

In October 2015, *Chemical Engineering* will publish a special Fluid Sealing advertising section. **Advertisers running display ads will receive a bonus free advertorial to run within the Fluid Sealing Special Section.**

Fluid sealing devices, such as mechanical seals, gaskets and pump and valve packing, are critical components in chemical process industries (CPI) applications. Attention to proper sealing design and selection of products can have significant positive effects on plant safety and environmental compliance by preventing leaks of hazardous materials. Fluid sealing devices also play key roles in product quality, process efficiency and equipment reliability. Information on modern approaches to fluid sealing can be found in the pages of *Chemical Engineering*.



### BONUS DISTRIBUTION:

**Fluid Sealing Association Fall Meeting, October 6-8, New Orleans**

**CHEM SHOW, November 17-19, New York City**

**Special Section  
Advertorial Material due:  
September 1**

**Don't delay –  
space is limited.**

*Reserve your advertising  
space now!*

**Ad Closing Date: September 1**

**Ad Material Due Date:  
September 6**

### WHAT TO SEND

- » Please send all material to Charles Butcher <cbutcher@chemengonline.com>, with a copy to your sales representative.
- » Send 350–400 words for a 1/2-page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial.
- » Write in the third person – don't use “we”, “our”, or “you”.
- » We ignore ® and ™ symbols, as elsewhere in CE editorial.
- » Include one print-quality image, or two if you will accept less text.
- » Vector art (AI, EPS, PDF) is preferred for diagrams. For photos, JPG is fine.
- » We will edit to house style and send you a proof to check.

### Contact your sales representative for more information:

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Alabama, Alaska, Canada, Connecticut, Delaware, Georgia, Hawaii, Idaho, Kentucky, Maine, Maryland, Massachusetts, Michigan, Mississippi, Montana, Nebraska, New Hampshire, New Jersey, New York, North & South Carolina, North & South Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, Tennessee, Utah, Vermont, Virginia, Washington, D.C., West Virginia, Wyoming, Latin America

**How to write your editorial for a Chemical Engineering Magazine Special Advertising Section**

**We are grateful for your advertising support and pleased to offer you the opportunity of free editorial space.**

Within reason you are welcome to use your editorial space in any way you wish. However, we have a few “house rules” to provide a consistent look across the section and reinforce the impression that this is independent editorial written by a journalist, rather than advertising. So please:

- » Send us one or two illustrations and 350–400 words for a 1/2 -page editorial, 250–300 words for 1/3 page, or 150–200 words for a 1/4 editorial.
- » Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- » Write in the third person (for instance “the company” or “YourCorp., Inc.” instead of “we”), and don’t address the reader directly.
- » No ® or ™ symbols, please. They never appear in standard magazine editorial.
- » If possible, include a headline that will comfortably fit the available space. For a standard half-page of editorial this is likely to require 35–48 characters, but check a sample copy. Smaller editorials and vertical layouts will need fewer characters. The head should not include your company or product name.
- » Similarly, it helps to include a deck (subhead) of roughly the right length. For a standard half page this is generally 130–160 characters; again, check a sample copy. The deck should include your company name; product names are optional.
- » One illustration is normally enough, though it’s sometimes possible to use two small ones. A single large illustration can look striking, but there is a trade-off with the length of the text (which is one reason why it’s hard to be precise about word counts).
- » Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- » Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- » We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- » For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.

### Fluid Sealing

special advertising section October 2014

#### Getting down to the nitty-gritty

**Ultra-high speed powder dispersion made simple**  
 Ross SIM Technology employs high shear for rapid and complete mixing of powders into liquids, avoiding agglomeration and dust formation

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Ultra-high speed powder dispersion made simple

#### Mix solids with liquids, solidify and transport

Sonivik Process Systems offers solutions for handling mixtures of solids and liquids

Mix solids with liquids, solidify and transport

#### Handle virtually any bulk solid material

Flexicon stand-alone equipment and automated plant-wide systems convey, discharge, condition, fill, dump and/or weigh bulk materials dust free

Handle virtually any bulk solid material