

CONTENT CALENDAR

CHEMICAL PROCESSING

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Main Feature	State of the Industry	Automation Trends	Process Safety Regulations	Asset Management	Sustainability	Alternative Energy/ Alternative Fuel Developments	Workforce Challenges: Upskilling, Retaining, Labor Shortage Solutions	Environmental Protection/ Material Substitution	Cyber/CFATS	Process Safety/Dust Control		Salary Survey
Design and Optimization	Energy Roundup (hydrogen, nuclear, renewables)	Project		Pilot Plants			Fugitive Emissions	Heat Transfer		wastewater treatment	Simulation	
Maintenance and Operations	Equipment Insights			Equipment Insights		Condition Monitoring	Equipment Insights		Wear Resistance/ Maintenance		Equipment Insights	Operator Training
Solids and Fluids Handling		Separations Technology	Water Reuse		Bulk Materials	Mixing/Blending			Conveyors	Separations Technology		
Instrumentation & Control			Remote monitoring		Digitalization		Open Automation	Alarm Management			Field Instruments	Autonomous Plants
Ask the Experts Q&A	Mixing				Pumps		Motors		Corrosion		Heat transfer	
E-HANDBOOKS			Pneumatic Conveying  Water & Wastewater	Flow  Process Safety	Powder & Solids  Hydrogen	Pressure  Steam Systems	Heat Transfer  Level	Mixing  Powder & Solids	Process Safety  Water & Wastewater	Flow  Reliability	Energy Efficiency  Temperature	Hazardous Dust  Hydrogen
WEBINAR ROUNDTABLES			Process Safety	Powder & Solids	Combustible Dust RT	State of the Chemical Industry	Mixing RT  Energy Efficiency RT	Process Safety RT	Hydrogen Challenges RT  Combustible Dust RT	Artificial Intelligence RT  Water & Wastewater RT	Combustible Dust RT	

# ADVERTISING & PROMOTIONS

CHEMICAL PROCESSING

## DIGITAL AD RATES

AD TYPE	NET RATE (CPM)
Leaderboard Unit	\$160
Rectangle	\$150
Half Page	\$160
Billboard	\$160
Welcome Ad	\$3,750/week
In-Article Video	\$175
In-Banner Video	\$125
Native Ad	\$150
Standard Banner Bundle	\$150
In-Article Premium	\$175
In-Article Flex	\$175
Billboard Flex	\$175

## Digital Ad Material Contact

[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.



DIGITAL BANNER AD SPECS



NEWSLETTER SPECS

## DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Chemical Processing content. [+VIEW SPECS](#)

## CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

## NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

## NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

## THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Chemical Processing reputation.

## AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

## AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

## SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

## MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

## CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.