

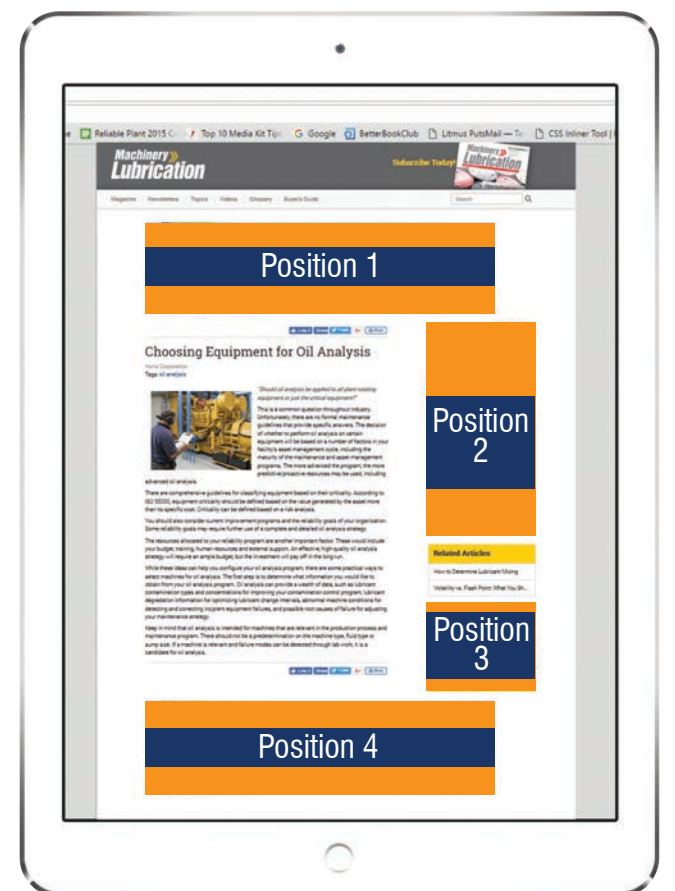
PUBLISHING SPECIFICATIONS

2018 MEDIA KIT



ONLINE ADVERTISING SPECIFICATIONS

www.machinerylubrication.com • www.reliableplant.com



POSITION 1

Billboard
Leaderboard

Dimensions(pixels)

970x250
728x90

POSITION 1

Half Page Banner
Wide Skyscraper Banner
Standard Skyscraper
Medium Rectangle Banner

Dimensions(pixels)

300x600
160x600
120x600
300x250

POSITION 3

Medium Rectangle

Dimensions(pixels)

300x250

POSITION 4

Billboard
Leaderboard

Dimensions(pixels)

970x250
728x90

35k max for
GIF and JPG
files; 40k max.
Up to 3 loops
with 15-second
max anima-
tion (loops
combined)
See specifica-
tion below.

Adobe Flash Specifications

Versions accepted: 9 or below

Flash Click-Through Instructions:

All Flash files must use the ClickTag variable as opposed to hard coding a URL. Please note the instructions and example below: Add an invisible button making the entire area of the banner clickable. Attach the following object action to the button:

Flash 4, 5, 6, and 7

on (release) {

```
if (clickTAG.substr(0,5) == "http:") {
  getURL(clickTAG, "_blank");
}
```

Flash 8 and 9

on (release) {

```
if (_root.clickTAG.substr(0,5) == "http:") {
  getURL(_root.clickTAG, "_blank");
}
```

This will embed the ClickTag (case-sensitive) variable in the FLA file. This allows the click-through URL to be modified at any time during a campaign, as opposed to hard coding the click command in the .swf file. Target="_blank" is required as the "Window" field's option when setting the getURL action ("Expression" unchecked). For more detailed information visit www.adobe.com/resources/richmedia/tracking/.

eNEWSLETTER ADVERTISING SPECIFICATIONS

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eNewsletter

Sales have become more complicated in recent years. As products become more competitive, sales support becomes more important. Your sales team cannot be sent out alone! Email marketing provides a personal method of communicating with an audience that lays the groundwork for success in the earliest stages of the sales process.

Noria's mobile-friendly Email advertising streamlines and expands your direct contact with customers. Email ads generate new prospects, create awareness and branding, and provide a quick means of response and follow-up. The sales process is shortened and simplified. A shorter sales process equals more sales.

Noria has achieved a successful publishing formula that can play an integral role in helping achieve marketing communication goals – from product positioning and branding to lead generation and sales.

Our e-newsletters are sent only to registered subscribers – readers who have formally requested to receive it.

Specifications

Exclusive Banner

- Located opposite the Table of Contents
- 300 x 250 pixel image (40k file max, no animation)
- Hyperlink to website

Resource Sponsorship

Headline: Up to 55 characters including spaces
Body Copy: Up to 225 characters including spaces
Call to Action/URL: Up to 30 characters including spaces

Image:

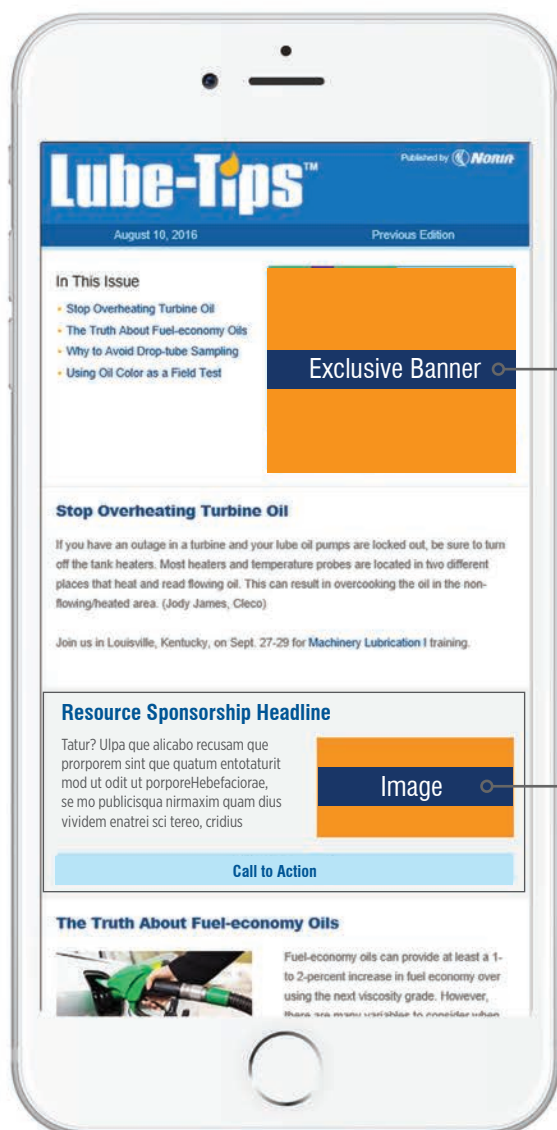
Width: 440 pixels

Height: 220 pixels

Max file size: 40k

File type: GIF or JPG, no animation

Only one destination URL allowed. Please do not use URL shorteners. Cannot link to email address. Additional text formatting such as italics, underlining, capitalization for emphasis, and bold or colored fonts are not allowed. No excessive exclamation points or special characters. Please do not use the word "free" in the headline, body copy or call to action. Minimize the use of words like "now," "immediately" and their synonyms.



PRINT ADVERTISING SPECIFICATIONS

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Specifications

NON-BLEED	WIDTH	DEPTH
2/3 page	4 7/8"	10"
1/2 page island	4 7/8"	7 3/4"
1/2 page vertical	3 7/8"	10"
1/2 page horizontal	7 3/8"	4 7/8"
1/3 page vertical	2 1/4"	10"
1/3 page horizontal	4 7/8"	4 7/8"
1/4 page vertical	3 1/2"	4 7/8"
1/4 page horizontal	7 3/8"	2 3/8"

BLEED	WIDTH	DEPTH
Full page	8 5/8"	11 1/8"

Include 3/8" safety border around all edges (no text or logos)

Binding and Trim

Publication trim size is 8 3/8 inches wide by 10 7/8 inches tall. The trim is 1/8 inch at the head, face and foot.

For bleed ads, please keep all live matter 1/2 inch from trim to avoid trimming any copy, illustrations, etc.

Preferred File Formats

Please provide files in one of the following formats, listed in order of preference: High-resolution, print-optimized PDF, TIF or EPS (with fonts embedded). Images must be CMYK unless a spot color has been purchased. Please create outlines on all custom fonts. Native page layout files are acceptable. However, for color ads, both 2-color and 4-color, a high-quality color proof is required. If not provided, then the printer will be instructed to run the color to standard density.

Electronic Submission

Email and FTP options should be discussed with the production manager. (production@noria.com)

Shipping Instructions

Send all print and digital ad materials, insertion orders, insert samples and instructions to:

Attn: Production Manager
Noria Corporation, 1328 E. 43rd Court, Tulsa, OK 74105
Phone: 918-749-1400 x213 / Fax: 918-746-0925
Email: production@noria.com

Ad Material Pickup

Where multiple magazine issues are scheduled, in the absence of receiving new ad material, existing material on file will be repeated.

Contract and Copy Regulations

Publisher reserves the right to mark "advertisement" on copy that readers might confuse with editorial content and to refuse copy that offends good taste or takes unfair competitive advantage. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner. An agency commission of 15 percent of gross billing is allowed to recognized advertising agencies on space, color, bleed and position only, provided account is paid within 30 days of invoice date. The advertiser and advertising agency are jointly and separately liable for payment. Accounts payable within 30 days.

- Advertisers or agencies will be short-rated if contracted frequency rate is not fulfilled during a 12-month period.
- An insertion order or purchase order is required for all advertising.
- No cancellations will be accepted after issue closing date.

Product Supermarket Specifications:

- **Product photo** - 300 dpi image. No embedded logos or titles. Image should be of product only.
- **Copy** - 225 characters of descriptive text, company name, website, email and phone number.

Please no additional text formatting such as italics, underlining, capitalization for emphasis, and bold or colored fonts. No excessive exclamation points or special characters are allowed.

MACHINERY LUBRICATION DIGITAL ISSUE SPONSOR

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Targeted Email

ISSUE SPONSOR

Linkable Logo

Dimensions(pixels)

200px wide

Please provide a full-color, high-quality logo file, preferably vector (such as an Illustrator .ai file) or a high-resolution .tif.

Digital Issue First Page Placement

ISSUE SPONSOR

Linkable Logo

Dimensions

4" Wide

Please provide a full-color, high-quality logo file, preferably vector (such as an Illustrator .ai file) or a high-resolution .tif.

