



# 2021 MEDIA OPPORTUNITIES

Smart. Targeted. Engineered to Deliver.

Featuring Opportunities in  
AICHE's Flagship Publication

## CEP

Includes Rate Cards and *CEP* Editorial Calendar

■ PRINT

■ DIGITAL

■ SPONSORED CONTENT

■ CONFERENCES



## ■ AIChE® MEDIA OPPORTUNITIES AT A GLANCE

### CEP Chemical Engineering Progress® Magazine

CEP®, the flagship magazine of AIChE®, reaches nearly **18,500 chemical engineers** around the world in **print**, most with specifying or buying authority. New in 2020, CEP has expanded **digitally to reach all 60,000 members** through a flipbook in addition to the mobile app. 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.

### AIChE SmartBrief

Every week, **over 20,500 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 **2,450,000 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 or target your message in a specific section to reach your audience most effectively.



## AIChExchange

Be featured in AIChE's monthly e-newsletter, sent to a monthly average of **47,000 professional** and **student members**. Members read AIChExchange to keep on top of Institute news, activities and member benefits.

## Sponsored Content

Sponsoring a webinar, whitepaper or interview 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.



## ■ PERSONAS



## Bio & Pharma

### WHO THEY ARE

The biological engineering and pharmaceutical community includes engineers and scientists working in drug discovery and manufacturing, biomaterial and biofuel development, disease prevention and treatment, and fermentation processes in food production. They want to learn about cutting-edge research and technologies critical to moving laboratory developments toward application at scale.

### SAMPLE JOB TITLES

CSO, Research Scientist/Engineer, Senior Scientist/Engineer

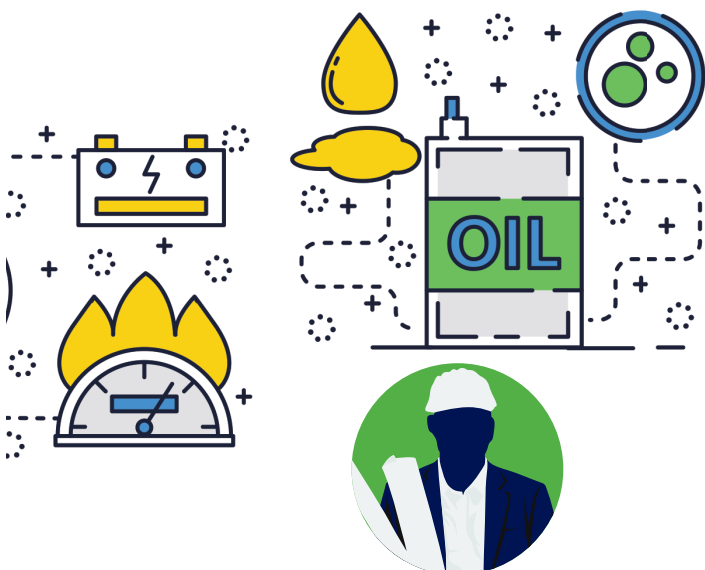
### CONFERENCES AND COMMUNITIES

Synthetic Biology: Engineering, Evolution & Design (SEED) Conference | Metabolic Engineering Conference | Annual Meeting | Food Innovation and Engineering (FOODIE) Conference | Academy Webinars and Courses | Active members of Society for Biological Engineering (SBE), Food, Pharma and Bio division (FP&BE), and Pharmaceutical Discovery, Development and Manufacturing (PD2M)

### KEY TOPICS

Metabolic Engineering, Synthetic Biology, Pharmaceuticals, Food Engineering, Stem Cell Engineering





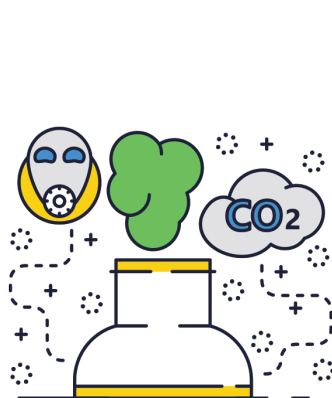
## Manufacturing and Energy/ Process Development

These researchers, educators, and practitioners are concerned with safe and efficient design, development, and manufacture of chemical, petrochemical, and fuel products, as well as the associated processes and control systems. They want to learn best practices for process and equipment design and control.

CTO, Process Engineer, Process Applications Engineer, Research Engineer/Scientist, R&D Director

Process Development Symposium (PDS) | AIChE Annual Meeting | Industry 4.0 Conference | Battery & Energy Storage Conference | Academy Webinars and Courses | Active members of Rapid Advancement in Process Intensification Deployment (RAPID), Advanced Manufacturing & Processing Society (AMPs), Center for Energy Initiatives (CEI), Center for Hydrogen Safety (CHS)

Modeling & Simulation, Automation, Industry 4.0, Digitalization, Process Intensification, Process Development, Cybersecurity



## Process Safety

Engineers and scientists focused on the safe design, maintenance, and operation of manufacturing plants. They want to learn about the most up-to-date process safety management tools and best practices for protecting employees, the community, and the environment.

CTO/CIO, VP EHSS, VP/SVP Global Operations, Process Safety Engineer, Risk Management Engineer, Plant Safety Supervisor, Asset Integrity Manager

Global Congress on Process Safety (GCPS) | AIChE Spring Meeting | CCPS regional events held globally | Subscribe to The Process Safety Beacon | Academy webinars and e-learning courses | Active members of Center for Chemical Process Safety (CCPS), Center for Hydrogen Safety (CHS)

HAZOP, MOC, PSM, QRA

## ■ 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 22k to over 70k.



### The proof is in the numbers:

<b>20,540</b> Opt-in Subscribers	<b>36.9%</b> Unique Open Rate	<b>9.3%</b> Unique Click Rate
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AIChE Smartbrief beats the SmartBrief average of 25.1% open rate and 3.1% unique click rate. 72% of subscribers read 2 or more issues per month.

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

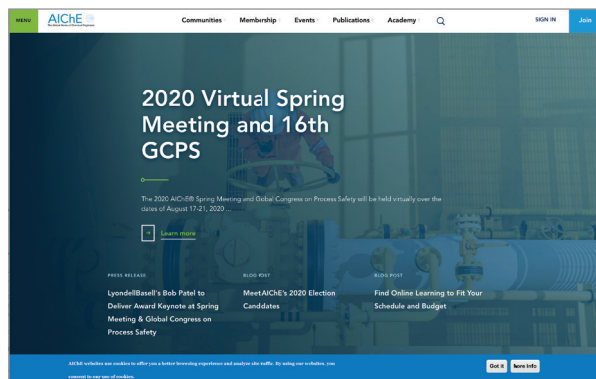
- Total click-throughs to your site
- Job title of every person who clicks on your ad
- Company name of every person who clicks on your ad

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

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

## ■ AICHE WEBSITE

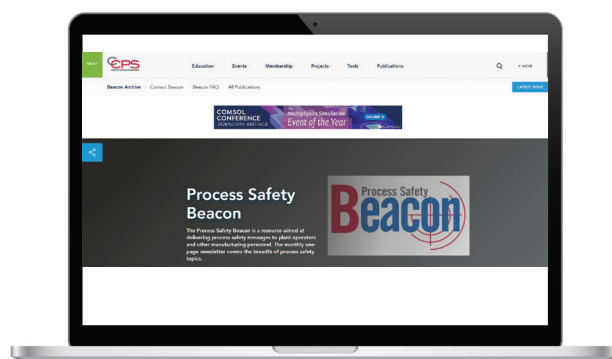
The newly redesigned AICHE website is the must-visit portal for the chemical engineering community. It features webinars, technical presentations, specialty conferences, *CEP* magazine articles and thousands of pages tailored to the specific interests of chemical engineering professionals. It engages users throughout their visit on our site as well as beyond to other sites with our new retargeting capabilities.



Choose from two ad sizes:

A— Leaderboard, 728 x 90 pixels

B— Medium Rectangle, 300 x 250 pixels



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

### 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



### Website Stats\* Updated stats – 8/1/19 - 7/31/20

Other custom target options are available. Reach out to Sales@aiche.org to learn more.





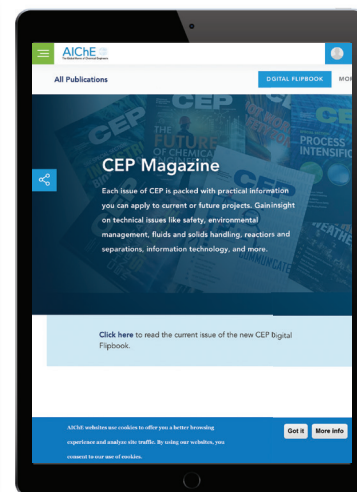
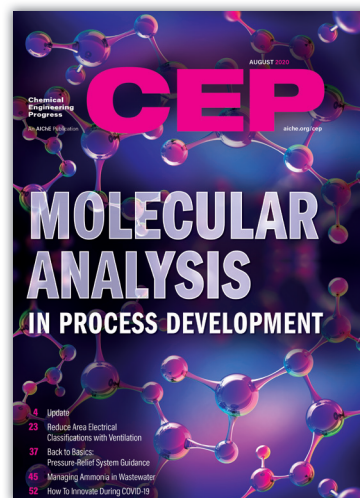
## ■ CEP CHEMICAL ENGINEERING PROGRESS® MAGAZINE

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.



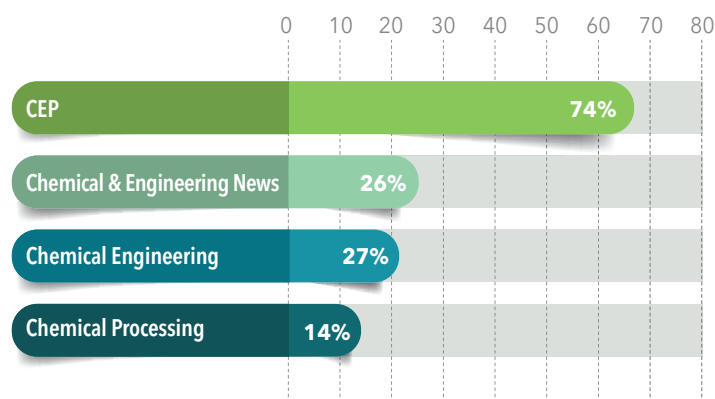
PLUS! New in 2020, *CEP* expanded its distribution to also include a flipbook digital reading view expanding readership to nearly 60,000 members



Ask about advertising opportunities in the app

*CEP* Exposes You to an Audience of Readers Who Don't Read Other Publications Regularly

(% reading 3 out of 4 issues)



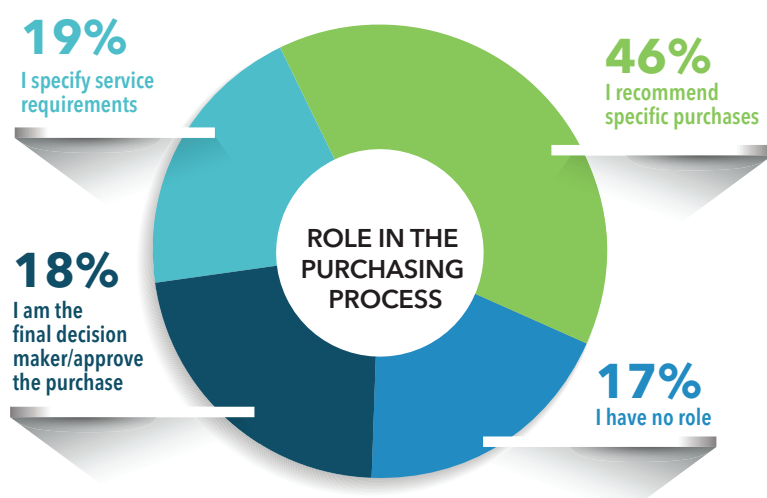
Source: Signet Readership Survey 2019

## More than 80% of our readers are involved with the purchase of...

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

### Plus, they are avid users of:

- 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: Signet Readership Survey 2019

More than 80% of professionals who read *CEP* have a role in the purchase process, with 18% 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

## Close to half of *CEP*'s readers have taken one or more of the following actions after seeing an advertisement:

- Visited an advertiser's website
- Discussed an ad with someone else
- Referred ad to someone else by passing along
- Requested additional information from a company
- Recommended a purchase to others
- Called or emailed an advertiser
- Purchased an advertised product or service

## CEP 2021 EDITORIAL CALENDAR

ISSUE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ADVERTISING SPACE CLOSES, MATERIALS DUE	12/11/20 (Friday) 12/16/20 (Wednesday)	1/8/21 (Friday) 1/13/21 (Wednesday)	2/5/21 (Friday) 2/10/21 (Wednesday)	3/5/21 (Friday) 3/10/21 (Wednesday)	4/2/21 (Friday) 4/7/21 (Wednesday)	5/7/21 (Friday) 5/12/21 (Wednesday)
FEATURE ARTICLES	Back to Basics: Flowmeters 	Back to Basics: Pumps 	Back to Basics: Reboilers 	Back to Basics: Stack Testing 	Back to Basics: Enzymes 	Back to Basics: Controller Tuning 
	Catalysts 	Distillation Process Control 	Renewable Energy 	Mechanical Integrity 	Packed Towers 	Heat Exchanger Troubleshooting 
	Management of Change 	Hazardous Material Storage 	SPECIAL SECTION RAPID: Process Intensification 	Hazard and Operability Studies 	Digital Training Tools 	Solids Handling 
	Process Development 	Utility Systems 			Fired Heaters 	SPECIAL REPORT Salary Survey 
NEW PRODUCTS AND EQUIPMENT	Bioprocessing Heat Transfer  	Plant Operations and Maintenance Environmental Equipment  	Safety Equipment Software  	Instrumentation Lab Equipment  	Solids Handling Materials and Chemicals  	Bioprocessing Sensors  
MEETING AND SHOW PREVIEWS			AICHE Spring Meeting and GCPS Sneak Peek	AICHE Spring Meeting and GCPS Preview Offshore Technology Conference Expo Preview		
BONUS DISTRIBUTION (Current issues of CEP are distributed at other industry events throughout the year.)		AICHE Midwest Regional Conference Early March	AICHE Spring Meeting and GCPS 4/18-4/22 AICHE Advanced Manufacturing and Processing Conference 6/2-6/4 Interphex 4/20-4/22	AICHE Spring Meeting and GCPS 4/18-4/22 Offshore Technology Conference 5/3-5/6 International Powder & Bulk Solids Conference 4/27-4/29	AICHE Process Development Symposium Early June Industrial Energy Technology Conference Late June SEED2021 6/14-6/19  Signet Ad Study	






































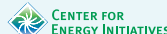


























### New for 2021: Special Reports and Surveys

- Diversity, Equity, and Inclusion
- Digitalization, Industry 4.0, and Cybersecurity
- Women in Engineering
- Food-Energy-Water Nexus
- Process Safety/Process Development
- Emerging Meat Alternatives
- Pharmaceutical Research and Manufacturing
- Synthetic Biology

Sponsorship Opportunities Available



For more information and schedule updates, see [www.aiche.org/cep-editorial-calendar](http://www.aiche.org/cep-editorial-calendar)

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	ISSUE
6/11/21 (Friday) 6/16/21 (Wednesday)	7/9/21 (Friday) 7/14/21 (Wednesday)	8/13/21 (Friday) 8/18/21 (Wednesday)	9/10/21 (Friday) 9/15/21 (Wednesday)	10/8/21 (Friday) 10/13/21 (Wednesday)	11/10/21 (Wednesday) 11/15/21 (Monday)	ADVERTISING SPACE CLOSES, MATERIALS DUE
Back to Basics: Capital Projects 	Back to Basics: Fermentation and Distilling   	Back to Basics: Programming for ChemEs 	Back to Basics: Refining   	Back to Basics: Mixing   	Back to Basics: Distillation   	FEATURE ARTICLES
Liquid Distributors   	Aging Infrastructure  	Artificial Intelligence   	Liquid-Liquid Extraction  	Digital Twins  	Hydrogen Safety  	
SPECIAL SECTION SBE and IfS: Waste Plastics Recycling     	Crystallization    Cybersecurity  	SPECIAL SECTION Energy: Natural Gas    	Digitalization  	SPECIAL SECTION SBE: Biosafety and Bioethics   	Carbon Capture     Industry 4.0   	
Safety Equipment  Heat Transfer 	Fluids Handling  Operations and Maintenance 	Filters and Separators  Lab Equipment 	Software  Level and Pressure Gauges 	Materials and Chemicals  Environmental Equipment 	Valves Safety Equipment  	NEW PRODUCTS AND EQUIPMENT
		AIChE Annual Meeting Sneak Peek	AIChE Annual Meeting Preview			MEETING AND SHOW PREVIEWS
	Safety in Ammonia Plants and Related Facilities Symposium 8/29–9/2 WEFTEC 10/16–10/20 Chem Show Fall 2021	AIChE Annual Meeting 11/7–11/12 AIChE Southwest Process Technology Conference Early October Gulf Coast Conference 10/12–10/13	AIChE Annual Meeting 11/7–11/12 The International Water Conference 11/7–11/11  Signet Ad Study			BONUS DISTRIBUTION  (Current issues of CEP are distributed at other industry events throughout the year.)



BIOPROCESSING



ENVIRONMENTAL MANAGEMENT



HEAT TRANSFER



INSTRUMENTATION AND CONTROL



LIQUID, GAS, SOLIDS HANDLING



MATERIALS AND CHEMICALS



PLANT OPERATIONS



PROCESS DESIGN AND DEVELOPMENT



PROCESS EQUIPMENT



SAFETY



SEPARATIONS



SIMULATION AND SOFTWARE

## ■ LEAD GENERATION

### Qualified leads to your inbox

Authoring sponsored content allows your company to highlight its technical expertise, position itself as a thought leader and generate leads leveraging AIChE's reach. Topics can include current industry trends, best practices, and business challenges, while offering solutions for our process and chemical engineers. AIChE can promote your expertise in a variety of ways.

#### Sponsored Webinars

You provide the technical content and speaker expertise; AIChE produces, promotes and archives the webinar for ondemand viewing. Sponsored webinars are free to register and attend. You'll receive exclusive access to lead information for everyone who registers for the live webinar, as well as archived leads with some packages.

Sponsorship levels vary and can include\*:

- AIChE handles all logistics including hosting the webinar platform, moderating and marketing promotions to drive registrations
- Promotions to drive registrations include:
  - Dedicated email marketing to targeted lists based on your topic
  - Inclusion in topical newsletters (AIChExchange, SmartBrief, Highlight Worthy, as well as other segmented emails)
  - Web banners on [www.aiche.org](http://www.aiche.org) as well as option to remarket communities
- Reminder and thank you emails sent by AIChE
- Exclusive access to full list of registrant and attendee contact information including company, email address and location
- Archive link to the webinar on AIChE's Academy, where it will continue to be accessible by search and interested engineers

#### Sponsored Content

Your whitepaper, technical briefs and case studies will be posted to AIChE's website for six months of valuable marketing and lead generation.

Robust marketing investment varies and can include:

- A monthly newsletter Highlight Worthy sent out to targeted industry groups highlighting our partner resources and driving downloads, with opportunity to feature your content in the subject line
- Placement in the sponsored content page for six (6) months
- Searchable link on sponsored content section on [www.aiche.org](http://www.aiche.org)
- Inclusion in topical newsletters (AIChExchange, SmartBrief, Highlight Worthy, and other targeted newsletters)
- Web banner ads on [www.aiche.org](http://www.aiche.org)
- Monthly lead reports as well as campaign metrics provided
- Dedicated email send to targeted prospects
- Banner retargeting to drive leads



\*Contact Sales for specific package deliverables.

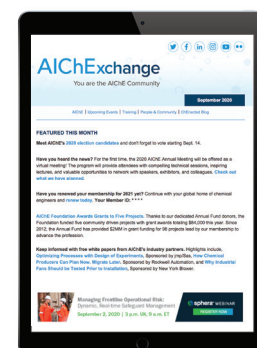
## ■ AIChExchange

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

<b>47,430</b>	<b>10%</b>	<b>5%</b>
Average Monthly Circulation	Unique Open Rate	Average Unique Click Rate

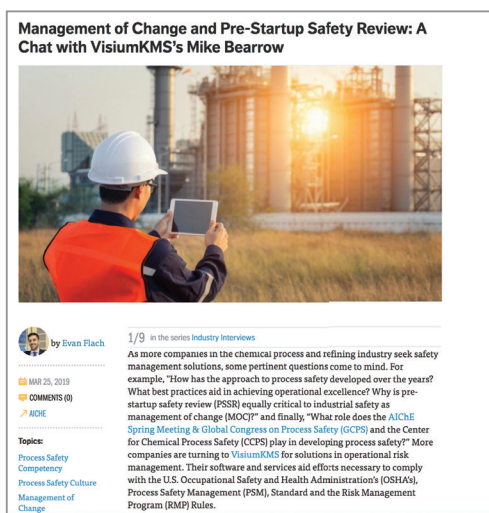
Newsletters are sent out at the end of each month.



## Sponsored Interviews/Executive Perspectives

Leveraging AIChE's reach and authority, we'd collaborate on and promote a Q&A or Executive Perspective that shares your expertise and thought leadership. The custom content would be posted to our ChEnected blog and promoted through social media channels, email and various newsletters, leveraging search as well.

\*Contact Sales for custom packages.\*



## \*NEW\* The Power of Ad Retargeting

Looking to expand your digital reach? Among the most effective forms of digital advertising, retargeting uses "cookies" to track the visitors at AIChE.org and reach them with ads on other sites. In this case, YOU can retarget our website visitors!



## Why Retargeting?

Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget & advertise **directly** to AIChE website visitors, specific communities & conference attendees. On our website and off our website.

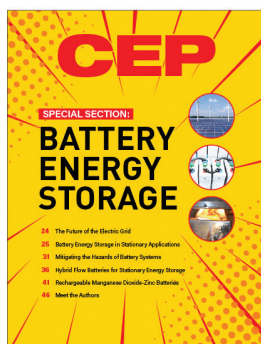


## Guaranteed Reach

Ad retargeting **guarantees** sustained, specific exposure to the **exact** qualified audience you're trying to reach in process and chemical engineering.

## \*NEW\* CEP Special Section and Special Report Sponsorships

Leverage CEP's editorial authority to drive leads for your marketing. These unique sponsorships offer premium brand visibility while generating quality leads for sponsors. In addition to the Special Sections, new for 2021, CEP will be producing Special Reports on various topics related to process safety, process development, synthetic biology, cybersecurity and digitalization, as well as diversity, equity & inclusion.



## CEP Special Section: Battery Energy Storage

FREE DOWNLOAD THANKS TO



Robust marketing investment includes:

- Branding in marketing as the Special Section/ Report sponsor
- Full page ad in designated issue of CEP
- Promotion in topical newsletters (AIChExchange, SmartBrief, Highlight Worthy, and other targeted newsletters)
- Web banner ads on www.aiche.org
- Thank you email sent as a follow up and includes additional sponsor marketing
- Dedicated email to targeted prospects
- Banner retargeting to driving leads
- Monthly lead reports as well as campaign metrics provided



## ■ 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
  - Pharmaceutical discovery and 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.

### AIChE Annual Meeting



Photos by Margot Hartford



## Spring Meeting 2019



## Global Congress on Process Safety



## Process Development Symposium 2019



## RATES

### Display Advertising Rates (\$US)

UNIT	1X	3X	6X	12X	24X
Full pg.	\$6,010	\$5,780	\$5,450	\$5,010	\$4,450
2/3 pg.	\$4,840	\$4,730	\$4,560	\$4,330	\$4,000
1/2 pg.*	\$3,670	\$3,560	\$3,240	\$3,170	\$2,840
1/2 pg.Island	\$4,120	\$4,010	\$3,690	\$3,620	\$3,290
1/3 pg.	\$2,780	\$2,730	\$2,640	\$2,530	\$2,220
1/4 pg.	\$2,110	\$2,060	\$1,980	\$1,870	\$1,730

Display rates include print and digital circulation for *CEP*. For advertising rates and specs in *CEP*'s mobile app and flipbook, please contact [sales@aiche.org](mailto:sales@aiche.org).

### 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 and special advertising units are available. Please contact [sales@aiche.org](mailto:sales@aiche.org) for specific rates.

### CEP Marketplace

Net rates per column inch:

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

### CEP Showcase –

1/6-page vertical ad showcasing your product

6X rate \$3,000

12x rate \$4,000

**CEP SHOWCASE**

**NUTSCHE FILTER-DRYER SYSTEMS**  
Lab, Pilot and Production Scale  
Benchtop model is logical step up from Buchner funnel. Pilot plant & production scale sizes also designed. Volumes range from 0.2 to 1000 liters. All-in-one solutions for filtering, washing, resin drying, mixing and drying high purity materials.  
**pope** [www.popeinc.com](http://www.popeinc.com)  
Solutions Division 1-202-268-9300

**STRUCTURAL ADHESIVES FOR METAL BONDING**  
High strength bonding for similar and dissimilar substrates  
**MASTERBOND**  
ADHESIVES | SEALANTS | COATINGS  
Hackensack, NJ 07601 USA  
+1.201.343.9983  
main@masterbond.com  
[www.masterbond.com](http://www.masterbond.com)

**INSTANT ACCESS**  
**Chemical Engineering Simulation Showcase**  
[comsol.com/showcase/chemical](http://comsol.com/showcase/chemical)  
**COMSOL**

**YOUR COURSE TO SUCCESS**  
Build skills with a suite of interactive virtual courses that makes chemical engineering education engaging and accessible. Save your spot today and see you online!

**Project Management for Chemical Engineers**  
September 14 - 17  
**Flow of Solids / Pneumatic Conveying Combo**  
September 14 - 18  
**Basic Emergency Relief System Design**  
September 21 - 25  
**Chemical Engineering for Non-Chemical Engineers**  
September 21 - 24

**REMOTE LEARNING BENEFITS**

- ☒ Premium content led by industry experts
- ☒ Learn from anywhere and on any device
- ☒ Real-time collaboration with instructors and peers
- ☒ Quizzes and comprehension checks
- ☒ Certificate of completion

Learn more at [aiche.org/academy/virtual](http://aiche.org/academy/virtual)  
**AICHE ACADEMY** Powered by **AICHE INSTITUTE FOR LEARNING & INNOVATION**

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### Commissions or Discounts

15% to recognized advertising agencies.

Does not apply for Classified "regular" ads.



## Web Advertising: Sizes, Specifications and Rates

	LEADERBOARD	MEDIUM RECTANGLE	LEADERBOARD SIDEBAR BUTTON
<b>SIZE</b>	728 pixels wide x 90 pixels high	300 pixels wide x 250 pixels high	220 pixels wide x 90 pixels high
<b>SPECS</b>	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
<b>PRICE</b>	\$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
Horizontal 1	Horizontal Banner Ad	\$2,000/issue
Horizontal 2	Horizontal Banner Ad	\$1,500/issue

## Lead Generation

WEBINARS AND SPONSORED CONTENT	
Basic + Webinar	\$8,000
Premium Webinar	\$11,500
Basic + Sponsored Content	\$5,000
Premium Sponsored Content	\$7,000

## ■ 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"	

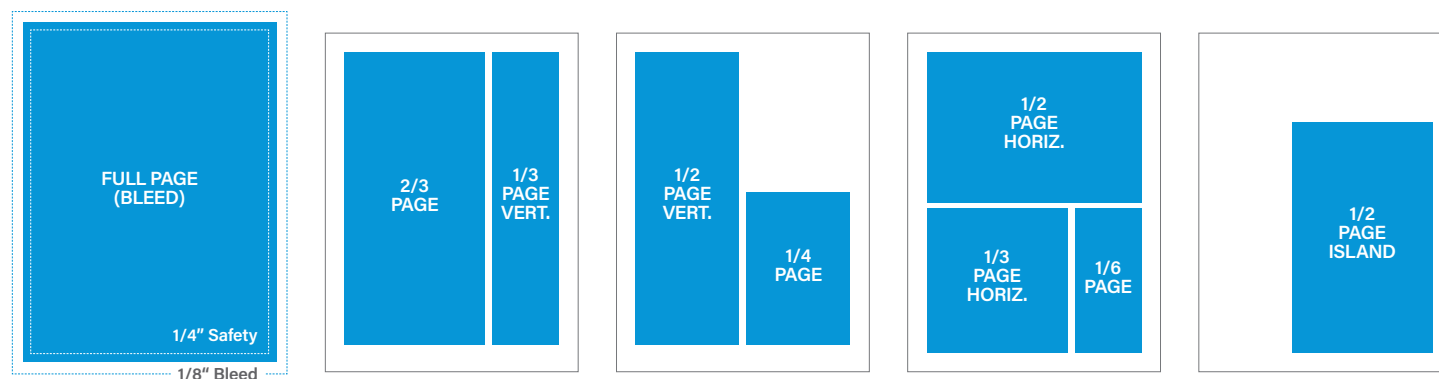
### Display Advertising

#### 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  
 E-mail: kares@aiche.org  
 Phone: 646-495-1346

### 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 Tania Babiuk, CEP Recruitment Sales, at tanib@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 Tania Babiuk at 646-495-1386 or tanib@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

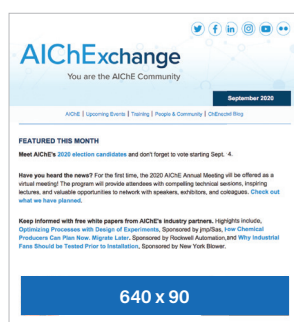
**Size:** 300 pixels wide x 250 pixels high  
**Max file size:** 50k.  
**Resolution:** 72 dpi  
**Format:** GIF, JPEG or animated GIF only

## AICHeExchange (e-Newsletter)

### HORIZONTAL BANNER

**Size:** 640 pixels wide by 90 pixels high  
**Max file size:** 40k.  
**Resolution:** 72 dpi  
**Format:** GIF, JPEG or animated GIF only  
**Click-through URL**

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



## AICHe SmartBrief

### BILLBOARD

- Size:** 970 x 250 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 for 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

## Advertising and Sponsored Content

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### Tania Babiuk

Email: [tanib@aiche.org](mailto:tanib@aiche.org)

Tel: 646-495-1386

## Conferences

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### Patrick Brennan

Email: [patrb@aiche.org](mailto:patrb@aiche.org)

Tel: 646-495-1332

## Associate Director Sales, Media and Conferences

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### Evan Flach

Email: [evanf@aiche.org](mailto:evanf@aiche.org)

Tel: 646-495-1381

## CEP Production Manager and Reprints

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### Karen Simpson

Email: [kares@aiche.org](mailto:kares@aiche.org)

Tel: 646-495-1346

Fax: 646-495-1507

**AIChE**   
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