

2019 **MEDIA** **OPPORTUNITIES**

Smarter. Targeted. Engineered to Deliver.



Featuring Opportunities in
AIChE's Flagship Publication

CEP

Includes Rate Cards and
CEP Editorial Calendar

AICHE® MEDIA OPPORTUNITIES AT A GLANCE

CEP Chemical Engineering Progress® Magazine

CEP®, the flagship magazine of AIChE®, reaches nearly **27,000 chemical engineers** around the world in **print**, most with specifying or buying authority. Each issue is packed with practical information today's engineers can put to work on current and future projects. CEP covers technical advances in the global chemical process and related industries, business news and career advice. It provides the field's most trusted analysis of issues in safety, environmental management, fluids and solids handling, reactions and separations and more. CEP also offers showcase, product digest and classified advertising opportunities.

The **CEP app** is now available for download on the Apple and Android platforms.



AIChE SmartBrief

Every week, **close to 25,000 key decision makers** look to AIChE SmartBrief for a snapshot of the most important news for chemical engineers. Opt-in readership and your choice of available advertising positions—including leaderboard and targeted advertising that puts your message closest to relevant content—make AIChE SmartBrief the smart choice for savvy marketers. Twice a year SmartBrief will run a multi-week trial with expanded distribution, increasing the recipient list to more than 70,000. Ask a sales rep for more details.



Web Advertising

With more than **1,800,000 visitors** coming to AIChE.org each year - from over **230 countries** - the chemical engineering community turns to AIChE for access to articles, research, webinars, conference details, career information, networking and more. Key above-the-fold positions are available run of site, including space on the home page. Or run your message in a specific section only to target your audience most effectively.





AIChExchange

Be featured in AIChE's monthly e-newsletter, sent to a monthly average of **46,000 professional** and **student members**. Members read AIChExchange to keep on top of Institute news, activities and member benefits.



Webinars and Whitepapers

Sponsoring a webinar or whitepaper through AIChE provides your company with an excellent opportunity to position itself as a thought leader, attract participants interested in your products and/or services, and raise brand awareness. Lead reports provide you with the information you need to reach out to new business prospects while their interest is high, since they have downloaded educational information from you.



AIChE Conferences

One of the best ways to meet your product's end users is at a venue where they are actively seeking information. Whether you're looking to secure sales leads or establish your firm as an industry leader, AIChE conferences provide options to fit your business needs, including:

- **Sponsorships:** Showcase your brand and your support of the profession.
- **Exhibit Space:** Meet well-qualified prospects while they are seeking information and solutions.
- **Specialty Conferences:** Target your market at specialty conferences in niche areas of biological engineering, sustainability, energy, water and more.



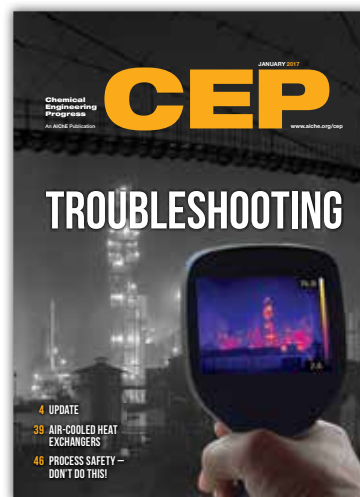
CEP Chemical Engineering Progress® Magazine

Independent Research Shows That CEP Readers Are a Unique Audience You Can't Reach Through Other Print Sources. Who Are They?

CEP Readers

- Work at leading companies such as 3M, BP, Chevron, Dow, DuPont, ExxonMobil, Honeywell, Merck, Pfizer and Shell
- Work in key job functions such as process engineering, R&D, quality control, process safety, IT and more
- Are involved in purchasing products such as software, tanks, reactors, instrumentation, pumps, compressors and motors, filtration, pollution control, chemicals and more
- Can't be reached through other publications
- Visit AIChE advertisers' websites
- Recommend and buy advertised products

For more information on AIChE members, CEP readers and SmartBrief subscribers, contact your sales representative. CEP reader information is based on the KC Associates Readership Survey conducted in 2016.

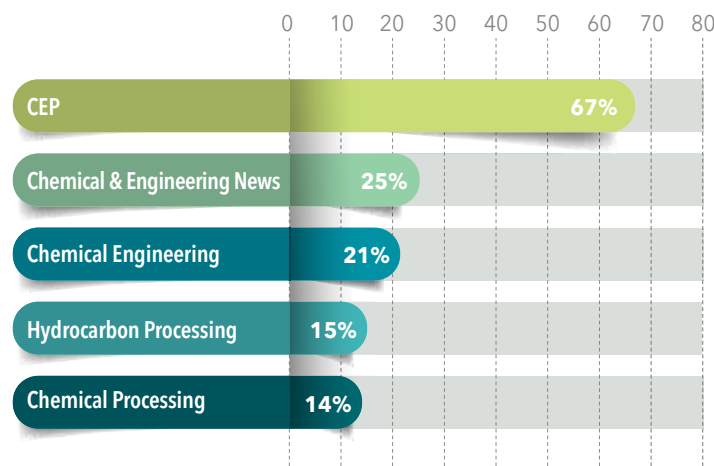


Plus! The CEP app is now available for download on the Apple and Android platforms. Get exposure through the print and digital version now!



CEP Readers Are More Likely to Read CEP than Other Publications

(% reading 3 out of 4 issues)



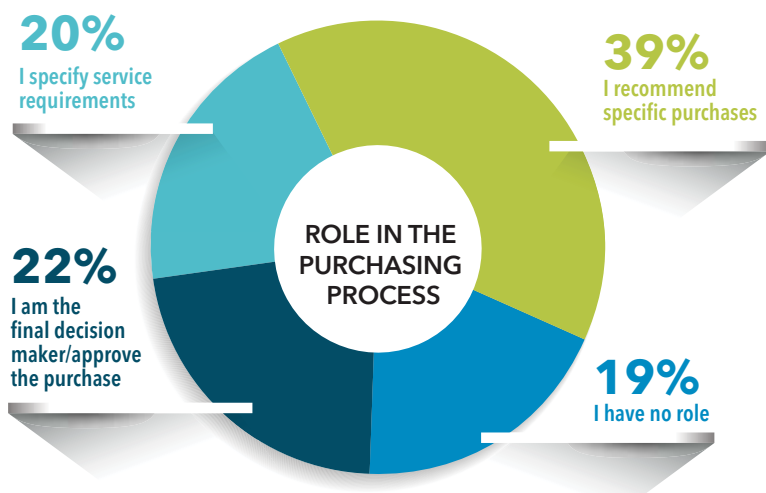
Source: KC Associates Survey 2016

More than 70% of our readers regularly use...

- INSTRUMENTATION
- PUMPS/COMPRESSORS
- VALVES
- SOFTWARE, SIMULATION
- LAB EQUIPMENT
- CONTROL SYSTEMS
- HEAT/ENERGY TRANSFER
- TANKS, VESSELS, REACTORS

Plus, they are avid users of:

- Filtration/Separation
- Liquid/Gas/Air Handling
- Consulting, Services
- Engineering, Services
- Chemical Additives
- Maintenance Equipment and Services
- Process Safety, Services
- Pollution Control
- Mixing/Blending/Size Reduction
- Process Safety, Software
- Powder and Bulk Solids Handling
- Environment, Services
- Distillation
- Catalysts
- Single-Use Technologies



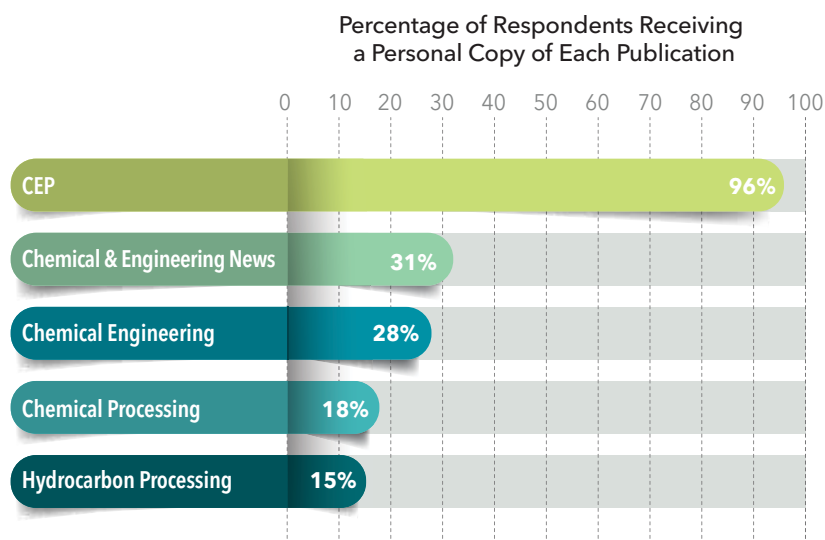
Source: KC Associates Survey 2016

More than 80% of respondents have a role in the purchase process, with 22% being final decision makers.

Respondents purchase products and services including:

1. Instrumentation
2. Software
3. Consulting Services
4. Process Equipment
5. Chemical Additives and Catalysts

Advertising in *CEP* allows you to reach an audience not reached through other publications.



































































Source: KC Associates Survey 2016

CEP 2019 Editorial Calendar

CEP

An AIChE Publication

Chemical Engineering Progress

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ADVERTISING SPACE CLOSES, MATERIALS DUE	12/10/18 (Monday) 12/13/18 (Thursday)	1/15/19 (Tuesday) 1/17/19 (Thursday)	2/12/19 (Tuesday) 2/14/19 (Thursday)	3/11/19 (Monday) 3/14/19 (Thursday)	4/15/19 (Monday) 4/18/19 (Thursday)	5/13/19 (Monday) 5/16/19 (Thursday)
FEATURE ARTICLES	Hot Work Safety  	Process Hazard Analyses 	Fluidized Beds     	Reactor Design  	Vapor Nonideality  	Cooling Towers   
	Nonlinear Controls  	Water Pinch Analysis  		Biosafety   		Cybersecurity  
	Catalyst Replacement  	Bulk Container Safety  		Extreme Weather Preparedness  		Single-Use Equipment   
	Back to Basics: Fans   	Back to Basics: Reverse Osmosis Membranes   	Back to Basics: Calorimetry    	Back to Basics: Combined Heat and Power   	Back to Basics: Insulation  	Back to Basics: Smart Manufacturing   
SPECIAL SECTIONS			RAPID: Process Intensification 		SBE: Regenerative Engineering 	2019 Salary Survey
NEW PRODUCTS AND EQUIPMENT	Materials and Chemicals  Software  Environmental Equipment 	Heat Transfer  Measurement Equipment  Bioprocessing 	Valves  Safety Equipment 	Instrumentation  Filters and Separators 	Software  Safety Equipment  Materials and Chemicals 	Process Control  Plant Operations and Maintenance 
MEETING AND SHOW PREVIEWS		AIChE Spring Meeting and GCPS Sneak Peek	AIChE Spring Meeting and GCPS Meeting Preview Interphex Expo Preview	Offshore Technology Conference Expo Preview		
BONUS DISTRIBUTION (Current issues of CEP are distributed at AIChE conferences and workshops.)		AIChE Spring Meeting and GCPS 3/31 - 4/4 Pittcon 2019 3/17 - 3/21 AIChE Midwest Regional Conference Early March	AIChE Spring Meeting and GCPS 3/31 - 4/4 Interphex 4/2 - 4/4 Signet Ad Study	Offshore Technology Conference 5/6 - 5/9 InformEx/CPhi NA 4/30 - 5/2 Valve Expo 6/18 - 6/19 AIChE Process Development Symposium Early June	Powder and Bulk Solids Conference/Expo 6/4 - 6/6 SEED19 6/23 - 6/27 Industrial Energy Technology Conference 6/18 - 6/20	Sensors Conference and Expo 6/25 - 6/27 Signet Ad Study



BIOPROCESSING



HEAT TRANSFER



LIQUID, GAS, SOLIDS HANDLING



ENVIRONMENTAL MANAGEMENT

























































INSTRUMENTATION AND CONTROL



MATERIALS AND CHEMICALS

For more information and schedule updates, see www.aiche.org/cep-editorial-calendar

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	ISSUE
6/10/19 (Monday) 6/13/19 (Thursday)	7/15/19 (Monday) 7/18/19 (Thursday)	8/12/19 (Monday) 8/15/19 (Thursday)	9/16/19 (Monday) 9/19/19 (Thursday)	10/14/19 (Monday) 10/17/19 (Thursday)	11/12/19 (Tuesday) 11/14/19 (Thursday)	ADVERTISING SPACE CLOSES, MATERIALS DUE
Alarm Management   	Dynamic Simulation  	Membranes  	Energy Management  	Small Data  	Electrostatic Hazards   	FEATURE ARTICLES
Fugitive Emissions   		Respirators  		Cybersecurity in Industrial Control Systems   	Microbiome Engineering 	
		Decommissioning and Retrofitting   				
Back to Basics: Project Commissioning  	Back to Basics: Distillation   	Back to Basics: Safety 	Back to Basics: Engineering Economics 	Back to Basics: Valves   	Back to Basics: Spectroscopy  	
	Energy: Hydrogen 		SBE: Industrial Biotechnology 			SPECIAL SECTIONS
Heat Transfer Bioprocessing  	Environmental Equipment Plant Operations and Maintenance Materials and Chemicals   	Software Instrumentation Solids Handling   	Filters and Separators Safety Equipment  	Bioprocessing Materials and Chemicals  	Environmental Equipment Software Liquid, Gas, and Air Handling   	NEW PRODUCTS AND EQUIPMENT
		AIChE Annual Meeting Sneak Peek Chem Show Expo Preview	AIChE Annual Meeting Preview			MEETING AND SHOW PREVIEWS
	Safety in Ammonia Plants and Related Facilities 9/8 - 9/12	AIChE Southwest Process Technology Symposium Early October AIChE Annual Meeting 11/10 - 11/15 WEFTEC 9/21 - 9/25 Gulf Coast Conference 10/15 - 10/16 Chem Show 10/22 - 10/24	AIChE Annual Meeting 11/10 - 11/15 Signet Ad Study			BONUS DISTRIBUTION (Current issues of CEP are distributed at AIChE conferences and workshops.)



PLANT OPERATIONS



PROCESS EQUIPMENT



SEPARATIONS



PROCESS DESIGN AND DEVELOPMENT



SAFETY



SIMULATION AND SOFTWARE



AIChE SmartBrief

Reach key decision makers every Tuesday in the electronic digest that brings chemical engineers a weekly summary of the most important business and technology news from hundreds of top sources.

See why AIChE SmartBrief is one of the most effective digital advertising vehicles you can choose:

Opt-in readership: So you can be confident of exceptional market exposure

Convenient e-mail delivery: AIChE SmartBrief is easy to read and share

Extended shelf life: Many readers save their SmartBrief e-mails; clicks are reported weeks, even months, after deployment

High-performing click rates: SmartBrief click-through rates are higher than typical digital media

Take advantage of expanded distribution: Twice a year AIChE runs a multi-week trial to increase opt-in readership, effectively expanding the audience from about 24k to over 70k.



The proof is in the numbers:

23,576

Opt-in Subscribers

29.3%

Unique Open Rate

4.7%

Unique Click Rate

AIChE Smartbrief beats the SmartBrief average of 24.6% open rate and 3.7% unique click rate.

AIChE SmartBrief also offers unparalleled campaign reporting, with customized reports that include:

- Total click-throughs to your site
- Job title of every person who clicks on your ad
- Company name of every person who clicks on your ad

AIChE SmartBrief subscribers come from every area of chemical engineering, 75% from industry—including these sectors:

- Commodity Chemicals
- Research & Development
- Oilfield Services & Exploration
- Petroleum
- Pharmaceuticals
- Materials & Composition
- Specialty Chemicals
- Polymers
- Equipment Manufacturers
- Food & Kindred Products
- Biotechnology & Life Science
- Consulting
- Engineering & Construction
- Environmental



AICHE Website

The AIChE website is the must-visit portal for the chemical engineering community. It features webinars, technical presentations, specialty conferences, *CEP* magazine articles and thousands of pages tailored to the specific interests of chemical engineering professionals. It captures users on the home page and engages them throughout their visit.

Ad units are now available throughout the site. Choose key, above-the-fold leaderboard positions on the run of the site, or appear more frequently in select subject areas that align with your product or service offering.

Target Your Advertising in Appropriate Content Areas:

AIChE—encompassing all aspects of chemical engineering

CCPS—focusing on process safety

CEI—energy-focused content and readers

CEP—readers interested in the latest developments in chemical engineering

IFS—centered on issues related to sustainability

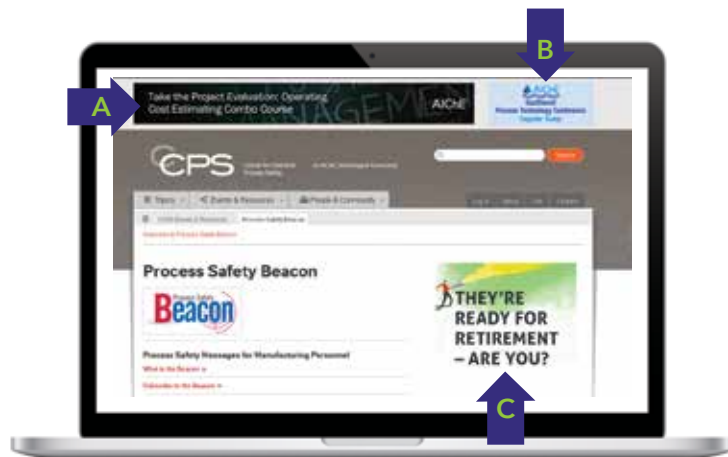
SBE—dedicated to biological engineering

Choose from three ad sizes:

A—Leaderboard, 728 x 90 pixels

B—Leaderboard Sidebar Button, 220 x 90 pixels

C—Medium Rectangle, 300 x 250 pixels



Focused content areas, such as the CCPS site shown above, allow for more targeting possibilities.

Website Stats* Updated stats – 8/1/17-7/31/18

3,045,445

Total Sessions

1,813,229

Total Users

8,767,890

Page Views

2.88

Pages per Visit

2:28

Average Time

* Source: Google Analytics



AIChExchange

AIChExchange offers an additional opportunity to deliver your message. This monthly e-newsletter, delivered to our professional and student members, places your ad next to the newsletter's most read sections.

AIChExchange delivers

46,000

Average Monthly Circulation

11%

Unique Open Rate

5%

Average Unique Click Rate

Banners are available in 2 sizes and in 4 positions within the newsletter. Choose the position that best meets your budget. Sole sponsorships are also available.





Webinars and Whitepapers

Get Qualified Leads with Sponsored Webinars and Whitepapers from AIChE

Sponsoring a webinar or whitepaper provides your company with an excellent opportunity to position itself as a thought leader, attract participants and readers who are interested in your products and/or services, and raise brand awareness. For webinars, you provide the technical content and speaker; AIChE produces, promotes and archives the webinar for on-demand future viewing. Best of all, you'll receive the complete post-event registrant list, including each attendee's name, company and email address, making this an excellent lead generation tool. Sponsored webinars are free to register and attend. For whitepapers, AIChE will host the paper for six months providing you with contact information for every download. Basic and premium packages are available for both.

Your sponsored webinar includes

- Recording of the presentation, including all slides and every word spoken by your presenter
- Hosting the webinar on AIChE's webinar platform, including introduction of your firm's and your presenter's credentials
- Promoting your webinar through:
 - A dedicated email to nearly 50,000 members and customers, including past webinar attendees
 - AIChExchange, the AIChE monthly e-newsletter that reaches more than 30,000 professional members
 - Web banner ads on www.aiche.org*
 - AIChE SmartBrief Ad*
 - AIChExchange Ad*
 - A second email to AIChE's list of nearly 50,000 mentioned above**
- A follow-up e-mail to registrants with one link of your choosing
- Full list of registrant and attendee names, companies, email addresses and locations
- Archiving the webinar at the AIChE Academy, where it will continue to be accessible by search engines and interested engineers

*In premium packages only

**Included in Basic+ package only

Your sponsored whitepaper includes

- Placement in the sponsored whitepapers page for six (6) months
- Promoting your whitepaper through:
 - Link to sponsored whitepaper section on CEP website
 - AIChE SmartBrief Ad*
 - AIChExchange Ad*
 - Web banner ads on www.aiche.org*
- Instant lead reports

*In premium packages only

PRICING			
Type	Basic	Basic+	Premium
Webinar	\$6,000	\$7,500	\$10,000
White Paper	\$2,000		\$4,500

For more information, please contact
Evan Flach via email at evanf@aiche.org or
phone 646-495-1381.



AIChE Conferences

In Addition to Print and Digital,
AIChE Offers Ways to Reach
Your Target Audience In Person:

AIChE Conferences

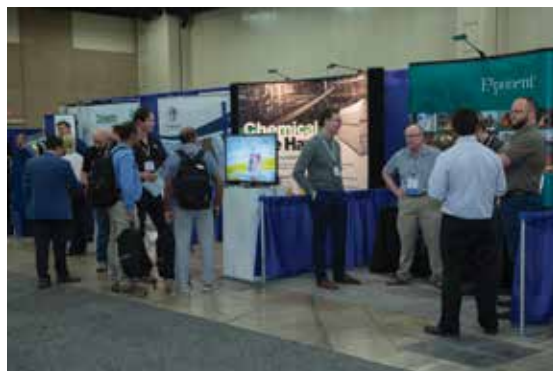
Whether you want to meet prospects, generate buzz, disseminate information or establish your company as a leader, AIChE conferences offer an ideal venue. Reach the decision makers and buyers your business seeks while they are focused on discovering the new developments, products and services they need to succeed.

AIChE fields major conferences and more specialized, niche events, including:

- ➔ The R&D-focused AIChE Annual Meeting
- ➔ The industry-focused AIChE Spring Meeting
- ➔ The Global Congress on Process Safety—the world's largest process safety conference
- ➔ Tightly focused conferences on subjects including:
 - Synthetic biology
 - Process development
 - Accelerating Biopharmaceutical Development
 - And more

Sponsorships allow you to place your firm's message in front of all conference attendees as well as the larger communities who view the conferences' web pages for the most recent developments in their fields.

Exhibit space offers you the opportunity to meet and interact with prospective buyers. AIChE conferences occur throughout the year and around the globe. There's no better place to make hard-to-reach industry contacts and talk with prospects who matter to your business.



Photos by Margot Hartford

**For more information on AIChE Conferences,
contact Evan Flach at 646-495-1381 or evanf@aiche.org or
visit www.aiche.org/confoportunities**



AICHE's Recruitment Channels

When You Need to Fill Positions, Put the Power of AIChE Recruitment Channels to Work for You.

Use AIChE as your resource to connect with candidates that have the talent and credentials to help your organization grow and prosper. AIChE members span all industries and experience levels, with accredited degrees in chemical engineering and the sciences. AIChE offers you more ways to reach them—online and at virtual career fairs, on-site at AIChE conferences and in print in *CEP*, AIChE's flagship magazine.

91% of individuals recall a company when it is seen across media

- ➔ Easily increase the reach, frequency and effectiveness of your recruitment efforts
- ➔ Be in front of prospects at different stages of their job search
- ➔ Remove media preference as a barrier to reaching prime prospects



ONLINE

CareerEngineer®

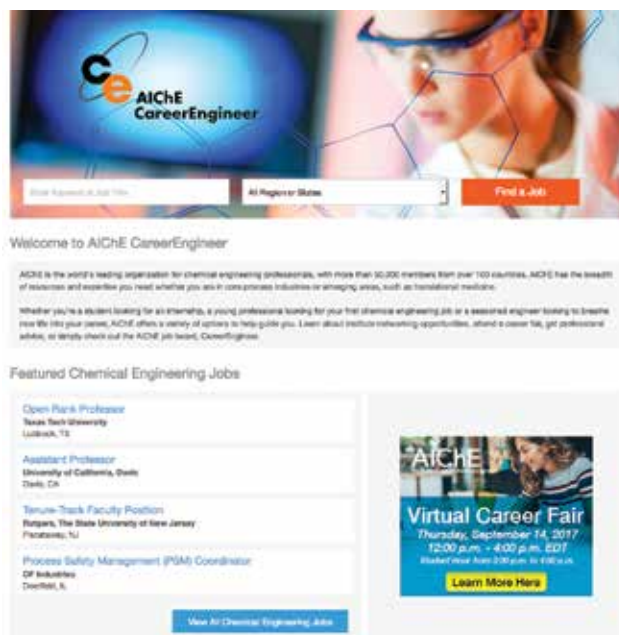
AIChE's Targeted Job Board for
Chemical Engineering Professionals

- ➔ Reach more than 13,500 registered job seekers
- ➔ Enhance your listing with e-mail job alerts that registrants welcome—23% open rate

Or choose a more traditional 45-day standard posting, with options that include:

- ➔ Premium positions near the top of the list
- ➔ Website banner ads
- ➔ Highlights of your company's benefits in the Featured Employers section
- ➔ Ability to search the résumé database and contact candidates directly

\$350 gross rate for a 45-day timeslot. Posting packages offer discounts and are good for 1 year from date of purchase.



AIChE SmartBrief

A Weekly Snapshot of News
That Matters to Chemical Engineers

Place your recruitment ads where they'll be seen.
Feature jobs listed on the AIChE Job Board in the
"Career Focus" section of SmartBrief, which:

- Reaches 23,576 opt-in readers
- Generates highest CTR of all sections
- Is a great way to reach passive candidates

The screenshot shows the AIChE CareerEngineer website. At the top, it says "powered by" with a logo. Below is a grid of job listings from ExxonMobil Chemical Company. The jobs include: Olefins Optimization Engineer, Olefins Technology Engineer, Olefins Technology Mechanical Engineer, Aromatics Technology Engineer, Assistant Laboratory Manager in General Analytics, Process Support Engineer in Deposition, Process Support Engineer in Silanes, Process Engineer in Physical Analytics, Process Support Engineer - Analytics, Production Manager of Physical Analytics, Senior Manager of Analytics, and Manufacturing Chemical Process Engineers. At the bottom, there is a quote from Ellen DeGeneres: "I learned compassion from being discriminated against. Everything bad that's ever happened to me has taught me compassion." Below the quote are social media icons and a section titled "ABOUT AICHE" which states that more than 53,000 members in 110 countries have joined the American Institute of Chemical Engineers.

Interested in Recruitment Opportunities?

Contact Nathan Lott
nathl@aiche.org, +1-646-495-1361

Virtual Career Fairs

Meet hundreds of candidates at all stages of
their careers without ever leaving your desk at
AIChE's Virtual Career Fairs.

Your complete recruitment package includes:

- An attractive, customized online "booth" that gives you
 - A place to upload a corporate video
 - A way to present an overview of your company's job openings and benefits
 - The ability to engage in one-on-one chats with candidates
- Enhanced user functionality, enabling you to rate interactions and record notes during the event
- Plus, you receive:
 - Full registrant contact list with résumés
 - Prominent brand placement on AIChE Virtual Career web pages
 - E-mail blasts before and after the job fair with candidates



Meet more qualified job candidates
at AIChE Virtual Career Fairs

- 92% willing to relocate
- 20% have 5+ years experience
- Over 500 attendees



AIChE's Recruitment Channels

ON-SITE

Conferences

Whether you're looking for top students from the country's leading chemical engineering schools for internships or entry-level positions, mid-level managers or senior executives, you'll find the largest gathering of highly qualified engineering professionals at AIChE conferences. Here are just a few to consider:

Southwest Process Technology Conference (SPTC) Career Fair

The perfect regional event for connecting with candidates in a more personal setting. Draws 400–500 attendees, 85% from industry.

Annual Student Conference Career Fair

Reach 1,500+ high-performing students committed to building careers in the chemical engineering profession. Maximize your recruitment effectiveness by purchasing résumé access ahead of time and reserving a booth to interview candidates on-site.

Annual/Spring Meetings and Global Congress on Process Safety

While these meetings do not offer specific recruiting events, many recruiters have great success by sponsoring and having a presence in the exhibit hall. Reserve an exhibit booth early for the best placement.

- The Annual Meeting draws more than 6,000 attendees, many with an R&D focus. Attendees come from industry (20%) and academia (80%).
- The Spring Meeting & Global Congress on Process Safety draws about 2,500 attendees, almost entirely from industry.



Photos by Margot Hartford

IN PRINT

CEP Classified Ads

Target the most qualified candidates and increase your company's visibility in AIChE's flagship magazine. *CEP* recruitment classifieds are the proven way to reach job seekers in print. Choose a cost-effective, text-only ad or full-color display ad.

Straight-Text Ads

Straight-text ads remain a proven way to get your job opportunities in front of prospects economically. Such ads can be especially effective when combined with a listing on the job board.

\$3.95/word net rate less 10% for conjunctions. Word document format.

Add a 45-day job board posting and receive a \$200 discount (special rate for print advertisers).

Display Ads

These "boxed" ads stand out and generate a higher response from job seekers.

Display ads in the Recruitment Classified Section receive the following:

- 6x gross rate for a single insertion (see Display Rates on page 16)
- Color at no additional cost
- Link to your site from the online edition of the magazine
- \$350 discount on any job board posting product

For more information on AIChE Recruitment Advertising:
Contact Nathan Lott at 646-495-1361 or nathl@aiche.org
or visit www.aiche.org/resources/careers





Rates

Display Advertising Rates (\$US)

UNIT	1X	3X	6X	12X	24X
Full pg.	\$5,725	\$5,510	\$5,190	\$4,770	\$4,240
2/3 pg.	\$4,615	\$4,510	\$4,350	\$4,130	\$3,815
1/2 pg.*	\$3,500	\$3,390	\$3,240	\$3,025	\$2,705
1/3 pg.	\$2,650	\$2,600	\$2,520	\$2,415	\$2,120
1/4 pg.	\$2,010	\$1,965	\$1,885	\$1,780	\$1,650
1/6 pg.	\$1,525	\$1,485	\$1,450	\$1,410	\$1,375

* for 1/2-pg. island, add \$450 per ad.

Rates for Premium Positions

	6X	12X
Cover 2 (Inside Front Cover)	\$8,035	\$7,520
Page 2	\$7,830	\$7,315
Cover 3 (Inside Back Cover)	\$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 Marketplace

Net rates per column inch:

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

CEP Showcase - 1/6-page vertical ad

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

Frequency discounts available.

Recruitment Classifieds & CareerEngineer

Classifieds print only: \$3.95/word for "regular" text ads. See display rates above for classified display ads. Closing dates are listed on the Editorial Calendar.

CareerEngineer Web only: \$350, no word limit, 45-day display from day of posting.

Classifieds & CareerEngineer: Buy a print ad at \$3.95/word and post it on the Web for only \$150.

Commissions or Discounts

15% to recognized advertising agencies.

Does not apply for Classified "regular" ads.

Ask Your Sales Representative About the Following Advertising Opportunities:

- **CEP Elements:** Each month AIChE will send out the CEP Elements newsletter with product information related to an area of interest to the CPI. For example: Fluids Handling, Heat Transfer, or Plant Safety Equipment.
- **Sponsored Content:** Showcase your expertise in a technical article. Cover how to solve common industry problems and how your products and services can help to overcome the problem.
- **CEP App:** Running an advertisement in CEP Magazine? Ask your sales rep about how to see your ad in the CEP App.

Web Advertising: Sizes, Specifications and Rates

	LEADERBOARD	MEDIUM RECTANGLE	LEADERBOARD SIDEBAR BUTTON
SIZE	728 pixels wide x 90 pixels high	300 pixels wide x 250 pixels high	220 pixels wide x 90 pixels high
SPECS	Max file size: 50k. Resolution: 72 dpi GIF, JPEG or animated GIF only	Max file size: 50k. Resolution: 72 dpi GIF, JPEG or animated GIF only	Max file size: 25k. Resolution: 72 dpi GIF, JPEG or animated GIF only
PRICE	\$100/M	\$100/M	\$60/M

All banners are priced on a cost-per-thousand (CPM) basis. An initial minimum buy of 10M is recommended in order to gauge effectiveness. Discounts begin at buys above 20M. Highly targeted buys available at a higher CPM; ask your representative for details.

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

AIChExchange Pricing

UNIT	DESCRIPTION	1-4 INSERTIONS
Vertical 1	Vertical Banner Ad opposite <i>CEP</i> preview	\$2,000/issue
Vertical 2	Vertical Banner Ad opposite <i>CEP</i> preview	\$1,500/issue
Horizontal 1	Horizontal Banner Ad below <i>CEP</i> preview	\$1,000/issue
Horizontal 2	Horizontal Banner Ad middle of newsletter	\$1,000/issue



CEP Production Requirements and Guidelines

Sizing

Printing: Web Offset, Perfect-bound

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

Bleed: Allow a minimum of 1/8" bleed on all four sides for full page and 2-page spread ads

Safety: Leave 1/4" from all trim edges

	SIZE	BLEED
Full Page	8-1/8" x 10-7/8"	8-3/8" x 11-1/8"
2-Page Spread	16-1/4" x 10-7/8"	16-1/2" x 11-1/8"
2/3 Page	4-1/2" x 9-3/8"	
1/2-Page Island	4-1/2" x 7-3/8"	
1/2-Page Vertical	3-5/16" x 9-3/8"	
1/2-Page Horizontal	6-7/8" x 4-7/8"	
1/3-Page Vertical	2-1/8" x 9-3/8"	
1/3-Page Horizontal	4-1/2" x 4-7/8"	
1/4 Page	3-5/16" x 4-7/8"	
1/6 Page	2-1/8" x 4-5/8"	

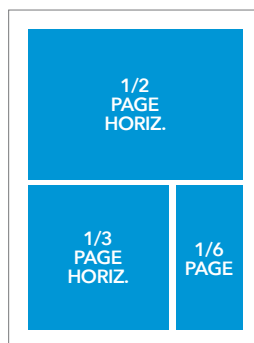
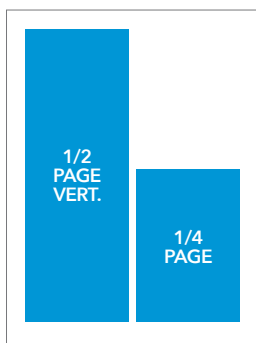
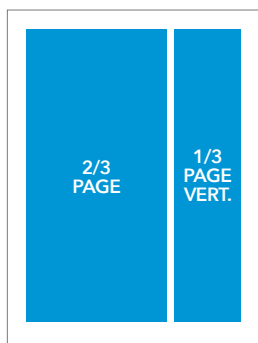
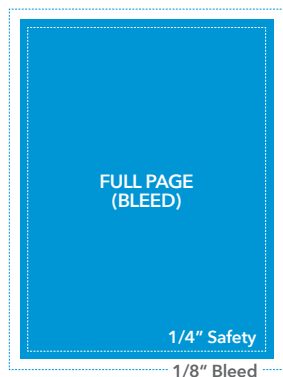
Display Advertising

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

Files can be supplied by e-mail. 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" 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, 23rd Floor
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 Recruitment Sales, 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 646-495-1361 or nathl@aiche.org for more information.

Web and e-Newsletter Production Requirements

AICHE.org

LEADERBOARD

Size: 728 pixels wide x 90 pixels high
Max file size: 50k.
Resolution: 72 dpi
Format: GIF, JPEG or animated GIF only

MEDIUM RECTANGLE

Size: 300 pixels wide x 250 pixels high
Max file size: 50k.
Resolution: 72 dpi
Format: GIF, JPEG or animated GIF only

LEADERBOARD SIDEBAR BUTTON

Size: 220 pixels wide x 90 pixels high
Max file size: 25k.
Resolution: 72 dpi
Format: 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
Format: 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
Format: 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

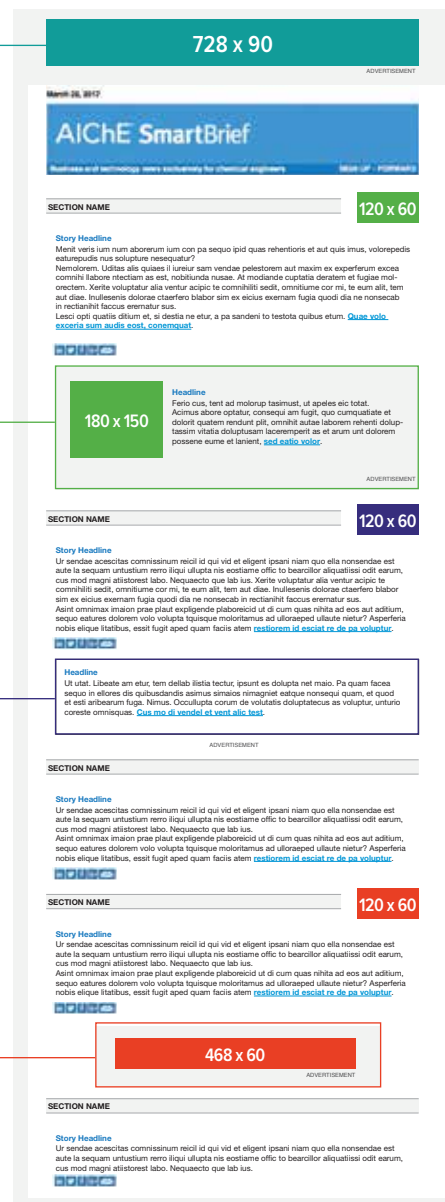
- Advertiser Logo:** 120 x 60 pixels. 30k maximum; GIF or JPEG
- Ad Image:** 180 x 150 pixels. 40k maximum; GIF or JPEG
- Headline:** 50 characters, excluding spaces
- Copy:** 300 characters maximum, excluding spaces
- Click-Through URL**
- Animation:** No limits on animation, maximum 4 frames recommended

OPTION 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**

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



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.

KEY CONTACTS

Display, E-Newsletter, Web Advertising and Whitepapers

East Coast Sales Rep
Ken Carroll

Email: ken.carroll@aiche.org

Tel: 610-745-1426

Midwest and Gulf Coast Sales Rep
Tom Scanlan

Email: tom.scanlan@aiche.org

Tel: 847-624-8925

West Coast Sales Rep
Bob LaPointe

Email: bob.lapointe@aiche.org

Tel: 925-683-7301

European Sales Rep
Mark Harrington

Email: markh@aiche.org

Phone: +44 126 871 1560

Recruitment

Nathan Lott, AIChE

Email: nathl@aiche.org • Tel: 646-495-1361

Conferences and Sponsored Webinars

Evan Flach, AIChE

Email: evanf@aiche.org • Tel: 646-495-1381

Production Manager and Reprints

Karen Simpson, AIChE

Email: kares@aiche.org • Tel: 646-495-1346 • Fax: 646-495-1507



120 Wall Street, 23rd Fl
New York, NY 10005