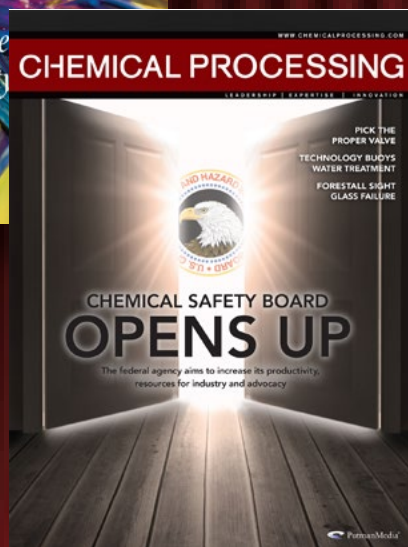
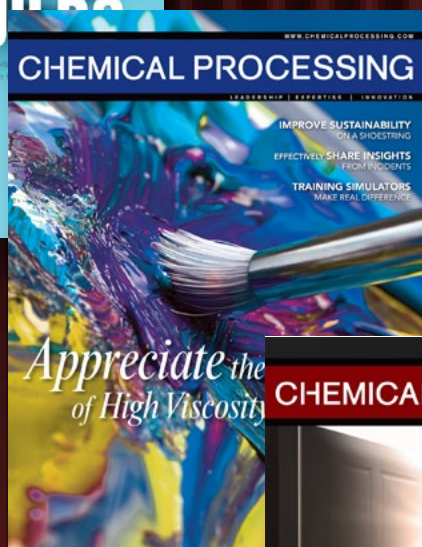
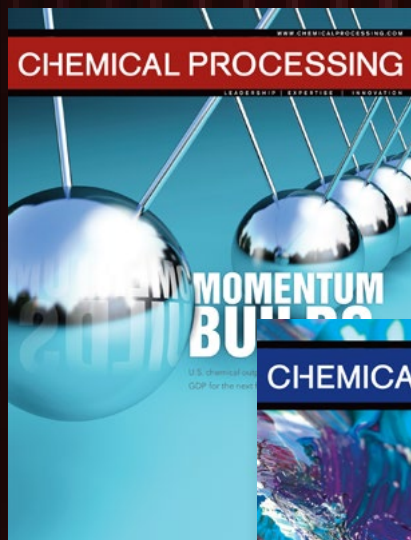


# CHEMICAL PROCESSING



## 2017 EDITORIAL CALENDAR

## 2017 EDITORIAL SCHEDULE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Ad Close, Materials Due</b>	12/9, 12/16	1/13, 1/19	2/13, 2/17	3/13, 3/17	4/14, 4/19	5/12, 5/18
<b>Cover Story</b> examines trends, issues and their implications, and recognizes significant achievements	State of the Industry	Process Safety	Water Optimization	Salary Survey	Environmental Protection	Smart Plant (IIoT)
<b>Design and Optimization</b> covers the selection and engineering of key equipment and systems for chemical plants		Heat Transfer	Pilot Plants	Distillation		Cooling Towers
<b>Maintenance and Operations</b> focuses on trends and best practices for improving plant reliability and efficiency	Operator Training	Solids Handling	Motors/Drives		Compressed Air	Condition Monitoring
<b>Solids and Fluids Handling</b> provides insights on equipment and systems that handle process materials	Pumps	Fan/Blowers		Mixing/Blending	Separations Technology	Pneumatic Conveying
<b>Instrumentation and Control</b> covers hardware and software for effectively monitoring and regulating processes	Process Control		Cyber Security	Analyzers	Safety Instrumented Systems	
<b>Energy Saver</b> offers real-world guidance on how plants can improve energy efficiency and optimize use of energy resources.	Energy and Utilities	Energy and Utilities	Energy and Utilities	Energy and Utilities	Energy and Utilities	Energy and Utilities
<b>Compliance Advisor</b> offers expertise for meeting current and pending government regulations	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance
<b>Plant Insites</b> an experienced practitioner provides pointers on how to successfully identify and solve plant problems.	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting
<b>Field Notes</b> a veteran engineer shares insights about design, startup, operational and other issues and how to address them.	Engineering Tips	Engineering Tips	Engineering Tips	Engineering Tips	Engineering Tips	Engineering Tips
<b>Solid Advice</b> offers real-world guidance about issues related to solids processing and powder handling.	Solids/Powders Insights		Solids/Powders Insights		Solids/Powders Insights	
<b>End Point</b> covers key technical developments and trends emerging outside of North America and their impact.	International Perspective	International Perspective	International Perspective	International Perspective	International Perspective	International Perspective
<b>E-Newsletters</b> (Click on the eNewsletter name for sample)	CP Morning Briefing (M-Th) CP Weekly (Fr)	CP Morning Briefing (M-Th) CP Weekly (Fr)	CP Morning Briefing (M-Th) CP Weekly (Fr)	CP Morning Briefing (M-Th) CP Weekly (Fr)	CP Morning Briefing (M-Th) CP Weekly (Fr)	CP Morning Briefing (M-Th) CP Weekly (Fr)
<b>Special Show eNewsletters</b>			Pre Interphex E-Newsletter			
<b>Powder eHandbook</b>		February 16			May 18	
<b>Flow eHandbook</b>	January 26			April 13		
<b>Refining eHandbook</b>				April 27		
<b>Wastewater eHandbook</b>						June 8
<b>Other eHandbooks</b>					Steam Systems, May 11	Pollution Control, June 22 Pharmaceutical, June 15
<b>Best Practices Webinar Series</b>					Energy Efficiency, May 11	
<b>Supplier Source Guide</b>						
<b>Event/Bonus Distribution</b> *No bonus distribution		ARC Forum, 2/6-9, Orlando	AFPM (NPRA), 3/19-21, San Antonio Interphex, 3/21-23, New York City	NFPA, 6/4-7, Boston	Int'l Powder/B Solids Show, 5/16-18, Toronto	ACE/AWWA, 6/11-14, Philadelphia
<b>Marketing Tools</b>	Ad Readership Study, Ad-Lits	Market Lead Survey		Ad-Lits	Market Lead Survey	

### LEGEND

 Industry Overview	 Automation	 Competitiveness	 Energy & Utilities	 Environmental Protection	 Fluid Handling	 Powder & Solids	 Processing Equipment	 Safety & Security
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## 2017 EDITORIAL SCHEDULE

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Ad Close, Materials Due</b>	6/12, 6/19	7/13, 7/18	8/14, 8/18	9/13, 9/18	10/13, 10/18	11/13, 11/17
<b>Cover Story</b> examines trends, issues and their implications, and recognizes significant achievements	Sustainability	Operational Excellence	Energy Efficiency	Plant Security	Vaaler Awards	Asset Management
<b>Design and Optimization</b> covers the selection and engineering of key equipment and systems for chemical plants	Explosion Prevention	Reactors/Vessels		Hazard Analysis	Simulation	
<b>Maintenance and Operations</b> focuses on trends and best practices for improving plant reliability and efficiency	Vacuum Systems		Wastewater Treatment	Steam Systems	Dust Control	
<b>Solids and Fluids Handling</b> provides insights on equipment and systems that handle process materials		Compressors	Size reduction	Weighing/Dosing		Valves
<b>Instrumentation and Control</b> covers hardware and software for effectively monitoring and regulating processes	Field Instruments	Alarm Management	Wireless Technology		Control System Migration	Environmental Monitoring
<b>Energy Saver</b> offers real-world guidance on how plants can improve energy efficiency and optimize use of energy resources.	Energy and Utilities	Energy and Utilities	Energy and Utilities	Energy and Utilities	Energy and Utilities	Energy and Utilities
<b>Compliance Advisor</b> offers expertise for meeting current and pending government regulations	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance
<b>Plant Insites</b> an experienced practitioner provides pointers on how to successfully identify and solve plant problems.	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting	Plant Troubleshooting
<b>Field Notes</b> a veteran engineer shares insights about design, startup, operational and other issues and how to address them.	Engineering Tips	Engineering Tips	Engineering Tips	Engineering Tips	Engineering Tips	Engineering Tips
<b>Solid Advice</b> offers real-world guidance about issues related to solids processing and powder handling.	Solids/Powders Insights		Solids/Powders Insights		Solids/Powders Insights	
<b>End Point</b> covers key technical developments and trends emerging outside of North America and their impact.	International Perspective	International Perspective	International Perspective	International Perspective	International Perspective	International Perspective
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<b>Special Show eNewsletters</b>			Pre WEFTEC E-Newsletter	Pre Chem Show eNewsletter		
<b>Powder eHandbook</b>		August 17			November 2	
<b>Flow eHandbook</b>	July 13			October 12		
<b>Refining eHandbook</b>				October 19		
<b>Wastewater eHandbook</b>			September 14			
<b>Other eHandbooks</b>	Level, July 20	Mixing, August 10	Process Safety, September 21		Energy Efficiency, November 9	
<b>Best Practices Webinar Series</b>	Water/Wastewater, July 20		Dust Control, September 21		Process Safety, November 9	
<b>Supplier Source Guide</b>						Poly-bagged with December Issue
<b>Event/Bonus Distribution</b> *No bonus distribution			Smart Industry 9/18-20, Chicago WEFTEC, 9/30-10/4, Chicago Pump Symposium, 9/11-14, Houston	Chem Show, 10/31-11/2 New York City M.K. O'Connor Safety Symp., 10/24-26, College Station, Texas	Int'l Water Conference, 11/12-16, Orlando	
<b>Marketing Tools</b>	Ad-Lits	Market Lead Survey	Ad Readership Study	Ad-Lits	Market Lead Survey	

### LEGEND

Industry Overview	Automation	Competitiveness	Energy & Utilities	Environmental Protection	Fluid Handling	Powder & Solids	Processing Equipment	Safety & Security
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## CHEMICAL PROCESSING ADVERTISING RATES

FOUR-COLOR* PRINT ADVERTISING RATES (GROSS)				
	Open	6x	12x	Ad Dimensions ** (WxD, inches)
Full page	\$7,800	\$6,950	\$6,150	7 x 10
Two-thirds page	\$5,665	\$5,150	\$4,660	4-9/16 x 10
One-half page island	\$4,750	\$4,300	\$3,900	4-9/16 x 7-1/2
One-half page vertical	\$4,750	\$4,300	\$3,900	3-1/4 x 10
One-half page horizontal	\$4,750	\$4,300	\$3,900	7 x 4-7/8
One-third page vertical	\$3,275	\$2,970	\$2,700	2-3/16 x 10
One-third page square	\$3,275	\$2,970	\$2,700	4-9/16 x 4-7/8
One-quarter page	\$2,210	\$2,000	\$1,825	3-1/4 x 4-7/8

\* Non-bleed space units. 7-7/8" x 10-1/2" trim; 7" x 10" page size.  
Full page plate size: 8-1/8" x 10-3/4"; bleed spread for each plate: 8-1/8" x 10-3/4".

CHEMICALPROCESSING.COM ADVERTISING RATES (GROSS)		
Standard Ad Units (gross rates per thousand impressions)		
Super Leaderboard	970x90 pixels; 60k file size limit; animation, rich media acceptable	\$100
Rectangle	180x150 pixels; 60k file size limit; animation, rich media acceptable	\$90
Medium Rectangle	300x250 pixels; 60k file size limit; animation, rich media acceptable	\$90
Half Page	300x600 pixels; 60k file size limit; animation, rich media acceptable	\$100
Welcome Ad	640x480 pixels; 60k file size limit; animation, rich media acceptable	\$3,530/two weeks \$5,882/one month
*Putman Rising Star Ad Units (gross rates per thousand impressions)		
Pushdown (example)	970x90 pixels; maximum expanded size 970x415; 60k file size limit; animation, rich media acceptable	\$100
Sidekick (example)	300x600 pixels; maximum expanded size 850x600; 60k file size limit; non-animated	\$100
Slider (example)	970x90 pixels; maximum expanded size 970x550 behind slider bar; 60k file size limit; animation, rich media acceptable	\$100

### Classified Print Advertising

Classified rates are net rates.

Per column inch/per insertion:

1x.....	\$165
3x.....	\$155
6x .....	\$140
12x .....	\$110

### Classified column width sizes:

One column .....	2-3/16" wide
Two column .....	4-7/16" wide
Three column .....	6-7/8" wide

### Ad-Lits (gross rates)

1x .....	\$1,260
4x .....	\$1,155

CP WEEKLY eNEWSLETTER ADVERTISING RATES (GROSS)				
Position	Creative	1X	6X	12X
Top Sponsor	<b>Dimensions:</b> 120x60 pixels <b>Max Image File Size:</b> 5k Formats: Non-animated GIF, JPG <b>Text:</b> 400 characters + Headline	\$2,100	\$1,890	\$1,600
Featured Sponsor	<b>Dimensions:</b> 120x60 pixels <b>Max Image File Size:</b> 5k Formats: Non-animated GIF, JPG <b>Text:</b> 300 characters + Headline	\$1,200	\$1,140	\$1,080
Sponsored Link	<b>Dimensions:</b> Up to 40-character headline, plus 80 characters additional text	\$400	\$300	\$200
CP MORNING BRIEFING eNEWSLETTER ADVERTISING RATES (GROSS)				
Top Sponsor	<b>Dimensions:</b> 150x150 pixels <b>Max Image File Size:</b> 5k Formats: Non-animated GIF, JPG <b>Text:</b> 400 characters + Headline	\$2,100	\$1,890	\$1,600

### Ad Format Guidelines

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, cmyk color mode: pdf with flattened layers (prinerly specs or print optimized), tif or eps. Digital files should be sent on CDs (ISO 9660 or Mac files and folders format preferred) or posted to our ftp site: [www.putmanftp.com](http://www.putmanftp.com). We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

### Printing Specifications

Web offset. SWOP specifications apply. All images/scans must be in CMYK mode and scanned at a final resolution of 300 dpi/150 lpi. Pantone colors must be converted to CMYK mode. Proofs are required for all color advertising. If not furnished, reproduction quality is at advertiser's risk. Chromalins preferred; progressive proofs, press proofs, and transfer keys acceptable. The publisher will not guarantee color reproduction if the advertiser supplies a color laser proof or 3M color keys.

### Shipping Instructions

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

Production Manager, Chemical Processing, Putman Media, Inc.  
1501 E. Woodfield Rd., Suite 400-N, Schaumburg, IL 60173

# CHEMICAL PROCESSING

[www.chemicalprocessing.com](http://www.chemicalprocessing.com)

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