

## THE POWER OF PRINT MARKETING

There is simply no more effective, cost efficient way to communicate your message that builds AND sustains brand awareness with a large universe of customers and prospects, than by using print advertising. **In our media consumption survey, Chemical Processing readers indicated that magazines are their most important source to stay current with new technologies, products and vendors. That's important and powerful.**

Print has gravitas ... and a strong brand awareness influences prospects in their early buying stages. Marketing-savvy organizations realize that a certain number of their potential customers may not be actively seeking information on their companies' products and services at any given time. But these same potential customers are open to marketing messages when they "lean back" to read a magazine, when they're open to being informed of what's new without a specific agenda in mind. **And, if prospects aren't familiar with your company and the solutions your company offers through exposure and awareness, the chances of a successful engagement drop precipitously.**

Print also helps set the stage for lead generation campaigns in creating the desire to find out more about your company and the solutions you offer as prospect digs deeper into solution exploration & product evaluation ... there by improving results.

### Engaged Magazine Audience

<b>81%</b>	Read <i>Chemical Processing</i> regularly
<b>99%</b>	Took action as a result of seeing an ad in <i>Chemical Processing</i>
<b>62%</b>	Visited an advertiser's website
<b>43%</b>	Contacted an advertiser directly

### Here's what our readers have to say about *Chemical Processing*:

*"Chemical Processing is a great tool for me to learn about new products and solutions"*

*"It's a great resource to learn more about companies and what products and services they offer"*

*"Extremely valuable to assist in purchasing appropriate products and equipment"*

*"Chemical Processing causes me to think about alternative solutions to explore with companies"*

*"Great source of information for new products, new technology and new procedures"*

*"One of my top reads, Thank You!"*

*"I am quite impressed to see the way you are helping the engineering professional"*

*"I use Chemical Processing to open my eyes to new ideas or products that I didn't know existed"*

### FOUR-COLOR PRINT ADVERTISING RATES (NET)

	Open	6x	12x	Ad Dimensions ** (WxD, inches)
Full page	\$6,630	\$5,907	\$5,228	7-7/8 x 10-1/2
Two-thirds page	\$4,815	\$4,378	\$3,961	4-9/16 x 10
One-half page island	\$4,040	\$3,655	\$3,315	4-9/16 x 7-1/2
One-half page vertical	\$4,040	\$3,655	\$3,315	3-1/4 x 10
One-half page horizontal	\$4,040	\$3,655	\$3,315	7 x 4-7/8
One-third page vertical	\$2,785	\$2,525	\$2,295	2-3/16 x 10
One-third page square	\$2,785	\$2,525	\$2,295	4-9/16 x 4-7/8
One-quarter page	\$1,880	\$1,700	\$1,550	3-1/4 x 4-7/8

\*\* Bleed: 8-1/8" x 10-3/4"; Trim: 7-7/8" x 10-1/2"; Keep live matter at least 1/4" within trim on all sides

### 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 .....	6.875" wide

### Ad-Lits (net rate)

\$1,020