

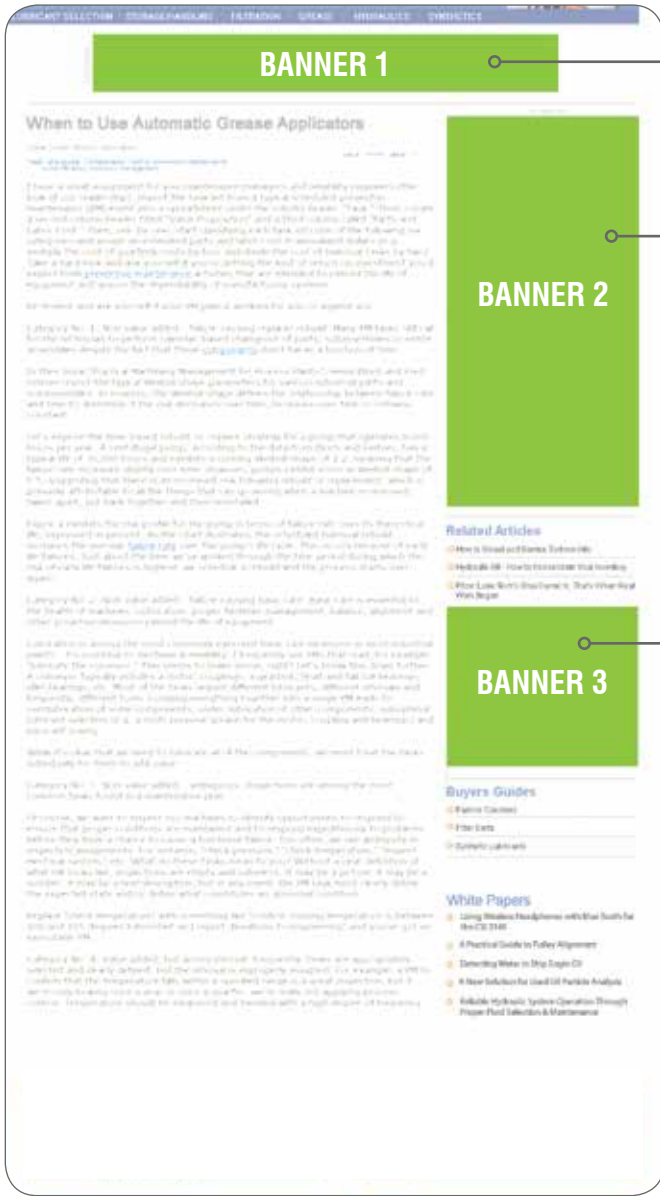


# SPECIFICATIONS

*2016 Media Planner*

# Online Advertising Specifications

www.machinerylubrication.com • www.reliableplant.com



- BANNER 1**  
 Leaderboard  
**Dimensions (pixels)**  
 728x90
- BANNER 2**  
 Medium Rectangle  
 Standard Skyscraper  
 Wide Skyscraper  
 Half Page  
**Dimensions (pixels)**  
 300x250  
 120x600  
 160x600  
 300x600
- BANNER 3**  
 Medium Rectangle  
**Dimensions (pixels)**  
 300x250

35k max for GIF and JPG files; 40k max for FLASH  
 Up to 3 loops with 15 second max animation (loops combined)  
 See specification below for FLASH.

## 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 this example below and instruction: 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: [www.adobe.com/resources/richmedia/tracking/](http://www.adobe.com/resources/richmedia/tracking/)

## eNewsletter Advertising Specifications



### 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! E-mail 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 E-mail advertising streamlines and expands your direct contact with customers. E-mail 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. Shorter sales process ... 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 that have formally requested to receive it.

### Specifications

#### 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

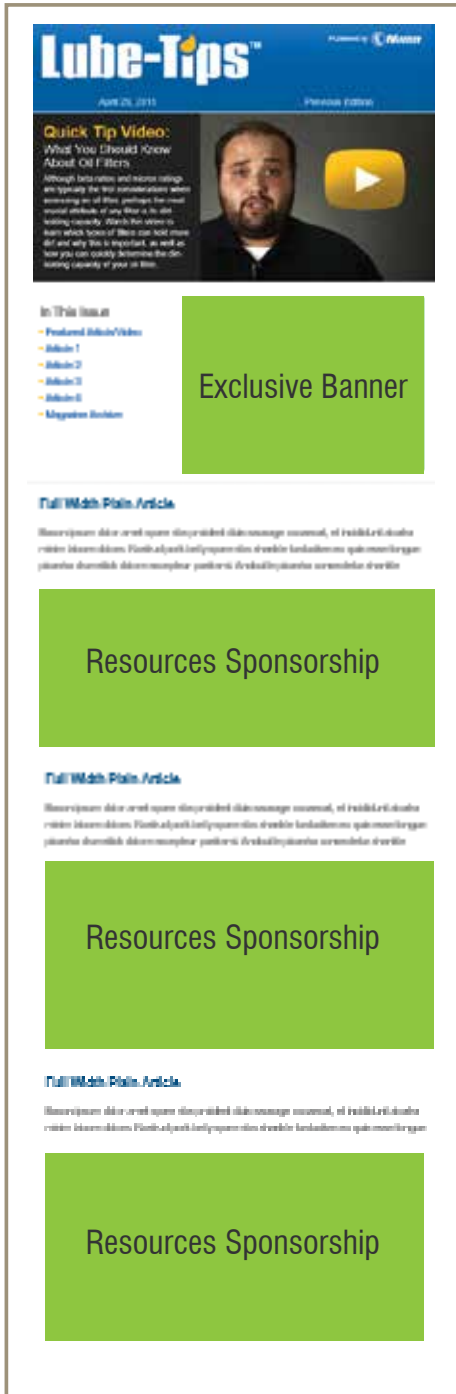
#### Image:

- Max width 440 pixels.
- Max height 220 pixels.
- Max file size 40k.
- File type: GIF or JPG., no animation

Only one destination URL allowed. Cannot link to email address. Additional text formatting such as italics, underlining, bold or colored fonts are not allowed. No excessive capitalization, punctuation or special characters. Please do not use the word "free" in the headline, body copy or call to action.

#### Exclusive Banner

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



# Print Advertising Specifications

## 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 in from trim to avoid trimming any copy, illustrations, etc.

### Product Supermarket

Specifications: 300 dpi Image, 225 characters of descriptive text, Company name, Web site, E-mail, and Phone number.

### 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

CD-ROM disks accepted. E-mail and FTP options should be discussed with production manager.

### 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  
 E-mail: 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. 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: 300 dpi Image, 225 characters of descriptive text, Company name, Web site, E-mail, and Phone number.

# Machinery Lubrication Digital Issue

## EMAIL BLAST

# Machinery Lubrication

DIGITAL ISSUE

March/April 2014

Here are just a few of the features in this issue of Machinery Lubrication magazine:

### How to Manage Lubricant Waste and Disposal

By reviewing your current procedures and implementing some of the ideas in this article, you can put your facility ahead of the curve and realize the benefits of managing your waste oil with a best-practice mentality. [Read more>>](#)

### New Test Method for Lubricant Biodegradability

A new biodegradability test procedure has been developed, tested and approved. It essentially measures the loss of oil and oil-soluble metabolites over 21 days in a nature-like aqueous environment. [Read more>>](#)

### What You Should Know About Food-grade Lubricants

While the future of food-grade lubricants appears bright, there are many misconceptions regarding their use. [Read more>>](#)

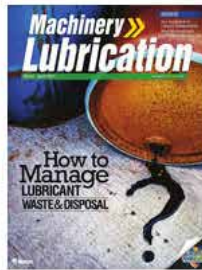
### Synthetic Esters: Engineered to Perform

Whether you seek excellent hydrolytic stability, biodegradability, lubricity, high viscosity index or low-temperature properties, all of these are possible with the right synthetic ester. [Read more>>](#)

Thank you for reading Machinery Lubrication. We hope you enjoy this issue.

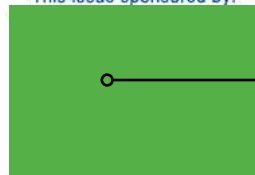
Sincerely,  
Noria Corporation

March/April 2014



Now viewable on your mobile device.

This issue sponsored by:



YourSite.com

### LOGO SPECS

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

SPONSORED BY  
Linkable Logo

Dimensions (pixels)  
200px wide

# Machinery Lubrication Digital Issue

## FIRST PAGE PLACEMENT

**SPONSORED BY**  
Linkable Logo

**Dimensions**  
4" wide

### LOGO SPECS

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

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Your linkable, full color logo appears in this box

YourSite.com

