

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 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

Chemical Processing's bylined articles 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 can include illustrations. We have found that readers like step-by-step how-to articles (ex: 10 Ways To Prevent XYZ) or quick-tip articles that help them understand and address challenges. Our reader surveys show that our audience prefers to read about how their peers dealt with issues (challenges and victories) rather than how vendors address issues, so keep that in mind. Vendor-centric contributions can be mistaken for sales pitches and typically don't resonate with readers, so please do not include any specific vendor references.

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, the challenges overcome, and the benefits achieved. Such stories generally run 1,500 to 2,000 words. We prefer authorship by someone at the chemical facility but will accept stories written by someone at a vendor or co-authorship. The point of view should come from the operators and engineers at the chemical facilities.

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 (tpurdum@endeavorb2b.com).

All bylined articles go back to their authors for checking before publication.

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 ajoshi@endeavorb2b.com.

Web-exclusive content

Did you know that our website is updated several times a day? The brand's robust web-exclusive content features articles, columns, blogs, industry news and analysis, podcasts, webinars and even a cartoon caption contest. We also 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 editors.

We also welcome suggestions about topics and people to consider for podcasts 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 Editor (tpurdum@endeavorb2b.com).

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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

Please email your contributions to us using common formats such as "doc" or "pdf" for text and "jpg," "tif," 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.

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