatic conveying

FACTS AT YOUR FINGERTIPS: Piping

TECHNOLOGY COVERAGE:

- Cooling tower advancements
- Improvements in level measurement and control technologies

Advertising Readership Survey: Signet Research

AD CLOSING DATE: 5/31/2013

AD MATERIALS DUE: 6/7/2013

AUGUST

Expanders & Compressors Report

Illustrates how appropriate placement of expanders and compressors is valuable in recovering low-temperature waste heat and can result in substantial energy savings in distillation processes, drying, and other thermal processes.

ChemInnovations Pre-Show Issue

FEATURE REPORTS:

- Heat pumps for the CPI
- How to handle hazardous waste disposal

FACTS AT YOUR FINGERTIPS: Rules of thumb for heat transfer

TECHNOLOGY COVERAGE:

- Developments in screening
- Progress in simulation & modeling

Bonus distribution: ChemInnovations, Galveston, September 25-26

AD CLOSING DATE: 7/1/2013

AD MATERIALS DUE: 7/8/2013

SEPTEMBER

Construction Report

Round up of the latest innovation in plant construction, including trends in modular equipment and novel materials of construction.

ChemInnovations Show Issue

FEATURE REPORTS:

- Annual pump maintenance update
- Optimizing steam trap performance
- Bulk solids mixing
- Keeping up with safety equipment

FACTS AT YOUR FINGERTIPS: Materials of construction

TECHNOLOGY COVERAGE:

- Improvements in sensor technology
- Trends in modular equipment

Bonus distribution: 246th American Chemical Society National Meeting & Exposition, Indianapolis, September 8-12; ChemInnovations, Galveston, September 25-26; Turbomachinery and Pump Users' Symposia, Houston, September 30-October 3

AD CLOSING DATE: 8/1/2013

AD MATERIALS DUE: 8/8/2013

OCTOBER

Industrial Water Treatment Report

Best practices for optimizing industrial water treatment systems and new technologies are presented.

FEATURE REPORTS:

- How to handle alkalis
- Understanding testing requirements for industrial water treatment

FACTS AT YOUR FINGERTIPS: Fans and blowers

TECHNOLOGY COVERAGE:

- Packaging trends and advancements
- Valve technology update

Show preview: K Show, WEFTEC

Bonus distribution: WEFTEC, Chicago, October 5-9; Gasification Technologies Conference 2013; AFPM Q&A and Technology Forum

Advertising Readership Survey: Signet Research

AD CLOSING DATE: 8/30/2013

AD MATERIALS DUE: 9/6/2013

NOVEMBER

Distillation Report

In addition to practical optimizing and troubleshooting techniques, recent innovation in the peripheral heat-exchanger technologies are summarized.

FEATURE REPORTS:

- Piping design and maintenance
- Optimizing and troubleshooting distillation systems
- Milling and grinding
- Personal protective equipment

FACTS AT YOUR FINGERTIPS: Tips on cost estimation

TECHNOLOGY COVERAGE:

- Recent improvements in heat exchanger technology
- The latest advances in analyzers

Bonus distribution: International Water Conference, Orlando, November 13-17

AD CLOSING DATE: 10/1/2013

AD MATERIALS DUE: 10/8/2013

DECEMBER

Revamp & Maintenance Report

Best practices in planning and executing revamps.

FEATURE REPORTS:

- Revamps: Planning, preparation and execution
- Storing & transferring hazardous liquids

FACTS AT YOUR FINGERTIPS: Filters and filtration tips

TECHNOLOGY COVERAGE:

- Improvements in gasification technologies
- Developments in flow measurement & control

Show preview: ChemShow

Bonus distribution: ChemShow, New York, December 10-12

AD CLOSING DATE: 11/1/2013

AD MATERIALS DUE: 11/8/2013

Color (4c)	1x	6x	12x	18x
Spread	\$26,265	\$24,545	\$22,940	\$21,440
Full Page	\$13,985	\$12,890	\$12,165	\$11,950
2/3 Page (vertical)	\$9,780	\$9,080	\$8,545	\$8,385
1/2 Page (island)	\$9,000	\$8,210	\$7,775	\$7,605
1/2 Page	\$7,885	\$7,290	\$6,895	\$6,720
1/3 Page	\$5,955	\$5,570	\$5,265	\$5,115
1/4 Page	\$4,675	\$4,535	\$4,350	\$4,270
Special Positions (4c)	1x	6x	12x	18x
Back Cover	\$14,600	\$13,555	\$12,670	\$11,845
Inside Front Cover	\$14,600	\$13,555	\$12,670	\$11,845
Inside Back Cover	\$14,215	\$13,285	\$12,420	\$11,615
Spread Between TOCs	\$26,770	\$25,020	\$23,380	\$21,850
1/3 Page TOC Vertical	\$6,170	\$5,770	\$5,385	\$5,035
Opposite 2nd TOC Page	\$14,080	\$13,160	\$12,300	\$11,495
Opposite "Editor's Page"	\$14,080	\$13,160	\$12,300	\$11,495
Facts At Your Fingertips*	\$14,165	\$13,235	\$12,080	\$11,290

* Includes printing on heavier insert stock and advertiser receives 500 copies to use as handouts

Additional Color Charges

Please check with your representative for 5th color or metallic colors

GENERAL TERMS AND CONDITIONS

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to Chemical Engineering as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front /inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may not be feasible.
- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.
- Publisher retains the right to display Advertiser's ad on the Publisher's web site(s), unless otherwise notified by Advertiser in writing.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication

Classified 4c	1x	3x	6x	9x	12x
1 Page	\$10,660	\$10,045	\$9,580	\$8,960	\$8,500
1/2 Page	\$5,330	\$5,020	\$4,790	\$4,480	\$4,250
1/3 Page	\$3,555	\$3,350	\$3,195	\$2,985	\$2,835
1/4 Page	\$2,670	\$2,515	\$2,395	\$2,240	\$2,120
Per inch	\$355	\$335	\$320	\$300	\$285
Classified 2c	1x	3x	6x	9x	12x
1 Page	\$9,305	\$8,775	\$8,280	\$7,810	\$7,370
1/2 Page	\$4,655	\$4,395	\$4,145	\$3,910	\$3,690
1/3 Page	\$3,100	\$2,925	\$2,755	\$2,600	\$2,450
1/4 Page	\$2,195	\$2,075	\$1,960	\$1,850	\$1,745
Classified B&W	1x	3x	6x	9x	12x
1 Page	\$8,095	\$7,635	\$7,200	\$6,795	\$6,415
1/2 Page	\$4,045	\$3,820	\$3,605	\$3,400	\$3,205
1/3 Page	\$2,700	\$2,545	\$2,400	\$2,270	\$2,140
1/4 Page	\$2,025	\$1,910	\$1,800	\$1,700	\$1,605
Per inch	\$195	\$185	\$175	\$165	\$155
	1x	3x	6x	12x	
Showcase	\$930	\$850	\$775	\$670	

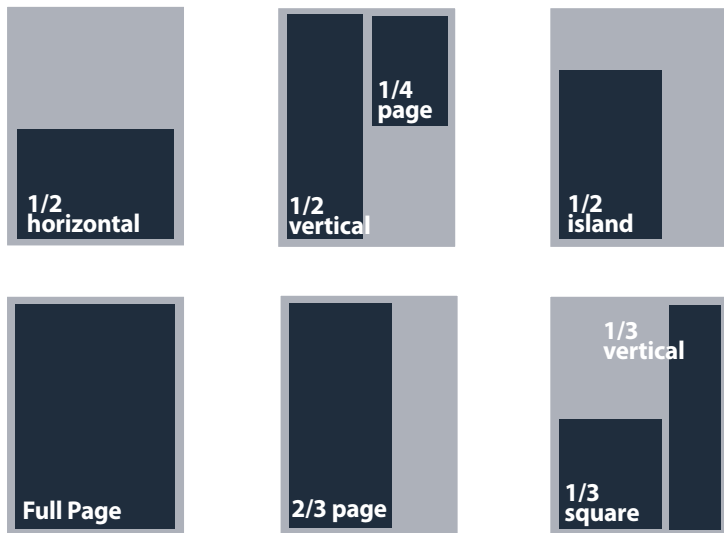
* All rates listed are gross

- of Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.
- Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.
- A 1/4 page ad is the minimum size required to maintain frequency discount.
- Special units such as gatefolds are available. Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher's advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date.
- The Advertiser or their Agency will be billed a premium of not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.

mechanical

16
S

Specifications



AD DELIVERY INSTRUCTIONS

ADVERTISING SPECS

Publication Trim Size: 7-7/8" wide x 10-3/4" high (200 x 273 mm)

Paper Stock: 70 lb gloss-coated offset cover, 40 lb coated offset body

Method of Printing: CTP Web on Offset

Type of Binding: Perfect-bound

Material Specifications: To qualify for standard agency commissions, digital ads and color proof must be provided.

Storage of Advertising Materials: All materials will be stored for 12 months and then destroyed unless otherwise instructed in writing.

FILE PREP

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for Full Page Ads should be set up for BLEED SIZE (8-1/8" wide x 11" deep).
- Do not compress linked graphics when preparing TIFF or PDF.
- All files must be converted to CMYK – not RGB. 2-color ads must be CMYK builds.
- Trapping must be completed prior to creating final TIFF or PDF. Trap at .20 pt. and overprint black.

ACCEPTED DIGITAL FORMATS

- Press-/Print-Optimized PDF (all font embedded/all graphics hi-res and linked properly), high-resolution (300 dpi minimum)
- TIFF or EPS formats, 133-line or 300-dpi resolution
- Media – CD-ROM

Note: We can not accept native application files, such as Quark XPress or InDesign. Film ads will incur a conversion charge.

IF YOU HAVE FTP SOFTWARE, YOU MAY FORWARD YOUR AD FILES TO OUR FTP SITE:

HOST: prod.accessintel.com
USERID: prodsur
PASSWORD: pRodr2* (case sensitive, and don't forget the asterisk at the end)
DIRECTORY: /CHE_ads

Note: Files must be stuffed as a self-extracting archive before you forward your ad to our FTP site. Please e-mail confirmation to jcooke@accessintel.com.

Scanned images should be provided for placement, half-tone images should be 266 dpi or higher at 100% or reproduction size.

Line art should be scanned at 300 dpi at 100%.

MATCHED COLOR

When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

PROOFS

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press. If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

PRODUCTION CHARGES

Ads that do not meet the specs list above or requests for changes to digital ads are subject to production charges. Contact the magazine production manager for details on production charges.

ADDRESS SPACE ORDERS, INSTRUCTIONS, CORRESPONDENCE AND PROOFS TO:

Chemical Engineering, Production Department,
 88 Pine Street, Suite 510, New York, NY 10005

FURNISHED INSERTS

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: RR Donnelley, Attn: Misty Lemke, 100 Banta Road, Long Prairie, MN 56347 Tel: 320-732-7914 (Please include magazine name and issue date if possible).

At the time of shipment, e-mail jcooke@accessintel.com the following information: flight number and time of arrival.

FOR MORE INFORMATION

Production Manager
 John Blaylock-Cooke: 212-621-4655
 jcooke@accessintel.com

MECHANICAL REQUIREMENTS

Width x Depth	Inches	Millimeters	Picas
2 page spread (bleed)	16.25" x 11"	412.8 x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 x 254.0 mm	90p x 60p
1 page (bleed)	8.125" x 11"	206.4 x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 x 254.0 mm	42p x 60p
2/3 page (bleed)	5.25" x 11"	133.4 x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4.5625" x 10"	115.9 x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed)**	4" x 11"	102.0 x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed)**	3.375" x 10"	86.0 x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4.625" x 7.375"	117.5 x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8.125" x 5.625"	206.4 x 143.0 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4.875"	177.8 x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2.875" x 11"	73.0 x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2.1875" x 10"	55.6 x 254 mm	13p1.5 x 60p
1/3 page horizontal (non-bleed)	7" x 3.375"	177.8 x 85.7 mm	42p x 20.25p
1/3 page square (non-bleed)	4.5625" x 4.875"	115.9 x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed)**	3.375" x 4.875"	86.0 x 123.0 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2.1875" x 4.875"	55.6 x 123.8 mm	13p1.5 x 29p3
Publication Trim Size	7.875" x 10.75"	200 x 273.1 mm	47p3 x 64p6

**Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers' Guide.

FOR ALL BLEED ADS: Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edge. 1/8" (3mm) roughed out of gutter bleed. 1/8" (3mm) trimmed off all three outer edges.

Mechanical Requirements for Furnished Inserts:

8 1/8" (206mm) X 11" (279mm). Publication trims to 7 7/8" (200mm) X 10 3/4" (273mm). Spread- 16 1/4" (413mm) X 11" (279mm). Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edges. Maximum stock weight of 70# coated is requested. Up to 80# accepted with advance clearance. 60# maximum weight for uncoated stock is requested. Up to 60# accepted with advance clearance. Maximums are 25" (635mm) X 38" (965mm) basis.

Closing Dates and cancellations:

Closing Dates are the second Monday of the preceding month of the issue for space reservations, reproduction material, and all instructions. (See Editorial Calendar for exact dates.) No cancellations accepted after closing dates.

ChE.com

The definitive

O⁸

Online resource for the CPI



Chemical Engineering's website, ChE.com, is used by engineers, technical decision-makers and operating management for news, research, analysis and more. ChE.com offers a wide range of opportunities to put your marketing message in front of this important audience and drive traffic to your own site. There are select banner positions available in certain areas of the site that provide the best visibility without being invasive to our visitors and members.

E-NEWSLETTERS:

Chemical Engineering DIRECT

Chemical Engineering's weekly CE Direct newsletter is sent to a database of chemical process industry professionals, providing the latest news, product information, technology updates, tradeshow information and more from around the world. This important news product helps our technical audience stay on top of the latest information affecting the CPI. Introduce your products and services with a banner ad, white paper or text ad.



Chemical Engineering FOCUS

The *Chemical Engineering* (CE) FOCUS is sent to a targeted database determined by the subject matter of each technical report. CE FOCUS will highlight a specific technology with each issue.

Topics for CE FOCUS in 2013 include:

- » Safety
- » Flow Measurement
- » Water Treatment
- » Solids Handling
- » Refining/Petrochemical Technologies
- » Process Control & Instrumentation
- » Valves
- » Maintenance
- » Revamps
- » Air Quality Control
- » Heat Exchangers
- » Asset Management



Banner ads are available on CE FOCUS along with white paper promotions and text ad opportunities.

See available banner ad sizes on page 10.

Webinars

Chemical Engineering's webinars are an engaging, measurable and cost effective way to reach the CPI. By combining the immediacy of the Web with the impact of streaming audio, video and live Q&A, CE webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results. Not only will we assist you in the creation of your presentation and promote it to our email list, your company will get the contact information for all of those who signed up to attend! Single-sponsored (advertiser develops the content) and multi-sponsored (Publisher develops the content) programs available.



Custom E-newsletters

Be the sole sponsor of an e-newsletter on a specific topic of your choice, which is then sent to a targeted audience. While the e-newsletter is titled under the *Chemical Engineering* brand, you own the advertising positions and you can include white papers or video. You choose from *Chemical Engineering's* content and audience specify when it deploys. This tool positions your company as a subject-matter expert on specific topics. Prices are based on audience size.



White Papers

Industry professionals are always looking for content to help them make informed decisions, and white papers hosted by *Chemical Engineering* have become a popular source for the CPI. We upload the white paper to our website and send out the link via email to our database. You will be provided with the contact information for anyone who downloads the white paper. Generate profitable leads with this valuable online lead-generation tool! Prices are based on list size or leads delivered.



Video

Video is becoming a more common marketing and lead generation tool. Short videos showing technology demonstrations, how a product works, animation and technical interviews are commanding significant attention. Many companies already have some form of video or animation that they display at trade shows. Let *Chemical Engineering* promote that video to our global audience to show your expertise in a specific area. This can be open to the CPI audience or gated for lead-gen opportunities. Prices are based on the time the video runs or number of leads delivered.

Custom E-media

Have an original idea that has worked well for your company or want to experiment with a new idea? Let our marketing and technology teams work with you to deploy a fully customizable solution to your specs to reach the global Chemical Process Industries!

More online traffic.
More ways to connect.
More prospects for you.

93% of CE subscribers rate websites as a useful source for staying informed about the CPI

72% of CE subscribers use e-newsletters as an educational tool for following trends in the industry

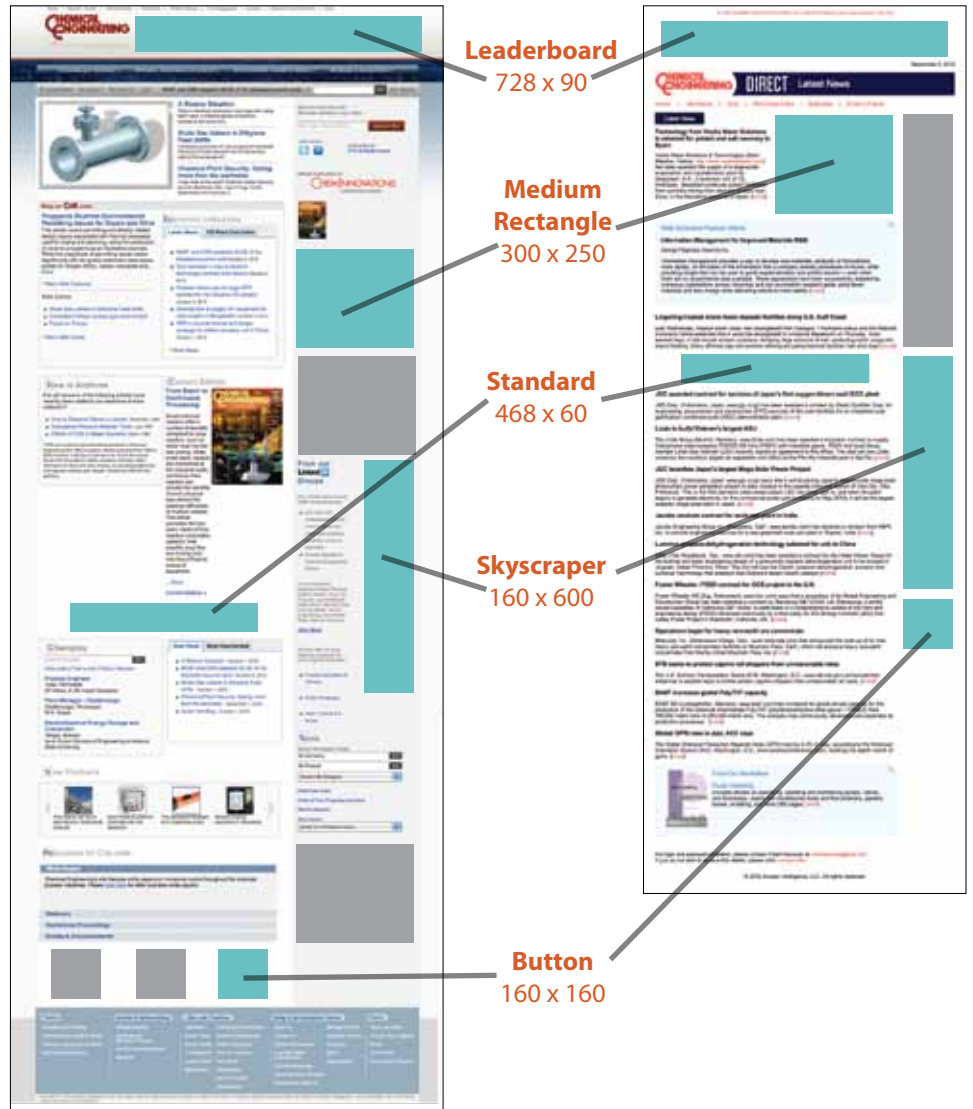
Digital Specs

Website

- File Formats: FLASH, GIF or JPG
- Please note: If a flash file is being provided, please make sure the following action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file. We will put the URL on the order. In addition please provided a backup gif/jpg file
- on (release) {getURL (_level0.clickTag, "_blank");}
- Animation: Yes, If the ad is animated, it should continuously loop
- File Size: The file size must be 50K or less.

E-letter

- Flash Ads accepted: No
- File Formats: JPG only
- Animation: No
- File Size: The file size must be 40K or less.
- Text/logo ads available (50 - 100 words text & logo size 150x100, plus website link)



GENERAL TERMS AND CONDITIONS - EMEDIA

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the Chemical Engineering website as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher.
- If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher.
- Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing.
- If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad.
- The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher.
- Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.
- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.
- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.

Written for Engineers B⁵ y Engineers

Contact Information

UNITED STATES

ERIC FREER
DISTRICT SALES MANAGER
11000 Richmond Ave, Suite 690
Houston, TX 77042
Tel: 713-343-1904
efreer@che.com
EAST COAST & NORTHWEST U.S., CANADA

JASON BULLOCK
DISTRICT SALES MANAGER
8325 Broadway
Ste. 202/PMB 261
Pearland, TX 77581
Tel: 281-485-4077, Fax: 281-485-1285
jbullock@che.com
SOUTHWEST & SOUTHERN U.S.

DAN GENTILE
DISTRICT SALES MANAGER
10209 Prism Drive
Austin, TX, 78726
Tel: 512-918-8075
dgentile@che.com
UPPER MIDWEST U.S.

DIANE HAMMES
INSIDE SALES MANAGER
11000 Richmond Ave, Suite 690
Houston, TX 77042
Tel: 512-250-9555
dhammes@che.com
CLASSIFIEDS, BUYERS' GUIDE & CHEMPLYO

INTERNATIONAL EUROPE

PETRA TRAUTES
EUROPEAN SALES MANAGER
Zeilweg 44, 60439 Frankfurt, Germany
Tel: 49-69-58604760, Fax: 49-69-57002484
ptrautes@che.com
AUSTRIA, BENELUX, EASTERN EUROPE, GERMANY, SCANDINAVIA,
SWITZERLAND, UNITED KINGDOM, CZECH REPUBLIC

MEDITERRANEAN & MIDDLE EAST FERRUCCIO SILVERA

SALES REPRESENTATIVE
Silvera Pubblcità
Viale Monza, 24; Milano 20127; Italy
Tel: 39-02-284-6716, Fax: 39-02-289-3849
ferruccio@silvera.it
FRANCE, GREECE, ISRAEL, ITALY, MIDDLE EAST, PORTUGAL, SPAIN

INDIA

DIPALI DHAR
SALES REPRESENTATIVE
66-01 Burns Street
Forest Hills, NY 11374
Tel: 718-263-1162, Fax: 1-917-591-8913
ddhar@che.com

JAPAN

KATSUHIRO ISHII
SALES REPRESENTATIVE
Ace Media Services, INC.,
12-6-4 chome
Nishiiko, Adachi-ku; Tokyo 121; Japan
Tel: 81-3-5691-3335, Fax: 81-3-5691-3336
amskatsu@dream.com

ASIA

RUDY TENG
SALES REPRESENTATIVE
Room 702 #805 Zhaojiabang Road
Shanghai 200032
China
Tel: +86 13818181202, (China), +886 921322428 (Taiwan)
Fax: +86 21 54183567
rudy.teng@gmail.com
ASIA-PACIFIC, HONG KONG, PEOPLE'S REPUBLIC

SOUTH KOREA

PETER KWON
SALES REPRESENTATIVE
+82 2 416 2876
+82 2 2202 9351
peterhkwon@hanmail.net