



# 2012 Media Kit

**CEP and the Digital Properties of AIChE:  
Targeted. Responsive. Available.**

Print and  
Digital  
Opportunities

Includes Rate Cards  
and CEP Editorial Calendar  
[www.aiche.org/ads](http://www.aiche.org/ads)

**CEP** AIChE®

Display • Classified • Showcase • Banners • e-Newsletters

# Publications and Channels that Help You Reach Your Target Audience.

## Monthly. Weekly. Daily.

Business-to-business marketers face more challenges than ever. With tight budgets and aggressive objectives, it's imperative to reach every meaningful prospect in your universe.

Are you sure you're reaching all of them?

CEP and the Digital Properties of AIChE provide you with access to a highly targeted, unique audience—educated professionals with decision-making and buying authority working for firms of all sizes across the chemical enterprise. Read on for more information.

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# CEP: The Print Vehicle that Reaches the Audience You May Be Missing

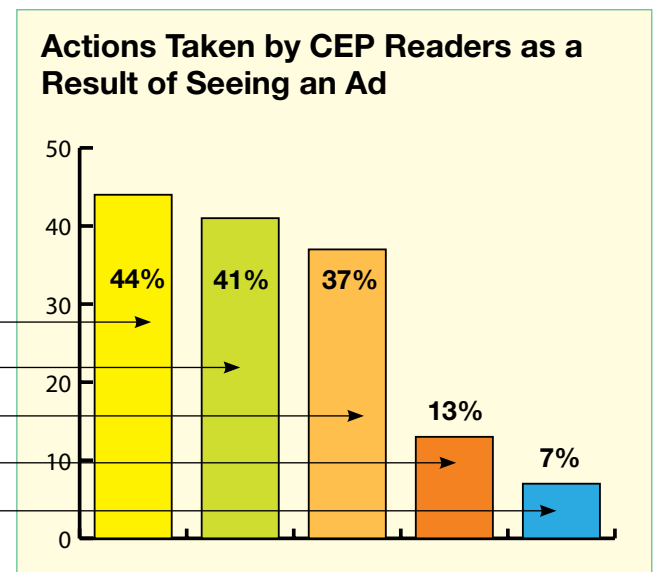
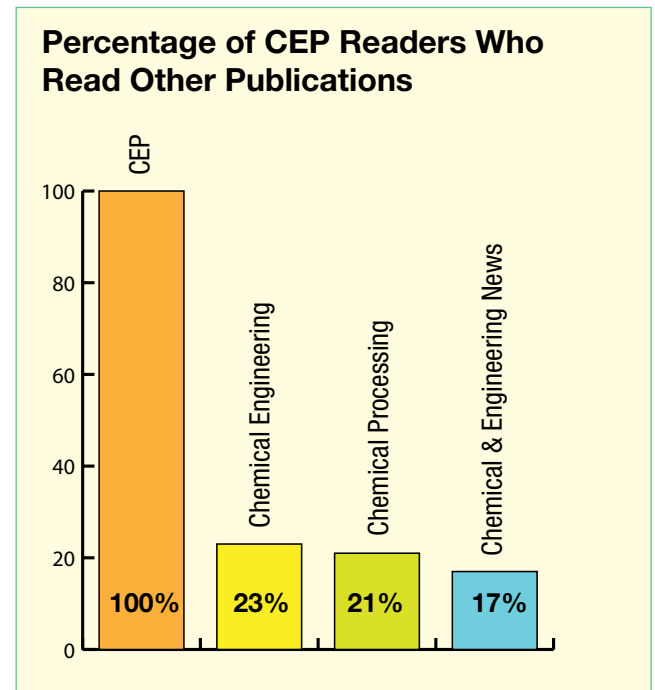
## Why CEP Should be on Your Schedule

Independent research shows that CEP readers are a unique audience that can't be reached through other print sources. Now you can reach this select audience through a variety of complementary media. Let us craft a package that meets your needs and budgets.

## Product Categories CEP Readers are Involved in Purchasing<sup>1</sup>

Consulting Services	47%
Chemicals and Raw Materials	37%
Tanks, Vessels, Reactors	34%
Instrumentation Equipment	33%
Pumps, Compressors and Motors	33%
Valves	30%
Heat Transfer	29%
Materials of Construction	29%
Filtration and Separation Equipment	28%
Control Systems and Software	25%
Mixing and Blending	25%
Conferences	24%
Pollution Control Equipment	24%
Seals, Gaskets and Piping	22%
Powder and Bulk Solids Handling	17%
Maintenance Equipment and Services	16%
Recruitment	15%

## Most CEP Readers Only Read CEP<sup>1</sup>. Can You Afford to Miss Thousands of Potential Customers?



<sup>1</sup> Source: Harvey AdQ Study

# CEP 2012 Editorial Calendar

## CEP an AIChE Publication

Chemical Engineering Progress

[www.aiche.org/cep](http://www.aiche.org/cep)

[cepedit@aiiche.org](mailto:cepedit@aiiche.org)

	January	February	March	April	May	June
<b>Advertising Closes</b>	<b>December 12</b>	<b>January 13</b>	<b>February 13</b>	<b>March 12</b>	<b>April 16</b>	<b>May 14</b>
<b>Feature Articles*</b> * Potential authors should inquire at least 6–9 months in advance	Special Section on Inherently Safer Design and Operation  Virtualization of Process Control Computers  2012 Economic Outlook	Mixing with Multiple Impellers  Selecting Heat Exchanger Baffles	Preventing Corrosion in Cooling Towers  Distillation Optimization	Understanding Particle Segregation  Applying NFPA Codes to Chemical Processing	SBE Supplement: Biomaterials and Chemicals  Pressure-Swing / Temperature-Swing Adsorption	Using MSDSs for Hazard Analyses  Industrial Gases
<b>Back to Basics*</b>	Steam	Environmental Law	Management of Change	P&ID Symbols	Flammable Materials	Valves
<b>Product Digest</b> (Deadline for editorial submissions)	Valves (11/1/11)	Materials (12/1/11)	Pumps (1/1/12)	Instrumentation (2/1/12)	Safety Equipment (3/1/12)	Engineering Services (4/1/12)
<b>Column</b>	Bio Beat	Spotlight on Safety	Process Automation Corner	Bio Beat	Spotlight on Safety	Process Automation Corner
<b>Special Features and Show Previews</b>	Special Supplement on Safety	AIChE Spring Meeting Technical Program Grid	Offshore Technology Conference Exhibit Preview	Expo Previews: Interphex PTXI Powder & Bulk Solids	SBE Supplement on Biomaterials and Chemicals	AWMA Exhibit Preview
<b>Bonus Distribution</b> (Current issues of CEP are distributed at AIChE conferences and workshops)	Carbon Management Technology Conference, 2/7-2/9  SBE Sustainability in (Bio)Pharmaceuticals, 2/19-2/22		AIChE Spring Meeting, Global Congress on Process Safety, and Sustainable Packaging Symposium, 4/1-4/5  Offshore Technology Conference, 4/30-5/3	SBE Stem Cell Engineering Conference, 4/29-5/3  Interphex 5/1-5/3  PTXI Powder & Bulk Solids Show 5/8-5/10	ACHEMA, 6/18-6/22  4th CCPS Latin American Conference, 7/3-7/5	Air & Waste Management Annual Conference and Exhibition, 6/19-6/22

July	August	September	October	November	December	
June 11	July 16	August 13	September 10	October 11	November 12	<b>Advertising Closes</b>
Alarm Management  Process Cooling / Refrigeration	Energy Supplement: Natural Gas  Sensors / Process Monitoring	Safe Handling of Acids and Caustics  Modeling (CFD, DEM)  Dryers and Drying	Wireless Instrumentation and Smart Manufacturing  Personal Protective Equipment	Plant Security  Fluids Handling	SBE Supplement: BioNano Technology  Improving Boiler Efficiency	<b>Feature Articles*</b>  * Potential authors should inquire at least 6–9 months in advance
Solid-Liquid Separations	Vacuum Pumps	Heat-Transfer Fluids	Intellectual Property	Pressure Vessels	Flow Measurement	<b>Back to Basics*</b>
Piping, Tubing, Fittings, and Hoses (5/1/12)	Solids Handling (6/1/12)	Measurement Equipment (7/1/12)	Heat Transfer (8/1/12)	Plant Maintenance (9/1/12)	Fluids Handling (10/1/12)	<b>Product Digest</b> (Deadline for editorial submissions)
Bio Beat	Spotlight on Safety	Process Automation Corner	Bio Beat	Spotlight on Safety	Process Automation Corner	<b>Column</b>
	Energy Supplement: Natural Gas	AICHE Annual Meeting Preliminary Technical Program Grid			SBE Supplement on BioNano Technology	<b>Special Features and Show Previews</b>
	Ammonia Safety Conference, 9/9-9/13	AICHE Annual Meeting and International Conference on Energy, 10/28-11/2	AICHE Annual Meeting and International Conference on Energy, 10/28-11/2			<b>Bonus Distribution</b> (Current issues of CEP are distributed at AIChE conferences and workshops)

For additional information and updates, visit [www.aiche.org/mediakitandeditorialcalendar](http://www.aiche.org/mediakitandeditorialcalendar).

# The Audience You Need to Reach.

# The Channels You Need to Reach Them.

## Channels and Frequencies to Meet Your Needs

Channel	Frequency	Qualified Circulation/ Unique Visitors
CEP Chemical Engineering Progress Magazine <sup>1</sup>	Monthly (print edition)	26,818
AIChE SmartBrief <sup>2</sup>	Weekly	23,167
AIChExchange <sup>3</sup>	Monthly	31,274
AIChE Website <sup>4</sup>	Monthly	103,558

## AIChE Audiences Give You Access to Leading Companies across the Chemical Enterprise

3M
Air Products and Chemicals
BASF
BP
Bristol-Meyers Squibb
Chevron
ConocoPhillips
Dow Chemical
Dow Corning
DuPont

Eastman Chemical
ExxonMobil
Honeywell
Jacobs Engineering
KBR/Kellogg Brown and Root
Marathon Oil Corporation
Merck
Pfizer
Praxair
Shell

Sources: AIChE Database and Registrant-Supplied Information from SmartBrief

1. BPA, 6/2010

2. Publisher's Own Research, August 2010

3. Publisher's Own Research, Average Monthly Circulation Through 7/31/11

4. Publisher's Own Research, Average Monthly Unique Visitors Through 7/31/10

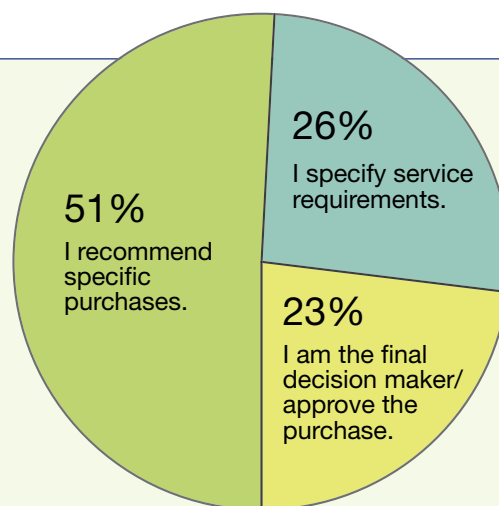
## Readers Work in Key Job Functions that Use Your Products

Consulting	Plant Operations, Maintenance, Production and Management
Engineering, Procurement and Construction (EPC)	Process Engineering
Environmental Engineering	Process Safety, Health and Loss Prevention
Equipment Design	Project Management
Government Regulator	Purchasing
Information Technology and Management	Quality Control
Instrument and Control Engineering	Research and Development
Planning and Economics	Sales and Marketing

## AIChE Audiences are Your Customers

With a membership base that is more than 80% industrial and two-thirds of those members involved in the purchasing process, the AIChE network provides an efficient way to reach the engineers specifying, recommending and authorizing product and service purchases.

Source: Publisher's own survey data, 2005-2010.



## Meet Your Customers at AIChE Conferences

AIChE conferences present an excellent opportunity to meet your product's end-users in a venue where they are actively seeking new information to meet pressing business and research needs. Exhibiting at an AIChE conference can add a valuable sales channel to your overall marketing effort. For more information about opportunities to exhibit at upcoming conferences, please visit: [www.aiche.org/exhibitsponsor](http://www.aiche.org/exhibitsponsor).

# Maximize Your Reach and Frequency with a Multi-Channel Package

In today's business environment, advertisers need to make sure they are using all available channels to deliver their message. The digital properties of AIChE provide additional reach and frequency options for your schedule. Because AIChE does not rent member e-mail addresses these digital channels are your best way to reach this office with actionable advertising that links right to your website. Custom packages can be developed to help you maximize the return on your advertising investment.

## AIChE SmartBrief

AIChE SmartBrief, the newest AIChE digital property, is a weekly digest of news about the business and technology of chemical engineering. Readers opt in to receive this quick summary of the week's key events. Advertisers can choose from the issue heading leaderboard or sponsorship of sections more closely aligned with their product offerings.

## Fast Facts about AIChE SmartBrief

**Weekly Circulation:** 23,167  
**Average Unique Click Rate:** 14%

"The AIChE SmartBrief advertisement is a great way to introduce new products or services. In a very short amount of time we were able to achieve excellent results."

— VJ, Marketing Coordinator



## AIChE SmartBrief Pricing

Unit	Description	1-4 insertions	5-8 insertions
Leaderboard	Banner Ad	\$2,000/issue	\$1,800/issue
Business Update	News Section Sponsorship	\$1,750/issue	\$1,575/issue
Chemical Technology News	News Section Sponsorship	\$1,500/issue	\$1,350/issue
Energy, Sustainability & Safety	News Section Sponsorship	\$1,500/issue	\$1,350/issue
Biological Engineering & Pharmaceuticals	News Section Sponsorship	\$1,500/issue	\$1,350/issue
Materials & Nanotechnology	News Section Sponsorship	\$1,500/issue	\$1,350/issue
Education & Government Update	News Section Sponsorship	\$1,500/issue	\$1,350/issue
Career Focus	News Section Sponsorship	\$1,500/issue	\$1,350/issue
Institute News	News Section Sponsorship	\$1,500/issue	\$1,350/issue

“Interestingly enough, one of the companies listed as a click through purchased the software program last week. Could it be that advertising works?”

—MS, Marketing Director

## AICheckExchange

AICheckExchange is the Institute’s monthly e-newsletter for members. Readers turn to AICheckExchange for previews of CEP Articles, Calls for Papers, Conference News, Course Listings, Webinar Schedules and other information about the benefits of AICheckE membership.

## AICheckExchange Pricing

Unit	Description	1-4 insertions
Vertical 1	Vertical Banner Ad opposite CEP preview	\$2,000/issue
Vertical 2	Vertical Banner Ad opposite CEP preview	\$1,500/issue
Horizontal 1	Horizontal Banner Ad below CEP preview	\$1,000/issue
Horizontal 2	Horizontal Banner Ad middle of newsletter	\$1,000/issue



### Fast Facts About AICheckExchange

Monthly Circulation: **31,274**

Average Unique Click Rate: **18%**

Advertiser percentage of unique clicks: **6%**

## Web Pages

The AICheckE and CEP websites function as portals for members and subscribers and provide access to a wide range of member benefits delivered through the web. Select, high-traffic pages are now available for banner advertising. These pages are where specific searches begin and were chosen due to both the number of visits and the time spent on the page.

Landing Page	12 Month Unique Visits	Average Visit
CEP	82,643	1:04
Conferences	284,123	1:12
Member Center	134,222	1:50
Career Services	29,476	0:44
Publications	79,994	1:06
ChemE on Demand	69,830	0:34

Banners	1x	3x	12x
Skyscraper	\$1,500	\$3,750	\$10,000
Buttons	\$500	\$1,200	\$4,000



# CEP Rates and Data

## Black & White Display Advertising Rates (\$US)

Unit	1x	3x	6x	12x	24x
Full pg.	\$5,555	\$5,350	\$5,040	\$4,630	\$4,115
2/3 pg.	\$4,480	\$4,380	\$4,220	\$4,010	\$3,705
1/2 pg.*	\$3,395	\$3,290	\$3,140	\$2,935	\$2,625
1/3 pg.	\$2,570	\$2,525	\$2,445	\$2,345	\$2,055
1/4 pg.	\$1,950	\$1,905	\$1,830	\$1,725	\$1,595
1/6 pg.	\$1,480	\$1,440	\$1,405	\$1,370	\$1,335

\*For 1/2 pg. island, add \$400 per ad.

## Color Rates (add to black & white rates)

	Per Page	Per Spread
Second color	\$500	\$800
Matched color	\$700	\$900
4 Color	\$1,800	\$3,200
5 Color	\$2,300	\$3,700

## Rates for Premium Positions

	6x	12x
Cover 2 (IFC)	\$8,035	\$7,520
Page 3	\$7,830	\$7,315
Cover 3 (IBC)	\$7,830	\$7,315
Back Cover	\$8,250	\$7,725

Premium positions other than covers, add \$400 per ad.

## Inserts will be quoted by publisher

## CEP Showcase - 1/6 vertical ad

1/6 page vertical ad, \$950 B/W, each additional color \$250  
Frequency discounts available.

## CEP Ad Lits - 1/8 page ad

\$800 (4C included)  
Frequency discounts available.

## CEP Marketplace

Net rates per column inch:

1x	3x	6x	9x	12x
\$185	\$175	\$155	\$150	\$140

## CEP Website

Skyscraper banners appear on the highly trafficked CEP homepage ([www.aiche.org/cep](http://www.aiche.org/cep)) and are linked directly to your website.

They are sold for a specific period of time. Buttons are small banners that appear on the left-hand side of the CEP home page. These also link to your site and are sold for a specific period of time. Call your regional sales manager for pricing and availability.

Banners	1x	3x	12x
Skyscraper	\$1,500	\$3,750	\$10,000
Buttons	\$500	\$1,200	\$4,000

## Recruitment Classifieds & CareerEngineer

**Classifieds print only:** \$4/word for “regular” text ads. See display rates above for classified display ads. Closing dates are listed on the Editorial Calendar.

**CareerEngineer Web only:** \$400, no word limit, 45 day display from day of posting.

**Classifieds & CareerEngineer:** Buy a print ad at \$4/word and have it posted on the Web for only \$200.

## Commissions or Discounts

15% to recognized advertising agencies.  
Does not apply for Classified “regular” ads.

## AICHe Career Fairs: When You Need to Meet Qualified Job Candidates

With AICHe virtual and in-person Career Fairs you reach an audience of chemical engineers with the qualifications and experience you seek. Candidates possess accredited engineering degrees and span a range of experience levels.

# Production Requirements and Guidelines

## Sizing

**Printing:** Web Offset, Binding: Perfect

**Publication trim size:** 8-1/8" x 10-7/8" (206.4 mm x 276.2 mm)

**Spread trim size:** 16-3/4" x 11-1/8" (425.5 mm x 282.6 mm)

Units	Inches	Millimeters
Full Page (bleed)	8-3/8" x 11-1/8"	212.7 mm x 282.6 mm
Full Page (non-bleed)	7" x 10"	177.8 mm x 254.0 mm
2/3 Page	4-9/16" x 9-1/2"	115.9 mm x 241.3 mm
1/2 Page Island	4-9/16" x 7-3/8"	115.9 mm x 187.3 mm
1/2 Page Vertical	3-3/8" x 9-1/2"	85.7 mm x 241.3 mm
1/2 Page Horizontal	7" x 4-7/8"	177.8 mm x 123.8 mm
1/3 Page Vertical	2-3/16" x 9-1/2"	55.6 mm x 241.3 mm
1/3 Page Horizontal	4-9/16" x 4-7/8"	115.9 mm x 123.8 mm
1/4 Page	3-3/8" x 4-7/8"	85.7 mm x 123.8 mm
1/6 Page	2-1/8" x 4-3/4"	54.0 mm x 120.6 mm

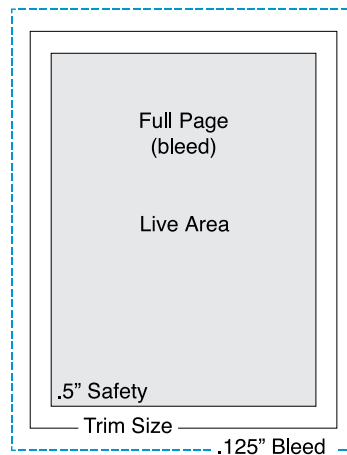
## Contract Conditions

All advertisements for CEP and its 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.

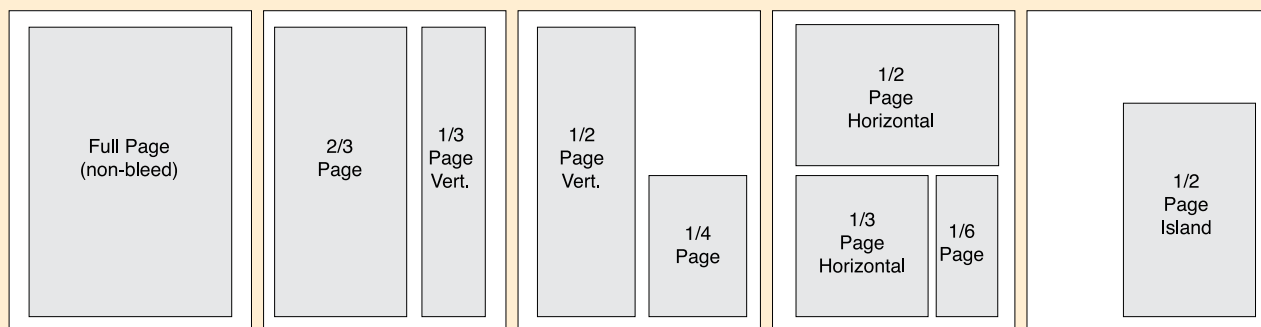
## Display Advertising

### 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. Color proofs are required for all color ads to be used as a press color match. If not received, reproduction and registration quality is at advertiser's risk. All files must be supplied at exact size and color. Size, art, or type cannot be corrected. Only InDesign, PDF, TIFF or EPS documents will be accepted. Improper file formats will incur translation charges. When creating a PDF, fonts must be embedded. Images must be supplied either as Photoshop EPS, TIFF or Illustrator EPS in CMYK or grayscale mode. Include all fonts and 266 dpi (minimum) versions of EPS or TIFF images.



## Position of Ads on Page



## CEP Showcase

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Showcase image area for each item is 2-1/8" wide by 4-3/4" high.

## CEP Ad Lits

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Ad Lits image area for each item is 3-5/16" wide by 2-1/8" high.

## CEP Marketplace

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Marketplace column width is 2-1/8".

## CEP and AIChE Websites\*

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<b>Skyscraper Banner</b>	Size: 120 pixels wide x 600 pixels high Max file size: 45k Resolution: 72 dpi GIF, JPEG or animated GIF only
<b>Buttons</b>	Size: 180 pixels wide x 82 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 package

## AIChExchange (e-Newsletter)

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<b>Vertical Banner 1 &amp; 2</b>	Size: 180 pixels wide x 260 pixels high Max file size: 40k Resolution: 72 dpi GIF, JPEG or animated GIF only
<b>Horizontal Banner 1 &amp; 2</b>	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.

## Classifieds & CareerEngineer

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Line ads can be submitted by e-mail to Denise DeLuca Mallon, CEP Sales Representative, at [denid@aiche.org](mailto:denid@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 Denise DeLuca Mallon at 646.279.2149 (direct phone), 646.495.1362 (alternate phone), or [denid@aiche.org](mailto:denid@aiche.org) for more information.

## SmartBrief Leaderboard

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- **Size:** 728 x 90 pixels. 120k maximum; .gif or .jpeg
- No limits on animation
- Includes a link to any page on your website
- Alternate text (100 characters max) can be embedded behind image

## News Section Sponsorship AIChE SmartBrief Sections

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### Logo-Text Sponsorship

- **Sponsorship logo:** 160 X 45 pixels. 30K maximum; .gif or .jpeg
- **Ad Logo:** 120 X 110 pixels; 40K maximum; .gif or .jpeg
- **Copy:** 300 characters maximum, excluding spaces, includes a link to any page on your website

### Outline Sponsorship

- **Sponsorship logo:** 160 X 45 pixels. 30K maximum; .gif or .jpeg
- **Headline:** 50 characters, excluding spaces
- **Copy:** 300 characters maximum, excluding spaces, includes a link to any page on your website

### Banner Sponsorship

- **Sponsorship logo:** 160 X 45 pixels. 30K maximum; .gif or .jpeg
- **Banner:** 468 X 60 pixels. 60K maximum; .gif or .jpeg
- Includes a link to any page on your website
- Alternate text (100 characters max) can be embedded behind image

## CEP Address & Contact Information

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Please send all advertising materials to Karen Simpson, CEP Production Coordinator, AIChE, 3 Park Avenue, New York, NY 10016; Phone: 646.495.1346; Fax: 646.495.1504; E-mail: [kares@aiche.org](mailto:kares@aiche.org).

## Key Representatives

### Global Display Sales, Marketplace, Showcase, Ad Lits, Sponsorships and Exhibits

#### Doris B. Deutsch, CEP/AIChE

3 Park Avenue  
New York, NY 10016  
Tel 646-495-1361  
Fax 775-254-6963  
[dorid@aiche.org](mailto:dorid@aiche.org)

### Global Recruitment Sales, CareerEngineer, Reprints and Career Fairs

#### Denise DeLuca Mallon, CEP/AIChE

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Tel (dir.) 646-279-2149 • Tel (alt.) 646-495-1362  
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[denid@aiche.org](mailto:denid@aiche.org)

### Production Coordinator

#### Karen Simpson, AIChE

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