

## Instructions for *Chemical Engineering* Enhanced Buyers' Guide Listing

### Free Listing Opportunities

**Chemical Engineering Buyers' Guide** (CEBG) is one of the most useful buying resources dedicated solely to the Chemical Process Industries (CPI). It is available in both print and as a complimentary online service. Updated every year, CEBG has earned the confidence of buyers from all over the world.

We invite you to list your company and products in CEBG and CEBG Online. You can list up to **10 product categories FREE of charge**.

### Already Listed in CEBG?

Update your information now in just minutes!

#### STEP 1

Go to [che.com/buyersguide/odes](http://che.com/buyersguide/odes)

- Enter your account ID and password
- Forgot your ID/Password? No problem. Contact: Eric Freer at [efreer@che.com](mailto:efreer@che.com) or 713-343-1904
- After making your changes, click "Update all profile info" button at the bottom of the page.

#### STEP 2

Update your product listings

- Visit [che.com/buyersguide](http://che.com/buyersguide) and follow the link to the product category booklet (PDF) – you will need the product codes to add new products
- Click update product listings to refresh your current listings.

### New to CEBG?

If you are not listed in the CEBG yet, please go to [http://www.che.com/buyersguide/odes/register\\_1.php](http://www.che.com/buyersguide/odes/register_1.php) and follow the instructions for new registrations.

Download the product category booklet: <http://www.che.com/Assets/File/CEBG2006.pdf>. You will need these product codes during the registration process.

In order to be included in the 2012 Print CEBG, please submit your information by **August 2nd, 2011**.

Questions? Contact Eric Freer, [efreer@che.com](mailto:efreer@che.com) or 713-343-1904

### Advertising Options in CE Buyers' Guide

There are a number of advertising options to increase the visibility of your listings. **All advertisers in CEBG receive unlimited product listings in the print and online CEBG as well as prominent display in both the print and online Buyers' Guides.**

#### 1) Company Logo

Add your company logo (5 x 2,5 cm width x height, b/w only) in the company directory or in the product directory. The cost of a b/w logo is US \$430 for a single logo; discounts apply if several logos are booked. For details see our rate card on [www.che.com/advertise](http://www.che.com/advertise).

## **2) Target Ads**

Place your Target Ad (5 x 5 cm width x height, b/w only) in the product directory with your key products. The cost of a b/w target ad is US \$860 for a single insertion; discounts apply if several target ads are purchased. For details see our rate card on [www.che.com/advertise](http://www.che.com/advertise).

## **3) Display Ads**

Display ads start from 1/4 page, and can be placed in b/w or in color. Display advertisers benefit from a range of additional special incentives.

### Full Page

An additional Corporate Profile Page in the print edition  
4 Banners on CEBG Online  
Logo on CEBG front cover in print

### 2/3 and 1/2 Page Island

3 Banners on CEBG Online

### 1/2 Page

3 Banners on CEBG Online

### 1/3 Page

2 Banners on CEBG Online

### 1/4 Page

1 Banner on CEBG Online

For rates of display ads, please check our rate card at [www.che.com/advertise](http://www.che.com/advertise) or contact your local sales representative ([Click here for more info](#))

**Don't delay!! Closing date for CEBG is **August 2nd, 2011.****