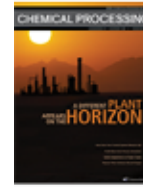


## 2010 EDITORIAL CALENDAR



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Issue Closing Dates</b>	December 10	January 11	February 8	March 7	April 11	May 9
<b>Cover Story</b> examines trends, issues and their implications, and recognizes significant achievements	New Sensor Technology	Industry Evolution	Biofeedstocks	Salary Survey	Collaborative Development	Automation Trends
<b>Design and Optimization</b> covers the selection and engineering of key equipment and systems for chemical plants	Inherent Safety	Pilot Plants	Environmental Compliance	Utilities	Distillation	Predictive Maintenance
<b>Maintenance and Operations</b> focuses on trends and best practices for improving plant reliability and efficiency	Operator Training	Mass Notification	Condition Monitoring	Explosion Prevention	Management of Change	Motors and Drives
<b>Solids and Fluids Handling</b> provides insights on equipment and systems that handle process materials	Valves and Piping	Powder Handling	Pumps	Mixing and Blending	Pneumatic Conveying	Filtration
<b>Instrumentation and Control</b> covers hardware and software for effectively monitoring and regulating processes	Process Control	Alarm Management	Wireless Technology	Fieldbus	Flow Instrumentation	Software Tools
<b>Energy and Utilities</b>	Heat Exchangers	Compressed Air	Cooling Towers	Furnaces	Power	Dryers
<b>Regulatory Compliance</b> offers expertise for meeting current and pending government regulations	Air Quality	Ground Water	Solids Handling	Process Safety	Waste Water	Fugitive Emissions
<b>Special Section Insert</b>				Dry Material Handling		Energy
<b>Monthly E-Newsletters</b> These opt-in e-newsletters are written about hot topics or specific technologies and feature exclusive content, breaking news, new product developments, upcoming events, links to white papers, site highlights and best aggregated Web content.	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider
<b>Special Show E-Newsletters</b>			Pre-Show Interphex E-Newsletter	Pre-Show Interphex E-Newsletter		
<b>Online Panel Discussions</b>			Condition Monitoring, 3/24	Energy Efficiency, 4/22	CFATS, 5/19	
<b>Events</b>	Powder Show Southeast, 2/9-11, Charlotte	Informex, 2/16-19, San Francisco ARC Forum, 2/8-10, Orlando	Pump Symposium, 3/15-18 Houston	Interphex, 4/20-22, New York City	Powder Show, 5/4-6, Rosemont, IL	Fuel Ethanol Show, 6/14-17 St. Louis
<b>Marketing Tools</b>	Ad Readership Study, Ad-Lits	Market Lead Survey		Market Lead Survey, Ad-Lits		Market Lead Survey



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### LEGEND

- Automation
- Competitiveness
- Energy
- Environmental
- Powder Solids
- Safety and Security
- Fluid Handling



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## 2010 EDITORIAL CALENDAR

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Issue Closing Dates</b>	June 10	July 11	August 11	September 12	October 10	November 10
<b>Cover Story</b> examines trends, issues and their implications, and recognizes significant achievements	Readers' Choice Awards	Retaining Know-how	Plant Security	Manufacturing Agility	Outsourcing	Lifecycle Analysis
<b>Design and Optimization</b> covers the selection and engineering of key equipment and systems for chemical plants	Scale Up	Batch Processing	Waste Minimization	Simulation	Heat Recovery	Reactors and Vessels
<b>Maintenance and Operations</b> focuses on trends and best practices for improving plant reliability and efficiency	Compressed Air	Heat Exchangers	Vacuum Systems	Pollution Control	Seals and Gaskets	Quality Control
<b>Solids and Fluids Handling</b> provides insights on equipment and systems that handle process materials	Weighing and Dosing	Sampling Systems	Dust Control	Size Reduction	Separations Technology	Crystallization
<b>Instrumentation and Control</b> covers hardware and software for effectively monitoring and regulating processes	Safety Instrumentation	Environmental Monitoring	Advanced Control	Control System Migration	Analyzers	Level Measurement
<b>Energy and Utilities</b>	Steam	Fans and Blowers	Heat Integration	Energy Recovery	Process Water	Vacuum Systems
<b>Regulatory Compliance</b> offers expertise for meeting current and pending government regulations	Nanotechnology	Chemicals Handling	Personnel Safety	Product Stewardship	Professional Competence	Security
<b>Special Section Insert</b>						
<b>Monthly E-Newsletters</b> These opt-in e-newsletters are written about hot topics or specific technologies and feature exclusive content, breaking news, new product developments, upcoming events, links to White Papers, site highlights and best aggregated Web content.	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider	ChemicalProcessing.com E-News Insights from the CP50 Chemical Processing Weekly New Product Bulletin PowderHandling Insider FluidHandling Insider
<b>Special Show E-Newsletters</b>			Pre-Show WEFTEC E-Newsletter	Pre-Show ISA E-Newsletter		
<b>Online Panel Discussions</b>		Dry Material Handling 8/26		Dust Control, 10/28		
<b>Events</b>				WEFTEC, 10/2-6, New Orleans ISA Expo, 10/19-21, Houston		
<b>Marketing Tools</b>	Ad-Lits	Market Lead Survey	Ad Readership Study	Market Lead Survey, Ad-Lits		Market Lead Survey

### LEGEND

- Automation
- Competitiveness
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## 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)

	CREATIVE	CPM*
Top Leaderboard	728 x 90 px, File Size: 30K or less Loop Limit: 5 Loop Limit. Formats: GIF, JPEG, HTML, Flash, Alt Text: Cannot exceed 70 characters	\$90
Boombox	336 x 280 px, File Size: 40K or less, Loop Limit: 5 Loop Limit. Formats: GIF, JPEG, HTML, Flash Alt Text: Cannot exceed 70 characters	\$90
Button	125 x 125 px File Size: 20K or less Loop Limit: 5 Loop Limit. Formats: GIF, JPEG, HTML, Flash Alt Text: Cannot exceed 70 characters	\$80
Article-embedded text box	Up to 40-character headline, plus 300 characters additional text. Format: Text only	\$90
Featured Product, home page	120x60 pixel non-animated image, plus 40-character headline and 300 characters additional text. Format: Text and JPG or GIF	\$75
Sponsored link	Up to 40-character headline, plus 80 characters additional text. Format: Text only	\$25

\* Cost per thousand, impressions

## E-NEWS ADVERTISING RATES (GROSS)

ChemicalProcessing.com E-News, FluidHandling.com Insider E-News and Powder Handling.com Insider E-News				
	CREATIVE	1x	3x	6x
Top Sponsor	468 x 60 pixels File Size: 40K or less Formats: Non-animated GIF or JPEG Text Alt: 120 x 60 pixel image with 5 lines at 80 characters each	\$2,100	\$1,890	\$1,600
Skyscraper	160 x 600 pixels File Size: 40K Formats: Non-animated GIF or JPEG	\$1,500	\$1,300	\$1,100
Featured Product	120 x 60 pixels, File Size: 5K Formats: Non-animated GIF or JPEG Text: 300 characters	\$1,200	\$1,140	\$1,080
Sponsored Link	Up to 40-character headline, plus 80 characters additional text	\$400	\$300	\$200
Button	125x125 pixels Max Image File Size: 15k Formats: Non-animated GIF, JPG	\$400	\$300	\$200

Chemical Processing Weekly E-News and Insights from the CP50 E-News				
	CREATIVE	1x	3x	6x
Sponsored Product	468 x 60 pixels File Size: 40K or less Formats: Non-animated GIF or JPEG Text Alt: 120 x 60 pixel image with 5 lines at 80 characters each	\$2,100	\$1,890	\$1,600

New Product Bulletin E-Newsletter				
	CREATIVE	1x	3x	6x
Sponsored Product	250 x 250 pixels File size: 5K or less Formats: Non-animated gif or jpeg Text: 400 characters, including headline	\$1,200	\$1,140	\$1,080

### SPECIAL POSITIONS

15% premium for inside front cover, inside back cover and back cover. 10% premium for all other positions

### CLASSIFIED PRINT ADVERTISING

Classified rates are net rates.

Per column inch/per insertion:

1x .....	\$155
3x .....	\$145
6x .....	\$135
12x .....	\$105

### 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 .....	\$1,200
4x .....	\$1,100

### PRODUCT SPOTLIGHT—1/6-PAGE VERTICAL AD

Gross Rate .....	\$950
Each additional color .....	\$250

### INSERTS

For demographic, regional or national full-run insert pieces, consult your district manager or publisher.

### 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 (prinerger 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:

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555 W. Pierce Road, Suite 301  
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Phone: 630/467-1300

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For information on Chemical Processing digital properties, market intelligence, printing specifications and editorial guidelines, visit us online at:

[www.putman.net/brands/cp](http://www.putman.net/brands/cp)



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