

The Voice Of Reliability

2018 MEDIA KIT



»RELIABLEPLANT



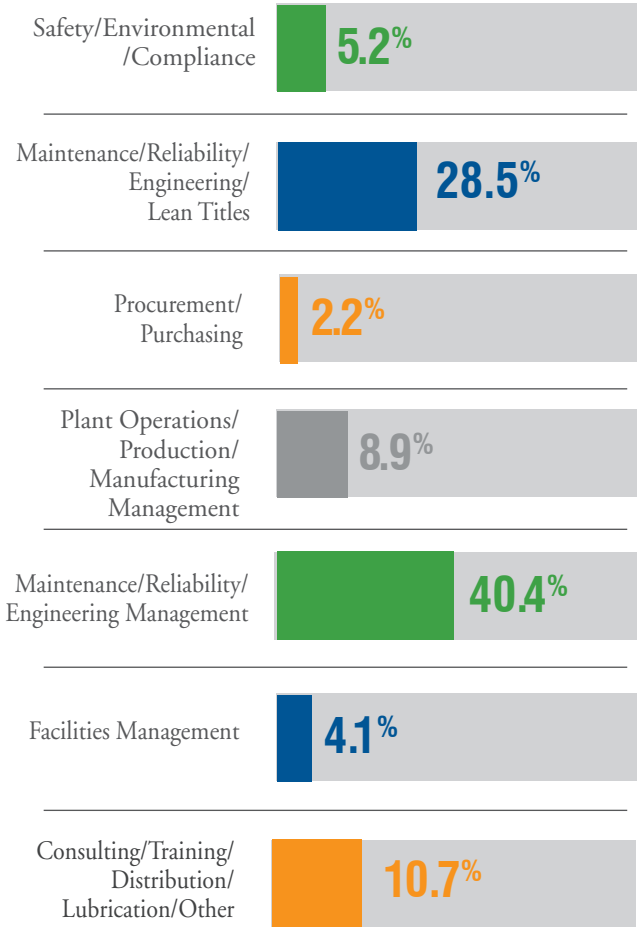
RELIABLE INFORMATION FROM A RELIABLE SOURCE

The *Reliable Plant* brand focuses on maintenance and reliability professionals by providing them with information on important topics, such as maintenance excellence, lean manufacturing, energy management and workplace safety. Through its various media outlets and events, the brand features articles that target technicians, specialists, engineers, maintenance managers, planners and supervisors.

“Reliable Plant is changing the world one idea, one person, one machine and one organization at a time.”

- Jim Fitch,
Senior Editor

JOB FUNCTIONS



Source: Publisher's Own Data

BUYING POWER

- 65% Infrared Cameras/Thermal Imaging
- 42% Motor Testing
- 76% Oil Analysis
- 61% Precision Alignment/Balancing
- 48% Temperature/Measurement/Control
- 52% Ultrasound/Acoustic Monitoring
- 75% Vibration Analysis
- 61% Vibration Sensors
- 61% Air Filters
- 83% Bearings
- 70% Belts
- 61% Hand Tools
- 56% Motors
- 69% Oil Filters
- 63% Pumps
- 60% Seals



Source: Publisher's Own Data

WEBSITE

Website advertising has become one of the largest communication mediums in the advertising market. Banners provide a valuable function in fostering a familiarity that ultimately generates click-through to the source of the ad. Website advertising reaches active consumers looking for information and allows the reader to react directly and immediately to advertisements.

FLEXIBLE: Multiple sizes provide a variety of CPM to fit most any budget.

TARGETED: Our highly targeted audience of maintenance and lubrication professionals is always looking for new products and innovative ways to accomplish their goals.

IMMEDIATE: Active consumers looking for information react directly and immediately to your relevant message.

152,467

ReliablePlant.com
Average Monthly Unique Visitors

RATE CARD

POSITION 1	DIMENSIONS	CPM
Billboard	970x250	\$160
Leaderboard	728x90	\$130
POSITION 2		
Half Page Banner	300x600	\$160
Wide Skyscraper Banner	160x600	\$130
Standard Skyscraper Banner	120x600	\$110
Medium Rectangle Banner	300x250	\$110
POSITION 3		
Medium Rectangle Banner	300x250	\$80
POSITION 4		
Billboard	970x250	\$160
Leaderboard	728x90	\$130



RELIABLEPLANTMAIL

Reliable Plant Mail delivers a wealth of useful information to plant maintenance and reliability leaders. From technical tips and best-practice reports to articles on hiring and retaining skilled talent, this e-newsletter is an indispensable tool that assists plants in the quest to achieve optimum uptime and performance with a minimal amount of resources.

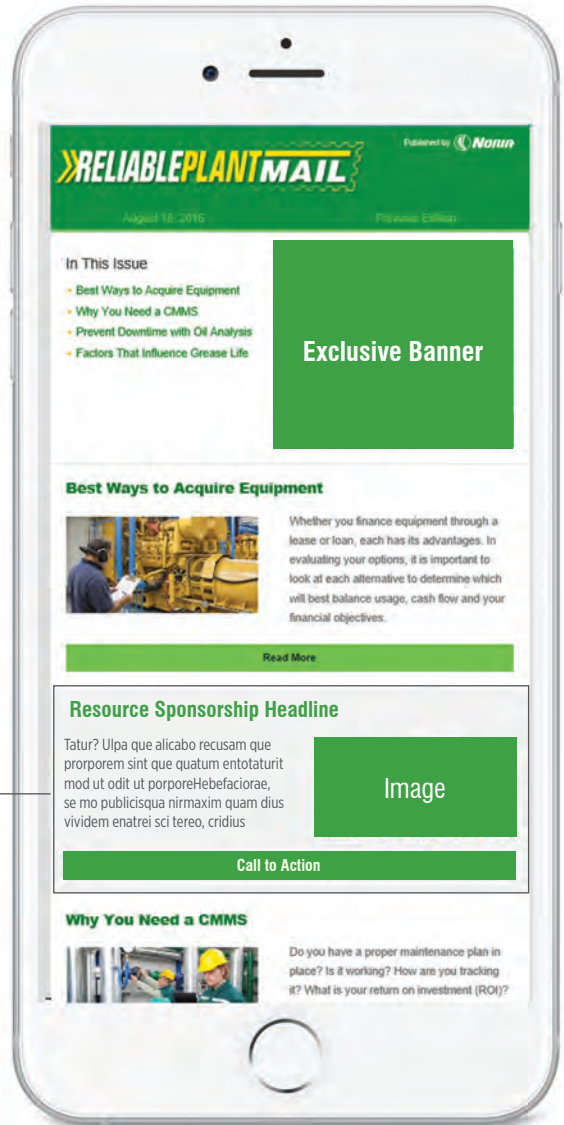
RATES

Exclusive Banner	\$3,000
Resource Sponsorship	\$2,800

Targeted: *Reliable Plant Mail* is sent to registered subscribers who have formally requested to receive the information.

Instantaneous: The sales process is shortened and simplified because your message is delivered with a quick means of response and follow-up.

Impactful: Email marketing provides a personal method of communicating that lays the groundwork for success in the earliest stages of the sales process.



52,490

Subscribers

Resource Sponsorship



SPONSORED WHITE PAPERS

Sponsored white paper promotions illustrate common business problems that your customers encounter. They inform and educate readers on possible solutions and motivate them to consider using your company's product or service to solve those problems.

RATE: \$3,750/MONTH

Includes:

Banner Ads. Visitors will find your white paper in targeted 300x250 banner advertising across our website. Banner impressions are set at 1500 per month.

Social Media. To increase awareness, your white paper will be promoted on Noria's corporate LinkedIn account.

Dedicated Emails. Readers receive an email alert notifying them of the availability of your white paper.

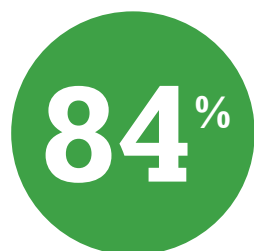
E-Newsletter. Your white paper is featured in one or more of our popular e-newsletters to deliver even more qualified prospects.

Homepage. Readers can link to your white paper from the website homepage.

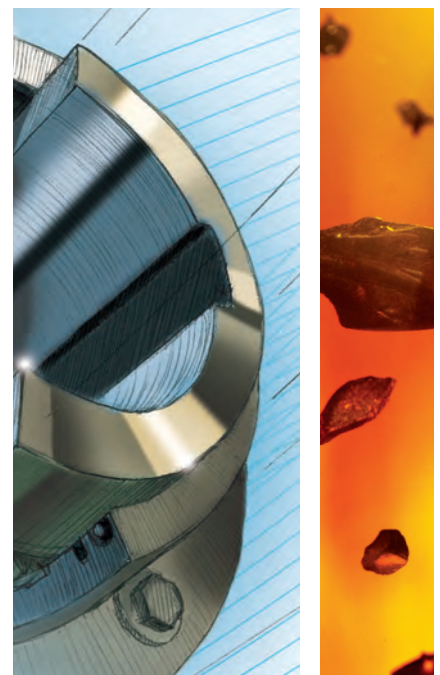
Relevant Articles. To maximize your exposure, your white paper will be linked to relevant articles on the website.

White Paper Library. Visitors may also find your white paper in the website's White Paper Library.

Lead Generation. Prior to viewing your white paper, the reader completes a brief registration form. The registration data is sent to you via email.



Rate white papers as influential when making final purchasing decisions.



ABOUT US

Noria Corporation, based in Tulsa, Oklahoma (USA), was founded with the single focus of helping user organizations improve machine reliability through the deployment of best practices in lubrication and oil analysis. Our approach has changed how organizations manage and monitor lubricants for maintaining optimum reliability and safety.

We trust that lubrication excellence is a catalyst to remarkable machine reliability. We believe that industry has realized only a fraction of the opportunities that are achievable through lubrication-enabled reliability.

Our mission is to inspire change through education by providing tools, resources and expertise so the world can achieve the tremendous potential that lubrication excellence has to offer.

One of the many special qualities that differentiates us from other publishers is that Noria is not just a news collector but also a creator of original content, including articles, videos, webinars, images and engaging infographics. We believe that you should practice what you preach. Practicing in the field about which we publish improves the quality, timeliness and usefulness of our editorial content.



PUBLISHING

TRAINING



EVENTS

CONSULTING

"We don't just write about it - we actually do it."

Training - Our Machinery Lubrication and Oil Analysis certification training courses are the standard worldwide. Tens of thousands of plant and industry professionals have been trained by Noria.

Consulting - Noria expert consultants are in industrial plants every day, designing lubrication programs, setting lubrication procedures and demonstrating equipment reliability best practices.

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