

CHEMICAL PROCESSING



2015 EDITORIAL CALENDAR

2015 EDITORIAL SCHEDULE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close, Materials Due	12/10, 12/18	1/12, 1/18	2/12, 2/18	3/12, 3/18	4/12, 4/18	5/12, 5/18
Cover Story examines trends, issues and their implications, and recognizes significant achievements	State of the Industry	Environmental Protection	Reliability Improvement	Salary Survey	Sustainability	Process Safety
Design and Optimization covers the selection and engineering of key equipment and systems for chemical plants	Valves	Scale-Up		Debottlenecking	Vacuum Systems	Heat Transfer
Maintenance and Operations focuses on trends and best practices for improving plant reliability and efficiency		Operator Training	Wastewater Treatment	Leak Prevention		Software Tools
Solids and Fluids Handling provides insights on equipment and systems that handle process materials	Compressors		Weighing and Dosing	Powder Handling	Equipment Startup	
Instrumentation and Control covers hardware and software for effectively monitoring and regulating processes	Process Control	Sensors	Alarm Management		Control System Migration	Wireless Technology
Energy Saver 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
Compliance Advisor offers expertise for meeting current and pending government regulations	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance
Plant Insites 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
Field Notes 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
End Point 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
Special Show eNewsletters				Pre Interphex E-Newsletter		
Wastewater eHandbook			March 19			June 18
Powder eHandbook		February 19			May 21	
Flow eHandbook	January 29			April 16		
Other eHandbooks		State of the Industry, February 12			Steam Systems, May 7	
Online Panel Webinars					Dust Control, 5/14	Energy Efficiency, 6/18
Fundamentals Tutorial	Choose Your Topic	Choose Your Topic	Choose Your Topic	Choose Your Topic	Choose Your Topic	Choose Your Topic
Direct Target Programs	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability
Event/Bonus Distribution *No bonus distribution		ARC Forum, 2/9-12 Orlando	AFPM (NPRA), 3/22-24 San Antonio	Interphex, 4/21-23 New York City		ACE/AWWA, 6/7-11, Anaheim Achema*, 6/15-19 Frankfurt, Germany
CP China Magazine (Content in Chinese)		February 16th		April 20th		June 15th
Marketing Tools	Ad Readership Study, Ad-Lits	Market Lead Survey		Market Lead Survey, Ad-Lits		Market Lead Survey

LEGEND

Industry Overview

Automation

Competitiveness

Energy & Utilities

Environmental Protection

Powder Solids

Safety & Security

Fluid Handling

2015 EDITORIAL SCHEDULE

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad Close, Materials Due	6/12, 6/18	7/12, 7/18	8/12, 8/18	9/12, 9/18	10/12, 10/18	11/12, 11/18
Cover Story examines trends, issues and their implications, and recognizes significant achievements	Automation Trends	Workforce Challenges	Water Optimization	Plant Security	Energy Efficiency	Vaaler Awards
Design and Optimization covers the selection and engineering of key equipment and systems for chemical plants		Distillation	Steam Systems	Simulation		pH Control
Maintenance and Operations focuses on trends and best practices for improving plant reliability and efficiency	Condition Monitoring	Explosion Prevention		Compressed Air	Quality Control	
Solids and Fluids Handling provides insights on equipment and systems that handle process materials	Centrifugal Pumps	Mixing and Blending	Filtration		Separations Technology	
Instrumentation and Control covers hardware and software for effectively monitoring and regulating processes	Safety Instrumented Systems		Environmental Monitoring	Sampling Systems	Advanced Control	Flow Measurement
Energy Saver 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
Compliance Advisor offers expertise for meeting current and pending government regulations	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance	Regulatory Compliance
Plant Insites 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
Field Notes 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
End Point 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
Special Show eNewsletters			Pre WEFTEC E-Newsletter	Pre Chem Show E-Newsletter		
Wastewater eHandbook			September 17			December 10
Powder eHandbook		August 20			November 13	
Flow eHandbook	July 16			October 15		
Other eHandbooks	Predictive Maintenance, July 23	Level Instrumentation, August 13 Mixing, August 20	Process Safety, September 24 Pressure Instrumentation, September 17	Reliability/ Asset Management, October 22	Energy Efficiency, November 19	
Online Panel Webinars	Pollution Control, 7/16	Water/Wastewater, 8/13	Process Safety, 9/10	Reliability/ Asset Management, 10/15	Dust Control, 11/5	
Fundamentals Tutorial	Choose Your Topic	Choose Your Topic	Choose Your Topic	Choose Your Topic	Choose Your Topic	Choose Your Topic
Direct Target Programs	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability	Water/Wastewater Energy Efficiency Reliability
Event/Bonus Distribution *No bonus distribution			WEFTEC, 9/26-30 Chicago	PTXi, 10/13-14 Houston	Chem Show, 11/17-19 NYC Int'l Water Conference, 11/15-19, Orlando	Power Gen, 12/8-10 Las Vegas
CP China Magazine (Content in Chinese)		August 17th		October 19th		December 21st
Marketing Tools	Ad-Lits	Market Lead Survey	Ad Readership Study	Market Lead Survey, Ad-Lits		Market Lead Survey

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CHEMICALPROCESSING.COM eNEWSLETTERS

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Monthly eNewsletters	Insights from the CP50 CP Weekly Energy Efficiency Reliability/Asset Management Water/WasteWater Fab Five Product Bulletin	Insights from the CP50 CP Weekly Energy Efficiency Fluid Handling Process Instrumentation Water/Wastewater Plant Perspectives Fab Five Product Bulletin	Insights from the CP50 CP Weekly Energy Efficiency Powder Handling Reliability/Asset Management Water/WasteWater Fab Five Product Bulletin	Insights from the CP50 CP Weekly Energy Efficiency Process Instrumentation Water/Wastewater Plant Perspectives Fab Five Product Bulletin	Insights from the CP50 CP Weekly Energy Efficiency Fluid Handling Reliability/Asset Management Water/WasteWater Fab Five Product Bulletin	Insights from the CP50 CP Weekly Energy Efficiency Powder Handling Process Instrumentation Water/Wastewater Plant Perspective Fab Five Product Bulletin
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CP Weekly | every Friday morning

This weekly eNewsletter rounds up the week's most popular news, articles and products. [Click here for sample](#)

Insights from the CP50 | monthly

Monthly update on the developments, trends and lessons learned from the *Chemical Processing 50* (CP 50), a comprehensive list of the movers and shakers in the chemical processing industry. [Click here for sample](#)

Fab Five Product Bulletin | monthly

The Fab Five Product Bulletin is a monthly alert providing the latest information in new products available for process and plant optimization. [Click here for sample](#)

Water/Wastewater | monthly

Dedicated to helping industry professionals ensure compliance with increasing industrial wastewater regulations, while enhancing operational efficiency, reducing waste disposal costs, improving water quality and creating a safer environment. [Click here for sample](#)

Powder Handling | quarterly

Update on the latest advances in the handling and treatment of powder and solids. Core content pillars include solids mixing and blending, intermediate and final product storage, material movement and particle size control. [Click here for sample](#)

Fluid Handling | quarterly

Targeted monthly update on the latest advances in the safe and efficient movement and management of gases and liquids within chemical processing facilities. Core content pillars include valves and piping as well as pumps, compressors and their associated motors, drives and predictive monitoring technologies. [Click here for sample](#)

Energy Efficiency | monthly

Practical ideas and best practices to help industry professionals understand how to reduce energy consumption and costs, and create more efficient and sustainable solutions in addressing energy challenges. [Click here for sample](#)

Process Instrumentation | every other month

Dedicated to helping industry professionals understand and keep current on trends and developments in the latest instrumentation news and applications. [Click here for sample](#)

Reliability/Asset Management | every other month

Dedicated to helping industry professionals get the most out of their equipment and improve plant operations and business performance. [Click here for sample](#)

Plant Perspectives | every other month

Provides real-world insights from veteran engineers on how to identify and address or avoid process plant problems. [Click here for sample](#)

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; 40k file size limit; animation, rich media acceptable	\$95
Rectangle	180x150 pixels; 40k file size limit; animation, rich media acceptable	\$90
Medium Rectangle	300x250 pixels; 40k file size limit; animation, rich media acceptable	\$90
Half Page	300x600 pixels; 40k file size limit; animation, rich media acceptable	\$100
Welcome Ad	640x480 pixels; 40k 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 970x550; 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

CHEMICALPROCESSING.COM eNEWSLETTER ADVERTISING RATES (GROSS)

CP Weekly, Energy Efficiency, Water/Wastewater, Fluid Handling, Powder Handling, Reliability/Asset Management, Process Instrumentation and Plant Perspectives

Position	Creative	1X	6X	12X
Top Sponsor	Dimensions: 120x60 pixels Max Image File Size: 5k Formats: Non-animated GIF, JPG Text: 400 characters + Headline	\$2,100	\$1,890	\$1,600
Featured Sponsor	Dimensions: 120x60 pixels Max Image File Size: 5k Formats: Non-animated GIF, JPG Text: 200 characters + Headline	\$1,200	\$1,140	\$1,080
Sponsored Link	Dimensions: Up to 40-character headline, plus 80 characters additional text	\$400	\$300	\$200

INSIGHTS FROM THE CP50

Top and Featured Sponsor	Dimensions: 120x60 pixels Max Image File Size: 5k Formats: Non-animated GIF, JPG Text: 400 characters + Headline	\$2,100	\$1,890	\$1,600
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FAB FIVE NEW PRODUCT BULLETIN

Featured Sponsor	Dimensions: 150x150 pixels Max Image File Size: 5k Formats: Non-animated GIF, JPG Text: 300 characters + Headline	\$2,100	\$1,890	\$1,600
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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 (prinegy 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. 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

Sales

Brian Marz, Publisher
Phone: 708-404-3334
bmarz@putman.net

**Faith Dalton, District Manager/
Digital Sales Manager**
Phone: 216-299-1358
fdalton@putman.net

**Peggy Harrington-Marz,
Inside Sales Manager**
Phone: 708-334-9348
pharringtonmarz@putman.net

Chemical Processing China

Brian Marz, U.S.
Phone: 708-404-3334
bmarz@putman.net

Bruno Wase-Bailey, China
Phone: 21 6141-8470
bruno@icgl.com.hk

Editorial

Mark Rosenzweig, Editor-in-Chief
Phone: 630-467-1301 ext. 478
mrosenzweig@putman.net

Amanda Joshi, Managing Editor
Phone: 630-467-1301 ext. 442
ajoshi@putman.net

Traci Purdum, Senior Digital Editor
Phone: 630-467-1301 ext. 428
tpurdum@putman.net

Seán Ottewell, Editor at Large
Ireland
sottewell@putman.net

Material & Logistics

Rita Fitzgerald, Production Manager
Phone: 630-467-1301 ext. 468
rfitzgerald@putman.net

**Carmela Kappel,
Publishing Services Coordinator**
Phone: 630-467-1301 ext. 314
ckappel@putman.net