White Paper CONNECTION

Take your White Paper to the next level. Participate in the *Plant Engineering* **White Paper Connection** program to elevate and drive traffic to your intellectual assets.

IN PRINT/ONLINE in these 2023 issues:

Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sept/Oct and Nov/Dec 2023

Sponsor one full-page or half-page in our 2023 White Paper Connection program summarizing your white paper and directing viewers to read the full white paper online.

PROMOTED

eNewsletter: The white papers will be promoted in the *Plant Engineering* White Paper Connection eNewsletter to approximately 12,000 subscribers.

PRICING

Full-Page White Paper Connection: $6,500 (NET)

Half-Page White Paper Connection: $3,500 (NET)

MATERIALS CONTACT

Send all material to Judy Hall at: **jhall@cfemedia.com**

AD MATERIAL DEADLINES

1/20/23 for JAN/FEB	7/21/23 for JUL/AUG
3/24/23 for MAR/APR	9/21/23 for SEPT/OCT
5/18/23 for MAY/JUNE	11/15/23 for NOV/DEC

CONTACT YOUR CFE MEDIA AND TECHNOLOGY MARKETING CONSULTANT TO RESERVE YOUR SPACE.

Questions? Please contact: Ellie Clare, Client Service Manager, eclare@cfemedia.com.

DELIVERABLES

Plant Engineering will create your White Paper Connection ad according to our existing template. **All advertisers, regardless of ad size must supply the following:**

Actual title of white paper, **author** byline (name/title/company), and **generic e-mail and web address** to appear at the bottom of the page.

- Company logo in high-res eps vector (Adobe Illustrator) format. High res jpeg or tiff format acceptable.
- Your complete white paper in PDF format.
- A 30-word or less description of the white paper.

Full-Page Advertisers:

- Provide **275 words** of text summarizing content of white paper.
- Provide one high-resolution image (300 dpi or higher, approximately four inches wide). Example: chart, drawing or photograph of your choice relating to white paper content. This graphic will be *in addition to* the image of our white paper cover which is automatically included in all profiles.

Half-Page Advertisers:

- Provide **150 words** of text summarizing content of white paper.

THREE HOSTING OPTIONS IMPORTANT!

1. Advertiser can choose to host the white paper on their own site. If the paper resides on your own website, please supply URL for download instructions. Ex: **"Download this paper at www.xyz.com/whitepaper"** this hyperlink will appear in your profile ad. A QR code will also appear in the layout for print edition readers.

2. Advertiser hosts the white paper, but has *Plant Engineering* set up a registration page which redirects reader to client site. This URL must be set up and provided to Judy Hall *before* layout is created.*

3. *Plant Engineering* sets up registration for the white paper on www.plantengineering.com and also hosts/serves the paper (leads may be provided to customer). This URL must be set up and provided to Judy Hall *before* layout is created.*

* Hosting options two and three require advance notice, and have an additional charge of *$1,500. Please alert your regional sales manager as soon as space is reserved.*

PLANT ENGINEERING