

# **»RELIABLEPLANT**

*2015 Media Planner*

## About Us

Noria Corporation, based in Tulsa, Okla. (USA), was founded in 1997 with the single focus of helping user organizations improve machine reliability through the deployment of best practices in lubrication and oil analysis. Since that time, 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.

## Unique Value Proposition

**Noria Corporation is the unique market-share leader in its space** and the trusted advisor to the world's leading organizations. Our services are disseminated through world-leading training courses, consulting services, publications, webinars, videos and books. For nearly two decades, Noria has been delivering world-class lubrication programs for a wide variety of customers including power generation, food and beverage, heavy manufacturing, mining, etc. Even the major lubricant manufacturers utilize Noria to train their teams, design world-class lubrication programs and solve lubrication problems.

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.

Noria's staff consists of elite technical specialists dedicated to consulting, training and publishing in the core competencies of tribology, lubrication, oil analysis, contamination control and machine reliability. **Our team of subject-matter experts is unmatched** in the field of tribology, lubrication and oil analysis. Our knowledge transfer of products and services is available in more than 50 nations and 11 different languages.

**Noria Corporation is impacting the way people think about machinery lubrication and is the education resource of choice for numerous Fortune 500 companies.** We are a point of reference for the lubrication and oil analysis community, and a reliable voice that provides information, in-depth analysis and relevant news to professionals, businesses, institutions, organizations and opinion leaders in the industry.

## The Market Influence Leader

- **Unparalleled 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 trainers.
- **Top-Shelf Consulting** – Noria expert consultants are in top industrial plants every day, designing lubrication programs, setting lubrication procedures and demonstrating equipment reliability best practices.
- **Expert Editorial** – The expert trainers and consultants who teach Noria courses and perform consulting services craft each issue of *Machinery Lubrication* and share their knowledge and experience with our readers.

**“We don’t  
just write  
about it -  
we actually  
do it.”**

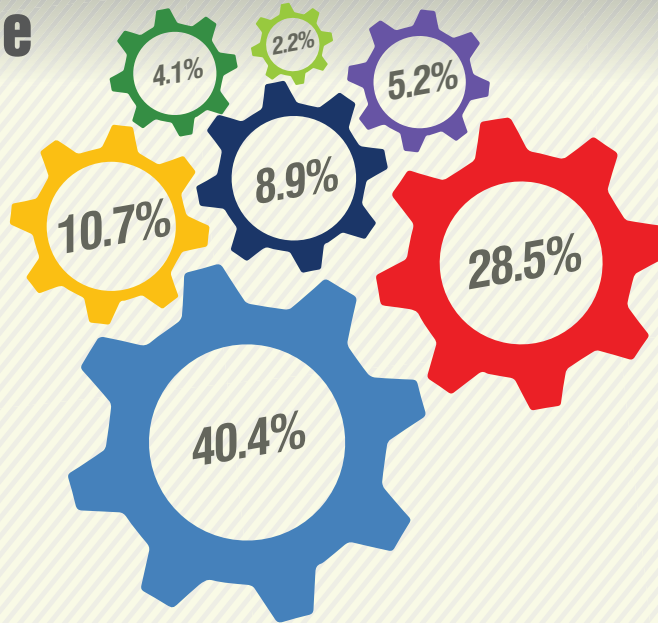


# Reliable Plant

*Reliable Plant* connects strongly with our readers in engineering, maintenance, reliability and plant operations leadership roles by providing them with a wealth of mission-critical information: application articles, helpful tips, case studies, industry reports, audio/video files, industry news, white papers, etc. The brand consists of a subscriber-based e-newsletter, a popular website and a successful event with a 16 year performance record.

## Audience Profile Job Functions

- Maintenance/Reliability/Engineering Management
- Maintenance/Reliability/Engineering/Lean Titles
- Consulting/Training/Distribution/Lubrication/Other
- Plant Operations/Production/Manufacturing Management
- Safety/Environmental/Compliance
- Facilities Management
- Procurement/Purchasing



**206,207**

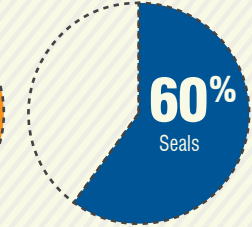
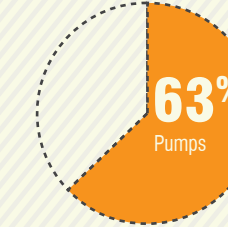
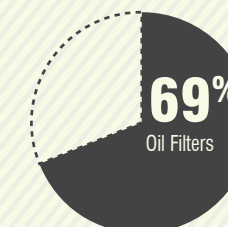
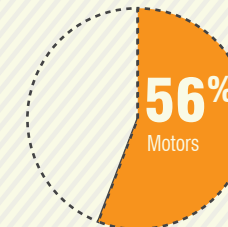
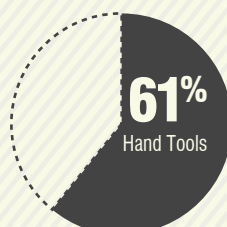
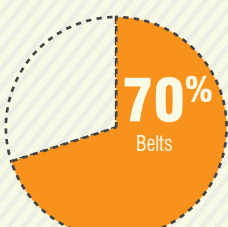
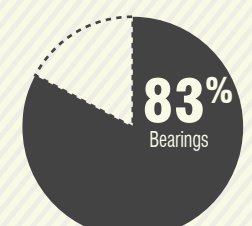
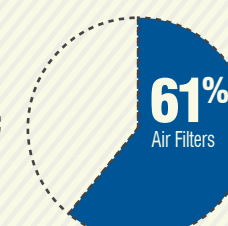
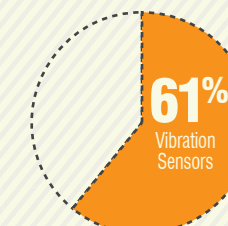
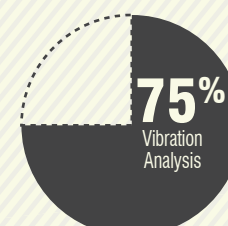
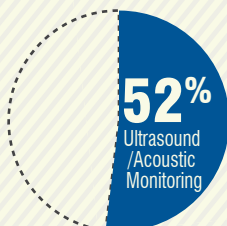
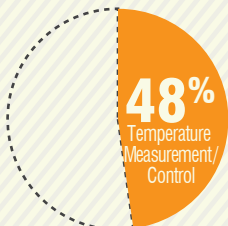
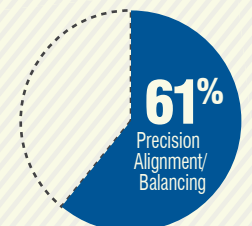
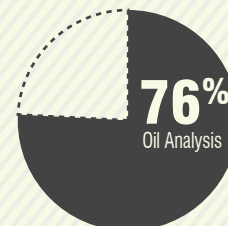
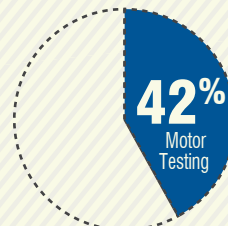
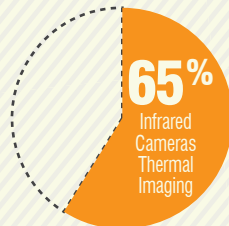
Reliableplant.com  
Average Monthly Unique Visitors

**42,967**

Weekly E-newsletter Circulation

## Buying Power

*Reliable Plant* readers influence the purchase of products and services.





## Expect More from Noria Publishing

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 sections and 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, CEO  
Noria Corporation**



## Conference

The mission of the Reliable Plant Conference & Exhibition is to inform, connect and inspire. As a forum where experts and global suppliers can connect with those searching for solutions, Reliable Plant inspires lubrication excellence and machine reliability through knowledge sharing, hands-on product exposure and networking among peers.

## Sponsored White Paper

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.

## E-Newsletter

*Reliable Plant Mail* delivers a wealth of useful information each week 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.

## Website

The Internet has become one of the largest communication mediums in the advertising market. Banner advertising provides a valuable function in fostering a familiarity that ultimately generates click-through to the source of the ad. It reaches active consumers looking for information and allows the consumer to react directly and immediately to advertisements.

## Conference



CONFERENCE & EXHIBITION

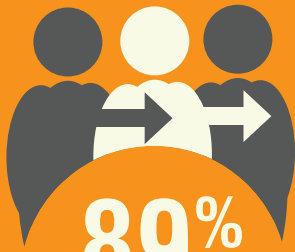
APRIL 21-23, 2015 | CLEVELAND, OHIO

72%

80%

72% of attendees participate in purchasing decisions.  
Of those 72%...80% estimate spending more than \$50,000 on the displayed products each year.

## Sponsored White Paper



89%

Shared or passed along to others.

77%

Of survey participants indicated they read at least one white paper over the previous six-month period.

84%

Rate white papers as moderately to extremely influential when making final purchasing decisions.

Source: Publishers Own Data

## E-Newsletter



42,976  
Subscribers

**Targeted:** *Reliable Plant Mail* is sent to registered subscribers that 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.

## Website



Higher Click-Through Rate\*

**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 goals.

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

Source:  
\*DoubleClick



## Website

Position 1	Dimensions	CPM
Leaderboard Banner	728x90	\$120
Position 2		
Half Page Banner	300x600	\$150
Wide Skyscraper Banner	160x600	\$120
Standard Skyscraper Banner	120x600	\$110
Medium Rectangle Banner	300x250	\$110
Position 3		
Medium Rectangle Banner	300x250	\$80



Position 1

Position 2

Position 3

## E-Newsletter

Frequency	1X	3X	6X	12X
Exclusive Skyscraper Banner	\$2,700	\$2,575	\$2,190	\$2,060
Resource Sponsorship	\$2,575	\$2,310	\$2,190	\$2,060



Exclusive Skyscraper Banner

Resource Sponsorship 1

Resource Sponsorship 2

Resource Sponsorship 3

## Sponsored White Paper

\$2,900 / month

**Email Blast.** 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.



CONFERENCE & EXHIBITION

APRIL 21-23, 2015  
CLEVELAND, OHIO

## Find Your | **SOLUTIONS**

### About Reliable Plant

Now in its 16th year, Reliable Plant serves as the leading, annual conference and exhibition for machinery lubrication, oil analysis and reliability professionals. Join more than 1,000 of your colleagues and industry thought leaders in Cleveland, OH on April 21-23, 2015 at the Cleveland Convention Center. No other industry event offers extensive pre-conference workshops and learning sessions covering today's trends, technologies and issues. Attendees gain useful insight in multiple areas of lubrication, oil analysis and reliability.

## Find Your | **CUSTOMERS**

As an employee of a best-in-class company, you consistently seek more effective lubrication procedures and proven reliability processes. Why not let Reliable Plant present you with focused opportunities to capitalize on your investment and showcase your products to qualified customers? Regardless of your company's specialty, you'll find the buyers you're seeking in a comprehensive exhibition hall that covers the full range of effective, money-saving solutions for plant professionals. Book now for prime space availability and generate bottom-line results for your marketing dollars.

## Find Your | **AUDIENCE**

The 2015 Reliable Plant Conference and Exhibition is seeking speakers and a broad range of case studies and program topics. Join us in Cleveland to share your innovative ideas, problem-solving applications, best practices and personal expertise, which inspire change and drive bottom-line results. The Reliable Plant Conference and Exhibition is the industry's premier global event focused on industrial lubrication, oil analysis and reliability. Manufacturing and plant professionals from around the globe attend this annual event to benchmark best practices, learn about the latest technologies and make new contacts.

Visit us at [conference.reliableplant.com](http://conference.reliableplant.com)



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