

CASE STUDY

Run a full page ad in the **Nov/Dec 2024** issue of **Plant Engineering** and receive a **Case Study Showcase** advertorial page at no cost.

Promote your case study to our engineers with text and images that describe the **building type** (hospital, fabrication plant, etc.) and **project focus** (HVAC, lighting etc.). You may also include a direct link back to the case study on your company website*.

CFE's designer will create your page based on our standardized template. Please follow the specifications below and supply the following raw materials:

- **Headline: Maximum 15 words**
- **A “Challenge / Solution / Results” sidebar: no more than 100 words total. (provide three concise paragraphs to follow three subheads — Challenge / Solution / Results)**
- **200-word max Summary Copy**
- **2 high-res photos (300 dpi at minimum 3½ inch wide)**
- **Optional QR code**
- **2-deck footer next to high-res logo**

The mockup shows a page layout with the following sections:

- ADVERTISMENT** (top left) and **CASE STUDY** (top right)
- Short, fifteen-word headline to appear at top, should be the name of project/case study.** (indicated by a callout line)
- CHALLENGE:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sed diam metus, vel auctor nunc. Donec vel augue vel mi sagittis feugiat eget non metus vulputate sagittis leo in sodales liquam.
- SOLUTION:** Donec molestie, turpis eget aliquam convallis, tortor nisi mollis nisi, et malesuada tellus uma eget lacus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis viverra plateas egestas.
- RESULT:** Vestibulum ultricies, dui varius consequat suscipit, arcu nisi auctor lectus, quis sodales mi orci at nisi. Etiam vel feugiat orci. Cras in odio nulla. Cras molestie diam urna. Tellus purus luctus ligula.
- SUMMARY:** Lorem ipsum dolor sit amet, consectetur a nodem adi pisciug elit. In sed diam metus, vel auctor nunc. Donec vel augue vel mi sagittis feugiat eget non metus.
- Proin id sem ullamcorper tortor gravida aliquet. Nam vitae bibendum lacus. Vestibulum laculis, sapien vitae pulvinar commodo, tellus purus luctus ligula, ac elementum metus mi quis ante.**
- Etiam vel feugiat orci. Morbi enim orci, facilisis rutrum laculis id, condimentum viverra erat. Aliquam egestas, nibh tincidunt feugiat dictum, lorem felis placerat nulla, ut conse quat leo nisi in augue. Suspendisse vulputate sagittis leo in sodales. Donec molestie, turpis eget ornamentaliquam convallis, tortor nisi mollis nisi, et malesuada tellus uma eget lacus. Pellentesque habitant morbi lorem tristique senectus et netus et malesuada.**
- Tempus nec porttitor vel, ornisonri amolestie et quam. Nullam posuere gravida massa in rutrum. Etiam bibendum, erat eu pulvinar convallis, diam enim aliquet sapien, eu eleifend tortor quam a felis. Nam in laoreet nibh.**
- Vestibulum ultricies, dui varius consequat suscipit, arcu nisi auctor lectus, quis sodales mi orci at nisi. Cras in odio nulla. Cras molestie diam urna. Aliquam egestas, nibh tincidunt feugiat dictum, lorem felis placerat nulla, ut consequat leo nisi in augue. Suspendisse vulputate sagittis leo in sodales. Donec molestie, turpis eget aliquam convallis, tortor nisi mollis nisi, et tristique senectus abet malesuada tellus uma eget lacus.**
- Click or scan to read the full Case Study online.** (next to a QR code)
- info@xyzcompany.com • 000-000-0000 www.xyzcompany.com**
- LOGO** (in a box)

Please observe the specifications and deadline so that we may send you a proof for approval. Send raw materials to our designer: jhall@cfemedia.com

**If the case study is not referenced on your company website, you can link to a page for the product or system manager who helped with the project design and specifications. A QR code (which we will create) is suggested; simply provide the link.*

Please contact your CFE marketing consultant for reservations and additional information.

**PLANT
ENGINEERING**

Case Study raw materials due:
Friday, November 7
Drop-dead last call for materials: 11/11/2024