

Production Requirements and Guidelines: CEP,

Sizing

Printing: Web Offset, Binding: Perfect

Publication trim size: 8-1/8" x 10-7/8")

Bleed: Allow minimum 1/8" on all sides for bleed. for full page and 2 page spread ads.?

Safety: Leave 1/4" from all trim edges.

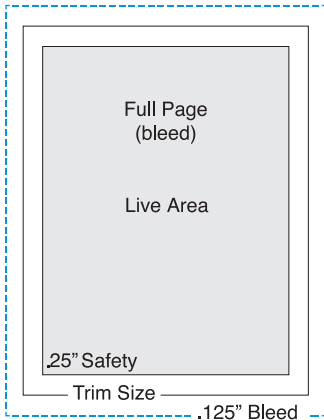
Final Size	Inches	Bleed	Live Area
Full Page	8-1/8" x 10-7/8"	8-1/4" x 11"	7-7/8" x 10-5/8"
2-Page Spread	16-1/4" x 10-7/8"	16-1/8" x 11"	15-7/8" x 10-5/8"
2/3 Page	4-1/2" x 9-3/8"	4-3/8" x 9-1/4"	4-1/4" x 9-1/8"
1/2 Page Island	4-1/2" x 7-3/8"		
1/2 Page Vertical	3-5/16" x 9-3/8"	3-7/16" x 9-1/2"	3-1/16" x 9-1/8"
1/2 Page Horizontal	6-7/8" x 4-7/8"	7" x 5"	6-5/8" x 4-5/8"
1/3 Page Vertical	2-1/8" x 9-3/8"	2-1/4" x 9-1/2"	1-7/8" x 9-1/8"
1/3 Page Horizontal	4-1/2" x 4-7/8"	4-5/8" x 5"	4-1/4" x 4-5/8"
1/4 Page	3-5/16" x 4-7/8"	3-11/16" x 5"	3-1/16" x 4-5/8"
1/6 Page	2-1/8" x 4-5/8"	2-1/4" x 4-3/4"	1-7/8" x 4-3/8"

Display Advertising

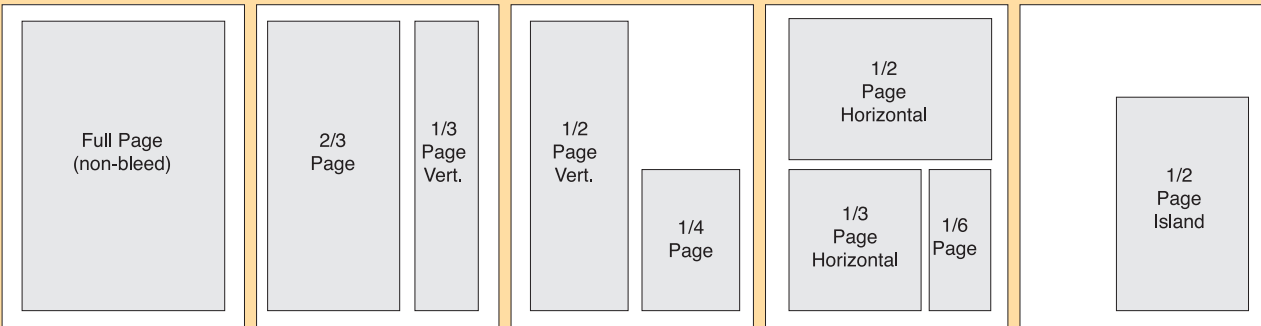
Specifications for Web Offset Publications (SWOP), 9th Edition

Files can be supplied on a CD or sent by e-mail. Disks will not be returned after use unless requested. All files must be supplied at exact size and color. Size, art, or type cannot be corrected. Only PDF documents will be accepted. Improper file formats will incur translation charges. PDF/X-1a files recommended. All high-resolution images and fonts must be included when the PDF/X-1a file is saved. Images must be CMYK or Grayscale, TIFF or EPS at 300 dpi. No RGB or JPEG images.

MARKS: All marks (trim, bleed and center) should be included, must be located 1/8" (3.175 mm) from trim and are not to invade the live or bleed areas.



Position of Ads on Page



CEP Address & Contact Information

Please send all advertising materials to

Karen Simpson

CEP Production Manager

AIChE, 120 Wall Street

New York, NY 10005

Phone: 646.495.1346; Fax: 646.495.1507

E-mail: kares@aiche.org.

CEP Showcase

Showcase image area for each item is

2-1/8" wide by 4-3/4" high (54 mm x 120.6 mm).

CEP Marketplace

Marketplace column width is 2-1/8" (54 mm).

Classifieds & CareerEngineer

Line ads can be submitted by e-mail to Nathan Lott, CEP Sales Representative, at nathl@aiche.org.

Electronic files should be in either Microsoft Word or text format, and should be sent as an attachment and not in the body of the e-mail message. Display ads in the classifieds section are subject to the same specifications previously mentioned. Posting for CareerEngineer can be done directly online. Please contact Nathan Lott at 1-480-734-4007 (direct phone), or nathl@aiche.org for more information.

Web and e-Newsletters

AIChE.org

Leaderboard	Size: 728 pixels wide x 90 pixels high Max file size: 50k. Resolution: 72 dpi GIF, JPEG or animated GIF only
Medium Rectangle	Size: 300 pixels wide x 250 pixels high Max file size: 50k. Resolution: 72 dpi GIF, JPEG or animated GIF only
Leaderboard Sidebar Button	Size: 220 pixels wide x 90 pixels high Max file size: 25K. Resolution: 72 dpi GIF, JPEG or animated GIF only

Advertising available on select pages within each website. Please speak with your CEP Sales Manager about page availability and custom-crafted packages.

AIChExchange (e-Newsletter)

Vertical Banner 1 & 2	Size: 180 pixels wide x 260 pixels high Max file size: 40k. Resolution: 72 dpi GIF, JPEG or animated GIF only
Horizontal Banner 1 & 2	Size: 515 pixels wide x 88 pixels high Max file size: 50k. Resolution: 72 dpi GIF, JPEG or animated GIF only

As a best practice for Outlook 2007, please include descriptive information in your first banner frame.

AIChE SmartBrief Leaderboard

- **Size:** 728 x 90 pixels. 40k maximum; GIF or JPEG
- Click-Through URL
- Alternate text (100 characters maximum) can be embedded behind image
- **Animation:** No limits on animation, maximum 4 frames recommended

AIChE SmartBrief News Section

Option 1: Rectangle Text Ad

- **Advertiser Logo:** 120 x 60 pixels. 30k maximum; GIF or JPEG
- **Headline:** 50 characters, excluding spaces
- **Ad Logo:** 180 x 150 pixels. 40k maximum; GIF or JPEG
- **Copy:** 300 characters maximum, excluding spaces
- Click-Through URL
- **Animation:** No limits on animation, maximum 4 frames recommended

Option 2: Outline Ad

- **Advertiser Logo:** 120 x 60 pixels. 30k maximum; GIF or JPEG
- **Headline:** 50 characters, excluding spaces
- **Copy:** 300 characters maximum, excluding spaces
- Click-Through URL
- **Animation:** No limits on animation, maximum 4 frames recommended

Option 3: Banner Ad

- **Advertiser Logo:** 120 x 60 pixels. 30k maximum; GIF or JPEG
- **Banner:** 468 x 60 pixels. 60k maximum; GIF or JPEG
- Click-Through URL
- Alternate text (100 characters maximum) can be embedded behind image
- **Animation:** No limits on animation, maximum 4 frames recommended

As a best practice for Outlook 2007, please include descriptive information in your first banner frame.

The Buzz Text Ad

- **Copy:** 300 characters maximum, excluding spaces
- Click-Through URL

Contract Conditions

All advertisements for CEP, the AIChE website and sundry publications are accepted and published by AIChE on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold CEP and AIChE harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation, or right of privacy or publicity, plagiarism, copyright or trademark infringement, and any claims or suits that may arise out of publication of such advertisement. CEP and AIChE reserve the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest or otherwise inappropriate or incompatible with the character of these publications. The publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or other material shortage, transportation interruption of any kind, work slowdown, or any matter. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card. We reserve the right to change rates upon notice. Contracts may be cancelled at the time a change in rates becomes effective without incurring a short rate adjustment provided the contract rate has been earned up to the date of cancellation. Rateholders not accepted. The publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor for its failure to appear on any specified date. Conditions applying to an order should be incorporated in the order. Printed conditions on orders will not be accepted as binding. Copy matter must conform to publisher's published requirements; any additional work involved will be charged to the client. Orders subject to contract discount must be completed within 12 months (Jan.-Dec.). Credit accounts are strictly net and must be settled within 30 days of receipt. If an account is overdue, the publisher reserves the right to suspend insertions.