In 1970, the readers of Chemical Engineering will spend $477,300,000 to control pollution.

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The Opportunity:

In April 1970, CHEMICAL ENGINEERING will publish its second Environmental Engineering Deskbook—the most important and complete source of pollution control information compiled for CPI technical decision-makers. Its 100+ editorial pages will contain a major, in-depth report on pollution control problems and their solutions. Plus a directory of equipment, supplies and services, complete with a buying section giving supplier names and addresses.

With increasing pressure from the public, government and industry are spending more and more for pollution control. And because the technology to control pollution is chemical engineering technology, CHEMICAL ENGINEERING's Environmental Engineering Deskbook will be the best source of information on *how* this money can be spent most efficiently.

The Deskbook editorial content will be all new—the bylined feature articles written by leading authorities will emphasize the very latest technology in the areas of:

Air pollution	Noise pollution
Water pollution	Odor control
Solid waste disposal	

CHEMICAL ENGINEERING's 1970 Environmental Engineering Deskbook will be the prime information source for more than 190,000[1] technical decision-makers throughout the CPI and in the all-important engineering/construction firms. As a special circulation bonus, the subscribers to McGraw-Hill's Air & Water News will also receive the Deskbook; this provides additional coverage of decision-makers in municipal, state and Federal pollution control centers plus the financial community.

There is abundant proof that CHEMICAL ENGINEERING Deskbooks are used—at the time buying decisions are made.

- The 1968 Environmental Engineering Deskbook produced 20,704 sales leads.
- A study of Deskbook readers showed they *saved* and *used* the first Environmental Engineering Deskbook[2].
- 2,250 told in detail how they used their Deskbooks in gathering product information for purchases[2].
- Impact Tell-All ads can produce measurable results[2].

This all adds up to 1970's biggest opportunity for pollution control marketers. It means a one-time, one-place opportunity to tell your *full* product and service story to men who count at the very moment they need and want it. It means a $477,300,000 market, accessible through a single medium.

1. Source: CHEMICAL ENGINEERING AIA Form, p. 13
2. Complete research available from your CE District Manager.

The industrial pollution control market is centered in the CPI

Pollution Control Spending

	1969*	1973†
Total CPI	$430,000,000	$ 600,000,000
Other U.S. manufacturing	$823,000,000	$1,000,000,000

*Source: McGraw-Hill Dept. of Economics
†Source: Estimate by McGraw-Hill's Air & Water News

Chemical Engineering is industry's #1 choice for reaching the CPI pollution control market

Advertising Pages, Jan.-June 1969

Product category	CHEMICAL ENGINEERING	2nd Publication
Instrumentation	233 pgs.	93 pgs.
Air Pollution Control Capabilities	14	6
Filtration Equipment	34	23
Dust Collectors & Separators	39	17
Electrostatic Precipitators	7	2
Water & Waste Treatment Equipment	34	5

Source: Index to Advertising in the CPI Market—CHEMICAL ENGINEERING Research.

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ill you invest
eir decisions?

The Options:

The Environmental Engineering Deskbook gives you an efficient focal point for your 1970 pollution control marketing program.

Because the Deskbook will be used repeatedly as a reference, you can use it as an economical way to distribute your catalog or capabilities brochure. You can use it to carry engineering specifics on your products—then cross-reference your regular year-long advertising program to it. You can use it to produce inquiries for your sales follow-up. And you can merchandise your Tell-All ad in the Deskbook to your sales staff or manufacturers' representatives to show how you are backing their efforts.

No other advertising buy will give you as much penetration of as big a market, for as long a time.

So select the option that fits your objectives best: a high-visibility 4-color ROP unit; a detailed product and capabilities display ad; a catalog-type insert (you may already have one prepared). Note the special discount for inserts of 4 pages or more.

Special Discount Available for Inserts of 4 Pages or More									
Rates for inserts supplied by you									
Number of pages:	1	2	4	6	8	10	12	14	16
Cost per page (13x rate)	*$1,635	$1,635	$1,471	$1,363	$ 1,266	$ 1,177	$ 1,117	$ 1,074	$ 1,042
Cost per Unit	$1,635†	$3,270†	$5,885	$8,175	$10,135	$11,770	$13,405	$15,040	$16,675

*Your frequency discount earned in regular issues of CE applies to inserts, too.
†Does not include back-up charges.

If you want CHEMICAL ENGINEERING to print your multi-page ad, reprints can be supplied as an over-run at cost. Price quotations available through your CHEMICAL ENGINEERING District Manager.

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If you need help, we'll help.

If you'd like to run your catalog in CHEMICAL ENGINEERING's Environmental Engineering Deskbook but don't have the time or help to get it ready in time, just write us. We'll be glad to help.
A special staff of technically trained writers has been retained to offer special catalog preparation services to our advertisers. Just send us what source material you have, plus a description of what you'd like to include and emphasize. Suggestions and cost estimates for catalog preparation will be sent back to you within three weeks. The deadline for receipt of material for estimate is January 15, 1970.

Environmental Engineering Deskbook
Issue Date: April 13, 1970
Closing Date for Advertising: March 10, 1970

For further details contact:
CHEMICAL ENGINEERING DISTRICT OFFICES

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WESTERN AREA SALES MANAGER
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Chemical Engineering
A McGraw-Hill Publication

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