



2022 RECRUITMENT OPPORTUNITIES



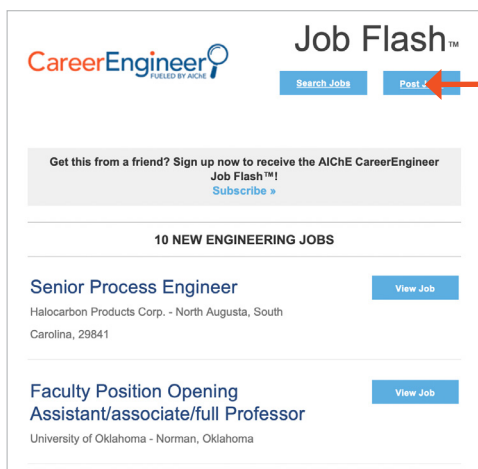
■ AIChE'S RECRUITMENT CHANNELS

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.

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



New ways to drive your recruitment efforts



- **CareerEngineer** – redesigned with a fresh new look in January, the biweekly Job Flash email is now sent to 40,000 subscribers
- **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
- **Sponsored ChEnected Blog** – highlight your graduate program to prospective students through an alumni profile or Q&A



■ AIChE RECRUITMENT OVERVIEW

Our members rely on AIChE for career development at every stage whether it's bringing students together for Chem-E-Car, Chem-E Jeopardy and the Recruitment Fair, or programming educational, technical conferences for senior process and chemical engineers. AIChE events facilitate unique employer/candidate connection opportunities. Our members are often highly qualified candidates not reachable via traditional recruiting mediums as they are not actively seeking new employment.

LOOKING TO RECRUIT PROSPECTIVE STUDENTS FOR YOUR GRADUATE PROGRAM?

- Exhibit or sponsor our Annual Student Conference Recruitment Fair
- Target banner ads to our student members through our monthly student newsletter and web banners
- Sponsor a ChEnected blog Q&A, or an alumni profile highlighting your graduate program to prospective students
- Access our Resume Bank to connect directly with students exploring graduate programs

LOOKING TO RECRUIT PROSPECTIVE FACULTY CANDIDATES?

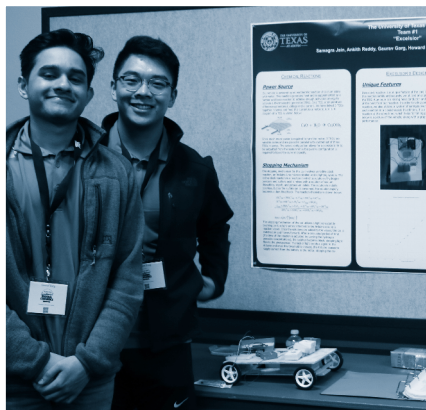
- Sponsor a University Reception at the Annual Meeting to meet potential candidates
- Highlight your faculty opening in *CEP's* Recruitment section reaching all 60K members in print and in our digital flipbook
- Promote your faculty opening on CareerEngineer, AIChE's job board, and our Job Flash email

LOOKING TO FILL CAREER OPENINGS AT YOUR COMPANY?

- CareerEngineer Fueled by AIChE reaches highly qualified candidates whether you are looking to fill a senior/mid-level position or an entry-level one
- Highlight your career opening in *CEP's* Recruitment section reaching all 60,000 members in our digital flipbook with 18,500 members also receiving it in print
- Exhibit or sponsor one of our AIChE conferences to recruitment top talent
- Post your internship on AIChE's internship job board for free
- Reserve a spot in the October Career Development issue of *CEP* positioning your company as a best place to work



■ AIChE EVENT RECRUITMENT OPPORTUNITIES



2022 Recruitment Networking Events

ANNUAL STUDENT CONFERENCE RECRUITMENT FAIR PHOENIX, AZ | NOVEMBER 2022

Reach 1,500+ high-performing students committed to building careers in the chemical engineering profession.

SOUTHWEST PROCESS TECHNOLOGY CONFERENCE (SPTC) CAREER FAIR | HOUSTON, TX | OCTOBER 2022

The perfect regional event for connecting with candidates in a more personal setting. Draws 200–300 attendees, 85% from industry.

VIRTUAL CAREER FAIR | ONLINE

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

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While these meetings do not offer specific recruiting events, many recruiters have great success by sponsoring and having a presence in the exhibit hall.

ANNUAL MEETING | PHOENIX, AZ | NOVEMBER 2022

The Annual Meeting draws more than 6,000 attendees, many with an R&D focus. Attendees come from industry (20%) and academia (80%)

SPRING MEETING AND GLOBAL CONGRESS ON PROCESS SAFETY | SAN ANTONIO, TX | APRIL 2022

The Spring Meeting & Global Congress on Process Safety draws about 2,500 attendees, almost entirely from industry.



Meet more qualified job candidates at AIChE Virtual Career Fairs

- 92% willing to relocate
- 20% have 5+ years experience
- Over 375 attendees

■ AIChE ONLINE JOB BOARD



AIChE's Targeted Job Board for Chemical Engineering Professionals

- Reach more than 40,000+ 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 diversity and veteran upgrades as well as top positioning help your opening stand out
- Website banner ads
- Highlights of your company's benefits in the Featured Employers section
- Ability to search the résumé database and contact candidates directly

Packages start at \$399 for 45 day postings.

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 over 27,000 opt-in readers
- Generates high CTR of all sections
- Is an effective way to reach passive and active job seeking candidates

Interested in Recruitment Opportunities?

Contact Tania Babiuk
tanib@aiiche.org



aiiche.org/careerengineer



■ AICHE RECRUITMENT PRINT OPPORTUNITIES

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:

- Gross rate for a single insertion

AD SIZE	
Full pg.	\$ 5,450
2/3 pg.	\$ 4,560
1/2 pg.	\$ 3,400
1/3 pg.	\$ 2,640
1/4 pg.	\$ 1,980

- Color at no additional cost
- Link to your site from the online edition of the magazine
- \$399 discount on any job board posting product

For more information on AIChE Recruitment Advertising:
Contact Tania Babiuk, tanib@aiche.org
or visit www.aiche.org/careers



■ 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"	

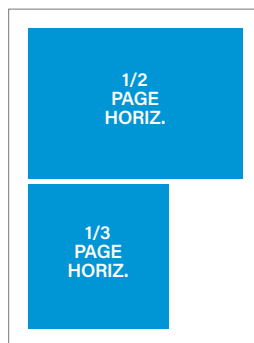
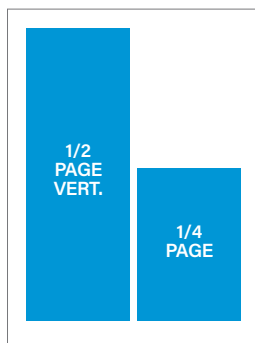
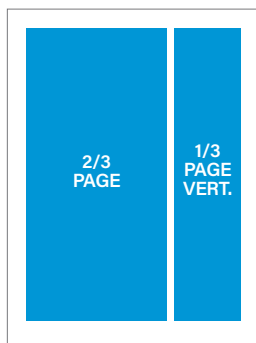
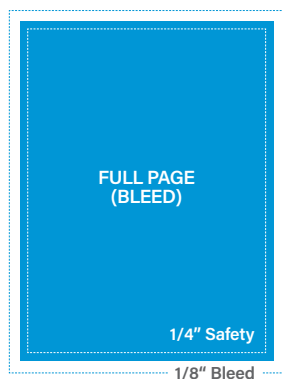
Display Advertising

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.

KEY CONTACTS

Recruitment and Advertising

Tania Babiuk

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CEP Production Manager and Reprints

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