

## CHEMICAL PROCESSING EDITORIAL GUIDELINES

*Chemical Processing* and ChemicalProcessing.com focus exclusively on serving managers and engineers developing process technology and designing, operating and maintaining plants in the chemical industry. The publication provides authoritative, practical and impartial technical information as well as details on best practices, key trends, developments and successful applications. This unique editorial mix helps readers make plants as efficient, safe, environmentally friendly and economically competitive as possible.

*Chemical Processing* seeks a variety of inputs from operating companies, engineering firms, vendors and others with expertise in the field:

- bylined articles that provide practical, impartial and generic guidance;
- case histories on applications of novel technology or services;
- sources for round-up stories on trends and developments;
- information on technical developments as well as new products and services;
- product exclusives;
- material for e-newsletters;
- interviewees and topics for podcasts;
- speakers who can cover technical topics in webinars; and
- white papers.

### Bylined articles

Much of the content of the magazine is devoted to bylined articles that detail best practices, technical options, design or operating tips, etc.; so we always are looking for authors willing to share their insights and know-how. Such articles typically run 2,000 to 2,500 words and include several illustrations.

Case histories should cover applications that took place within the last two years. They should explain the issues that led the site to adopt the technology or service, what was involved in implementing it, and the benefits achieved. Such stories generally run 1,500 to 2,000 words. We prefer authorship by someone at the particular plant but will accept stories written by someone at a vendor or co-authorship.

We suggest that you send an abstract or outline rather than a draft, so we can provide feedback before you put in too much effort. E-mail details of what you propose to cover to the Editor in Chief (mrosenzweig@putman.net).

All bylined articles go back to their authors for checking before publication. *Chemical Processing* does not require authors to assign copyright to articles. Articles are posted on our web site, ChemicalProcessing.com, typically several weeks before the magazine comes out.

Our staff-written round-up stories look at specific developments — particularly those about to be or just commercialized — that promise technical and economic advantages, and explore how firms are dealing with important technical issues. Please contact the editor with ideas about subjects that you suggest we cover, as well as any for which you may be able to offer inputs.

### Product-specific content

We also welcome receiving information about your technical innovations. We cover significant research and development in our news section; we have a department in the magazine devoted to new equipment and services and publish additional product items on ChemicalProcessing.com. Provide details about what's novel and important about your offering. This needn't be lengthy — 100 words often suffice — and should concentrate on factual information not promotional copy. Include a photo or other graphic. E-mail such material to [chemicalprocessing@putman.net](mailto:chemicalprocessing@putman.net).

If you are about to launch a product or service that you consider particularly noteworthy, contact us before issuing a general press release. We may be willing give the development extra attention as a “product exclusive” in an issue that coincides with its release date. Depending upon the nature of the product, it may be possible to run in this exclusive concurrently in our sister publications such as *Control* and *Plant Services*, as well.

### Web-exclusive features

ChemicalProcessing.com not only contains editorial content from the magazine but news and other material written exclusively for the site, as well as unique features such as our “Ask the Experts” forum (where visitors can submit technical questions in almost 30 categories for answering by authorities in these fields), the “CP 50” (which provides information on what 50 leading chemical companies are doing), polls (in which we canvas visitors about key issues facing the industry), white papers (generic educational information), audios and videos (with editors and experts talking about significant

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topics) and even a cartoon caption contest. We post material such as white papers and videos from outside sources, so long as they meet our editorial criteria of usefulness and impartiality. Submit any such material that you'd like to have considered to our Executive Digital Editor (tpurdum@putman.net).

We also welcome suggestions about topics and people to consider for podcasts — audio or video presentations in which an editor interviews a major figure in the field about a significant topic. Candidates can come from operating, engineering and consulting firms, vendors, government or academia. Contact our Executive Digital Editor (tpurdum@putman.net).

### White Papers

*Chemical Processing* welcomes white papers that provide information of use to our audience. These white papers are hosted on ChemicalProcessing.com, and available for download as pdfs.

Vendors, consultants, end users and academics all can gain significant value from developing a white paper for *Chemical Processing* — bolstering visibility and stature from the byline and the high quality content we require.

A white paper should offer practical guidance, good engineering practices, details on emerging technical trends or other information relevant to our audience. It must present an unbiased and vendor-neutral treatment. Because a white paper must be balanced and non-commercial, it cannot promote specific options and proprietary products. Mention of a vendor's product or service only is allowed as a "for instance" in a broader, general discussion.

All white papers submitted must be approved by the Editor in Chief of *Chemical Processing*.

### Contacting us

While we accept material by mail, we strongly prefer receiving inputs via e-mail. Please use common formats such as "doc" or "pdf" for text and "jpg," "tif," "bmp" or "eps" for graphics. Don't compress files. Graphics should have a resolution equivalent to at least 300 dpi at 4 inches × 6 inches. Please provide contact information, including e-mail address and phone number. Include a date on all press releases.

### Questions?

Contact:

ChemicalProcessing@putman.net

or

*Chemical Processing*

1501 E. Woodfield Rd., Suite 400N,

Schaumburg, IL 60173

(630) 467-1300

### Chemical Processing editorial staff

Mark Rosenzweig, Editor in Chief — mrosenzweig@putman.net (X. 478)

Amanda Joshi, Managing Editor — ajoshi@putman.net (X. 442)

Traci Purdum, Executive Digital Editor — tpurdum@putman.net (X. 428)

Seán Ottewell, Editor at Large (Ireland) — sottewell@putman.net

Andrew Sloley, Troubleshooting Columnist — asloley@putman.net

Lynn Bergeson, Regulatory Columnist — lbergeson@putman.net

Alan Rossiter, Energy Columnist — ARossiter@putman.net

Dirk Willard, Columnist — dwillard@putman.net

Tom Blackwood, Solids/Powders Columnist — tblackwood@putman.net

**Our Editorial Calendar and Media Kit can be downloaded from <http://www.putmanmedia.com/our-brands/chemical-processing>**