

2008 Rates And Mechanical Specifications

CHEMICAL ENGINEERING RATES

FULL RUN								
Black & White	1x	4x	7x	13x	18x	24x	36x	48x
1 page	\$10,050	\$9,630	\$9,155	\$8,530	\$8,335	\$8,035	\$7,770	\$7,075
2/3 page	\$7,520	\$7,255	\$6,905	\$6,440	\$6,290	\$6,045	\$5,875	\$5,355
1/2 page island	\$6,840	\$6,470	\$6,135	\$5,755	\$5,605	\$5,365	\$5,225	\$4,740
1/2 page	\$5,850	\$5,660	\$5,335	\$4,980	\$4,830	\$4,685	\$4,505	\$4,130
1/3 page	\$4,150	\$3,970	\$3,820	\$3,540	\$3,415	\$3,280	\$3,170	\$3,085
1/4 page	\$3,035	\$3,020	\$2,910	\$2,740	\$2,670	\$2,580	\$2,470	\$2,385
1/6 page	\$2,570	\$2,470	\$2,385	\$2,330	\$2,225	\$2,125	\$2,070	\$1,965

COLOR	Standard 2nd Color	Matched 2nd Color	Three Colors	Four Colors	Five Colors
Fractional	\$410	\$600	\$915	\$1,200	\$1,500
Page	\$820	\$1,200	\$1,830	\$2,400	\$3,060
Spread	\$1,580	\$2,300	\$3,430	\$4,350	\$5,600

Cover Rates: 2nd, 3rd and 4th flat rates: \$13,630, includes four-color process printing and bleed (minimum six-time usage). Gatefold covers are available. Call your district manager for a quote.

U.S. & CANADA								
Black & White	1x	4x	7x	13x	18x	24x	36x	48x
1 page	\$9,060	\$8,680	\$8,245	\$7,675	\$7,515	\$7,240	\$6,985	\$6,540
2/3 page	\$6,765	\$6,530	\$6,230	\$5,790	\$5,665	\$5,440	\$5,275	\$4,815
1/2 page island	\$6,145	\$5,835	\$5,520	\$5,185	\$5,040	\$4,825	\$4,705	\$4,265
1/2 page	\$5,100	\$5,035	\$4,795	\$4,485	\$4,335	\$4,220	\$4,055	\$3,710
1/3 page	\$3,740	\$3,570	\$3,430	\$3,170	\$3,065	\$2,940	\$2,865	\$2,790
1/4 page	\$2,850	\$2,745	\$2,600	\$2,455	\$2,400	\$2,350	\$2,223	\$2,145
1/6 page	\$2,350	\$2,235	\$2,145	\$2,090	\$2,005	\$1,920	\$1,865	\$1,775

COLOR	Standard 2nd Color	Matched 2nd Color	Three Colors	Four Colors	Five Colors
Fractional	\$375	\$545	\$825	\$1,080	\$1,375
Page	\$730	\$1,090	\$1,650	\$2,160	\$2,750
Spread	\$1,420	\$2,070	\$3,090	\$3,920	\$5,050

INTERNATIONAL EDITION — OUTSIDE THE U.S. & CANADA					
Black & White	1x	4x	7x	13x	24x
1 page	\$4,635	\$4,425	\$4,285	\$3,940	\$3,705
2/3 page	\$3,705	\$3,560	\$3,450	\$3,145	\$2,970
1/2 page	\$2,780	\$2,670	\$2,570	\$2,370	\$2,275
1/3 page	\$2,090	\$2,025	\$1,980	\$1,795	\$1,675
1/4 page	\$1,875	\$1,795	\$1,710	\$1,645	\$1,560

COLOR	Standard 2nd Color	Matched 2nd Color	Four Colors
Fractional	\$375	\$545	\$1,080
Page	\$730	\$1,090	\$2,160



CHEMICAL ENGINEERING BUYERS' GUIDE RATES

FULL RUN								
Black & White	1x	4x	7x	13x	18x	24x	36x	48x
1 page	\$9250	\$8,860	\$8,410	\$7,850	\$7,680	\$7,405	\$7,160	\$6,500
2/3 page	\$6,920	\$6,675	\$6,345	\$5,905	\$5,775	\$5,560	\$5,390	\$4,920
1/2 page island	\$6275	\$5,940	\$5,645	\$5,295	\$5,155	\$4,930	\$4,805	\$4,355
1/2 page	\$5,390	\$5,215	\$4,895	\$4,575	\$4,450	\$4,300	\$4,145	\$3,800
1/3 page	\$3,830	\$3,655	\$3,495	\$3,255	\$3,135	\$3,010	\$2,920	\$2,850
1/6 page	\$2,380	\$2,275	\$2,205	\$2,145	\$2,045	\$1,955	\$1,900	\$1,825

COLOR	Standard 2nd Color	Matched 2nd Color	Three Colors	Four Colors	Five Colors
Fractional	\$410	\$600	\$915	\$1,200	\$1,500
Page	\$820	\$1,200	\$1,830	\$2,400	\$3,060
Spread	\$1,580	\$2,300	\$3,430	\$4,350	\$5,600

Cover Rates: 2nd, 3rd and 4th flat rates: \$12,380, includes four-color process printing and bleed (minimum six-time usage). Gatefold covers are available. Call your district manager for a quote.

Product and Services Directory Logos	(Rates per logo)
1 logo	\$410
2 logos	\$390
3 logos	\$375
4 logos	\$360
5 – 9 logos	\$330
10 or more logos	\$310

The size of all logos is 2" x 1" and are in black and white only.

Mini-ads	(Rates per mini-ad)
1 mini-ad	\$410
2 mini-ads	\$390
3 mini-ads	\$375
4 mini-ads	\$360
5 – 9 mini-ads	\$330
10 or more mini-ads	\$310

The size of all mini-ads is 2" x 2" and are in black and white only.

ADVERTISER SUPPLIED INSERT RATES

Preprinted inserts receive the special furnished insert advertising rates shown in the table below. Minimum is 2 pages, printed back-to-back. Inserts must be completely printed, backups are not available. Joint rating is allowed on inserts – i.e., if there are inserts for more than one division of a parent company, the combined insert pages of all will determine the rate. ROP space does not apply (these are flat rates and are not affected by frequency discounts). VERY IMPORTANT: Sample or dummy of inserts and paper stock must be received and approved by Business Department no later than closing date. Before printing, check with Production Manager for page numbers.

Insert Space Rates for Chemical Engineering and Chemical Engineering Buyers' Guide

Pages	Cost/Page	Total	Pages	Cost/Page	Total	Pages	Cost/Page	Total
2	\$4,440	\$8,880	12	\$2,270	\$27,220	32	\$1,515	\$48,495
4	\$3,580	\$14,310	16	\$1,960	\$31,340	36	\$1,415	\$50,845
6	\$3,045	\$18,225	20	\$1,900	\$37,940	40	\$1,300	\$51,960
8	\$2,715	\$21,690	24	\$1,735	\$41,570	44	\$1,240	\$54,435
10	\$2,500	\$24,955	28	\$1,570	\$43,880	48	\$1,185	\$56,910

Print costs for inserts printed by Chemical Engineering for the Buyers' Guide (In addition to insert space rates; contact your district sales manager to have inserts printed by Chemical Engineering)

Pages	Color	Buyers' Guide Quality		Overruns per M	
		60# Paper	80# Paper	60# Paper	80# Paper
2	B&W	–	\$3,240	–	\$75
2	2 Color	–	\$3,870	–	\$80
2	4 Color	–	\$4,590	–	\$85
4	B&W	\$3,930	\$4,310	\$75	\$90
4	2 Color	\$4,540	\$4,890	\$80	\$95
4	4 Color	\$5,300	\$5,745	\$85	\$100

2008 Rates And Mechanical Specifications

CLASSIFIED ADVERTISING RATES

RECRUITMENT/EMPLOYMENT OPPORTUNITIES (agency commissionable)

Cost per column inch:	1x	\$300	4x	\$280	7x	\$275	12x	\$245
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NEW & USED MACHINERY & EQUIPMENT, PROFESSIONAL SERVICES, COMPUTER SOFTWARE (rates are not agency commissionable)

Cost per column inch:	1"-11"	\$145	12"-23"	\$135	24"+	\$125
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This section includes Reader Service numbers for all ads over four inches. Standard Color, All Classified — \$250.

PRODUCT SHOWCASE ADVERTISING RATES

1/6 page	\$895 net B&W. \$265 per color. For a 6x run: 2nd standard color available at no charge.
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LITERATURE REVIEW ADVERTISING RATES

1x	\$1,415
4x Intro	\$995 Each
Front Cover Premium	\$295

No charge for standard 2nd color or 4-color process. Rates are agency commissionable.

CHE.COM RATES

Ad specs: width x height in pixels. Banners can also be sold by number of impressions. Pricing may be higher for home page banners. Call your district sales manager for more information. File types: .gif and animated .gif, .jpg, and .swf (Flash files)

Button Ad (120 x 60)	\$850/month
Full Banner (468 x 60)	\$1,600/month
Square Banner (120 x 120)	\$805/month
Vertical Banners (120 x 600)	\$1,875/month
Leader Board (728 x 90)	\$2,675/month
Medium Rectangle (300 x 250) (E-newsletters only)	\$3,200/month
1/2 Banner (234 x 60) (E-newsletters only)	\$965/month
Talk To Us Sponsorship	\$2,140 (14 days or 250 respondents)
Survey/Research	\$3,745+
Webcasts	Prices Vary

Preferred Supplier Page	12 months	\$2,200
Hotlinks In Buyers' Guide	1 month	\$125
Hotlinks In Buyers' Guide	12 months	\$1,100

REPRINTS & EPRINTS

Please contact client services at 800-777-5006/301-354-2101 or clientservices@accessintel.com

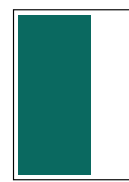


VARIOUS NON-BLEED* AD SIZES

* For bleed sizes, please refer to the chart below.



FULL PAGE
7" x 10" (42p x 60p)



2/3 PAGE
4-9/16" x 10" (27p4.5 x 60p)



1/2 PAGE VERTICAL
3-3/8" x 10" (20p3 x 60p)



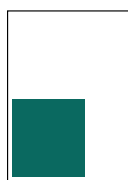
1/2 PAGE ISLAND
4-5/8" x 7-3/8" (27p9 x 44p3)



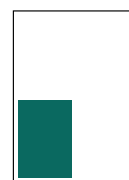
1/2 PAGE HORIZONTAL
7" x 4-7/8" (42p x 29p3)



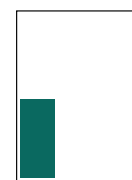
1/3 PAGE VERTICAL
2-3/16" x 10" (13p1.5 x 60p)



1/3 PAGE SQUARE
4-9/16" x 4-7/8" (27p4.5 x 29p3)



1/4 PAGE
3-3/8" x 4-7/8" (20p3 x 29p3)



1/6 PAGE VERTICAL
2-3/16" x 4-7/8" (13p1.5 x 29p3)

MECHANICAL REQUIREMENTS FOR CHEMICAL ENGINEERING AND CHEMICAL ENGINEERING BUYERS' GUIDE

Width x Depth	Inches	Millimeters	Picas
2 page spread (bleed)	16"-1/4 x 11"	412.8 mm x 279.4 mm	97p6 x 66p
2 page spread (non-bleed)	15" x 10"	381.0 mm x 254.0 mm	90p x 60p
1 page (bleed)	8-1/8" x 11"	206.4 mm x 279.4 mm	48p9 x 66p
1 page (non-bleed)	7" x 10"	177.8 mm x 254.0 mm	42p x 60p
2/3 page (bleed)	5-1/4" x 11"	133.4 mm x 279.4 mm	31p6 x 66p
2/3 page (non-bleed)	4-9/16" x 10"	115.9 mm x 254 mm	27p4.5 x 60p
1/2 page vertical (bleed)**	4" x 11"	102.0 mm x 279.4 mm	24p x 66p
1/2 page vertical (non-bleed)**	3-3/8" x 10"	86.0 mm x 254.0 mm	20p3 x 60p
1/2 page island (non-bleed)	4-5/8" x 7-3/8"	117.5 mm x 187.3 mm	27p9 x 44p3
1/2 page horizontal (bleed)	8-1/8" x 5-5/8"	206.4 mm x 143.0 mm	48p9 x 33p9
1/2 page horizontal (non-bleed)	7" x 4-7/8"	177.8 mm x 123.8 mm	42p x 29p3
1/3 page vertical (bleed)	2-7/8" x 11"	73.0 mm x 279.4 mm	17p3 x 66p
1/3 page vertical (non-bleed)	2-3/16" x 10"	55.6 mm x 254 mm	13p1.5 x 60p
1/3 page square (bleed)	5-1/4" x 5-5/8"	133.4 mm x 143.0 mm	31p6 x 33p9
1/3 page square (non-bleed)	4-9/16" x 4-7/8"	115.9 mm x 123.8 mm	27p4.5 x 29p3
1/4 page (non-bleed)**	3-3/8" x 4-7/8"	86.0 mm x 123.0 mm	20p3 x 29p3
1/6 page vertical (non-bleed)	2-3/16" x 4-7/8"	55.6 mm x 123.8 mm	13p1.5 x 29p3
Publication Trim Size	7-7/8" x 10-3/4"	200 mm x 273.1 mm	47p3 x 64p6

**Note: 1/2 page vertical and 1/4 page are NOT available in the Buyers' Guide.

Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edge. 1/8" (3mm) roughed out of gutter bleed. 1/8" (3mm) trimmed off all three outer edges.

MECHANICAL REQUIREMENTS FOR FURNISHED INSERTS:

8 1/8" (206mm) X 11" (279mm). Publication trims to 7 7/8" (200mm) X 10 3/4" (273mm). Spread- 16 1/4" (413mm) X 11" (279mm). Keep vital matter 1/2" (13mm) from gutter edge and 3/8" (10mm) from top, bottom, and outside trim edges. Maximum stock weight of 70# coated is requested. Up to 80# accepted with advance clearance. 60# maximum weight for uncoated stock is requested. Up to 60# accepted with advance clearance. Maximums are 25" (635mm) X 38" (965mm) basis.

CLOSING DATES AND CANCELLATIONS:

Closing Dates are the second Monday of the preceding month of the issue for space reservations, reproduction material, and all instructions. (See Editorial Calendar for exact dates.) No cancellations accepted after closing dates.

Ad Delivery Instructions / General Terms & Conditions

AD DELIVERY INSTRUCTIONS

Our Digital Ad Transfer Program

How can you reduce turnaround time, improve print quality, and reduce your production expenses? Point your browser to www.che.com/adease and find out!

Advertising Specs

Publication Trim Size: 7-7/8" wide x 10-3/4" high (200 x 273 mm)

Paper Stock: 70 lb gloss-coated offset cover, 32 lb coated offset body

Method of Printing: CTP Web on Offset

Type of Binding: Perfect-bound

Material Specifications: To qualify for standard agency commissions, digital ads and color proof must be provided.

Storage of Advertising Materials: All materials will be stored for 12 months and then destroyed unless otherwise instructed in writing.

Digital Files and FTP site for ads: For more details, please visit: www.che.com/adease.

File Prep

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for Full Page Ads should be set up for BLEED SIZE (8-1/8" wide x 11" deep).
- Do not compress linked graphics when preparing TIFF or PDF.
- All files must be converted to CMYK – not RGB. 2-color ads must be CMYK builds.

- Trapping must be completed prior to creating final TIFF or PDF. Trap at .20 pt. And overprint black.

Accepted Digital Formats

- Press-/Print-Optimized PDF (all font embedded/all graphics hi-res and linked properly), high-resolution (300 dpi minimum)
- TIFF or EPS formats, 133-line or 300-dpi resolution
- Adobe Photoshop and Illustrator files with all fonts
- Media – CD-ROM, Zip (100MB)

Note: We can not accept native application files, such as Quark XPress or InDesign. Film ads will incur a conversion charge.

If you have FTP software, you may forward your ad files to our FTP site at:

Host: woodstock.chemweek.com

User ID: ads • Password: ads • Directory: ftp/CE

Note: Files must be stuffed as a self-extracting archive before you forward your ad to our FTP site. Please e-mail confirmation to bgraham@che.com.

Scanned images should be provided for placement, half-tone images should be 266 dpi or higher at 100% or reproduction size. Line art should be scanned at 300 dpi at 100%.

Matched Color

When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

Color Proofs

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press. If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

Production Charges

Ads that do not meet the specs list above or requests for changes to digital ads are subject to production charges. Contact the magazine production manager for details on production charges.

Address space orders, instructions, correspondence and proofs to:

Chemical Engineering, Production Department,
110 William Street, 11th Floor, New York, NY 10038

Furnished Inserts

On shipments of furnished inserts from outside the U.S., ship prepaid via air freight to: RR Donnelley, Attn: Misty Lemke, 100 Banta Road, Long Prairie, MN 56347 • Tel: 320-732-7914 (Please include magazine name and issue date if possible.)

At the time of shipment, e-mail bgraham@che.com the following information: flight number and time of arrival.

For More Information

Publisher, Nella Veldran: 212-621-4637, nveldran@che.com
Production Manager, Bill Graham: 212-621-4682, bgraham@che.com

GENERAL TERMS AND CONDITIONS

In general

- This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") inserted in or attached to Chemical Engineering as requested by the undersigned Advertiser.
- Advertiser has designated the undersigned Agency to act on its behalf.
- Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser.
- Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

Orders/Deadlines/Ad Copy

- No ad will be published unless a signed insertion order is received by Publisher no later than the closing deadline specified by Publisher.
- Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher prior to the closing deadline.
- Unless copy changes are specified by Advertiser in writing prior to the closing deadline, Advertiser's most recent ad will be inserted.
- Advertiser is responsible for checking ad copy for corrections and providing prompt written notice of errors or changes within Publisher's deadlines. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing prior to the closing deadline that an error has been made.
- If all necessary ad materials are not received at the offices of Publisher prior to the closing deadline, Publisher can not guarantee insertion of such materials.
- If Advertiser fails to provide an ad to Publisher prior to the closing deadline of an issue in which it ordered space, Publisher will charge Advertiser at the regular rate for the space it has reserved, with the invoice being due and payable when rendered.
- Publisher will not accept cancellation of space by Advertiser unless received prior to the closing deadline. No ad may be canceled after the applicable closing deadline.
- Insertion orders for covers (front/back/inside front/inside back) may not be cancelled by Advertiser.
- All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad.
- Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments, reruns or refunds be made because of the position of an ad.
- To ensure distribution of all ad copy to a worldwide readership, Publisher reserves the right to make copy changes as it deems appropriate to comply with applicable customs and postal regulations. While reasonable efforts will be made to discuss these changes with Advertiser in advance, in some cases (especially when copy arrives after the closing deadline) such advance discussions may be not be feasible.
- All ad materials will be destroyed one year after last publication by Publisher unless return instructions are received by Publisher in writing within that period.
- Publisher retains the right to display Advertiser's ad on the Publisher's web site(s), unless otherwise notified by Advertiser in writing.

Liability Limitations

- Publisher will not be responsible for any claims made in ads. Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the publication of Advertiser's ads. Publisher's right of indemnification extends,

without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement.

- Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly and unambiguously marked by Advertiser and received by Publisher before the closing deadline.
- Liability of Publisher for the omission of any portion of any ad from any publication will be limited to a partial reduction in the amount charged by Publisher for such ad based on Publisher's rate card.
- In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad.

Frequency Discounts/Special Units

- Frequency discounts apply if used within any 12-month period; otherwise the actual earned frequency discount will apply. Charges will be adjusted accordingly at the end of the contract period.
- A 1/4 page ad is the minimum size required to maintain frequency discount.
- Special units such as gatefolds are available. Pricing information is available upon request.

Furnished Insert Specifications

- Contact the Advertising Sales Representative for pricing.
- Conversion of film or correcting digital files is not included in Publisher's advertising price and will be billed separately to Advertiser at prevailing rates.
- Contact the Production Manager for mechanical quantity and shipping instructions. Do not use ROB sizes for furnished inserts.
- A facsimile of each insert indicating proposed copy areas and trim edges must be submitted to the Production Manager for approval.
- A sample of each insert must be submitted to the Production Manager for approval.
- Acceptance of inserts is also subject to postal service regulations. Any binding charges are non-commissionable.

Payment Terms

- Payment by Advertiser is due in full 30 days from invoice date.
- If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month.
- Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest.
- Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.
- If Advertiser in good faith disputes any invoice, Advertiser must promptly pay all amounts not subject to dispute.
- ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE for paying all amounts owed to Publisher pursuant to this agreement.

Agency Commissions

Publisher will apply a 15% commission discount to recognized agencies on space, color, premiums, and inserts, provided acceptable digitally formatted ad is supplied and only if Publisher is paid in full within 30 days of invoice date. Production charges are non-commissionable.

Advertising Production

The Advertiser or their Agency will be billed at an amount not less than 15% of earned gross rate for advertising materials produced by the Publisher. Production charges are non-commissionable.