

# ChemicalProcessing.com

Leadership • Expertise • Innovation • Interactive

## Custom Digital Content

In addition to site advertising, e-newsletter sponsorships, webcasts, and our core lead-generation programs, *ChemicalProcessing.com* offers a variety of other digital marketing opportunities to connect suppliers with chemical industry professionals worldwide.

### CUSTOM E-NEWSLETTERS

Editorial and design services are available to create and distribute custom e-newsletters according to specific parameters and marketing goals.



### SPONSORED SOLUTION CENTERS

Solution Centers bring together essential decision-making resources on a specific technical topic—whitepapers, webcasts, video clips, articles, application notes, etc.—in a resources page on *ChemicalProcessing.com*.

Our Solution Center platform combines a sophisticated content management tool and robust back-end reporting to facilitate high-end, integrated campaigns. The site user's ability to access multiple downloads from a single registration facilitates the user experience as well as allowing the sponsor to qualify leads based on specific interests and readership habits.

A *ChemicalProcessing.com* client services specialist will actively manage available digital inventory on our website and in our e-newsletters to drive traffic and registrations according to mutually agreed upon expectations.

"Our integrated marketing campaign with Chemical Processing and Putman Media has exceeded our expectations and outperformed the other online marketing initiatives we've undertaken to date."  
Amy Jordan, Marketing Communications  
Honeywell Process Solutions

### WEBCASTS

Webcasts are not only a highly efficient way to harness the power of the internet to generate qualified leads for your sales team, they also present your company as a leading source for industry insight and actionable content.

The Webcasts package centers on a solution to an identifiable problem or emerging technology in the manufacturing industry. *Chemical Processing's* Editor acts as host and moderator.

There are a variety of formats that can be used for a successful Webcast. All formats are ones you would see at an in person event but with the ability to touch more people because there is no travel for the attendees and for that matter, for the speakers.

