



NORIA PUBLISHING

2013 MEDIA PLANNER

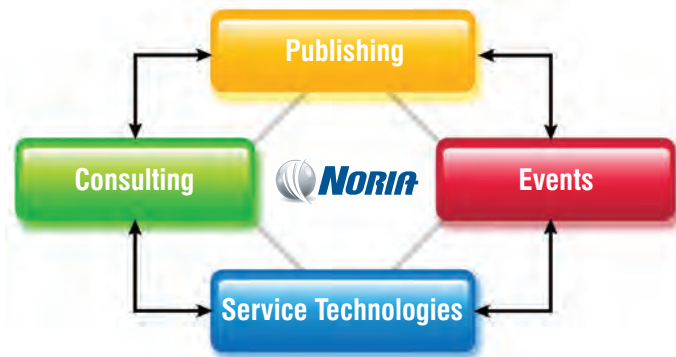


NORIA PUBLISHING

Noria Corporation

ABOUT US

Noria Corporation, the publisher of *Machinery Lubrication* magazine and its sibling publication *Reliable Plant* magazine, is an unconventional publisher. Why? Because in addition to the traditional publishing model (magazine, Web sites, events), Noria provides a range of educational (consulting and training) services related to advanced machine reliability and maintenance technologies. Our entire editorial team is comprised of practicing professionals that make up the leadership of Noria's service team. In fact, Noria's service practice represents the largest part of its business.



You might ask, "Why would a publisher also operate a service business?" From the start, Noria's business model was conceived around, and it continues to center around, knowledge dissemination. We believe that practicing in the field about which we publish improves the quality, timeliness and usefulness of the editorial content in our publications. **We don't just write about it – we actually do it.**

Likewise, consulting and the provision of other professional services require that Noria's consultants and technicians possess effective written communication skills, which we continuously hone and improve through the publishing process. In other words, every part of the business positively affects one or more other parts of the business. It's a business model that works for us.

The depth and quality of our services allow us to establish long-term business relationships with end-users, which enables our advertisers to reach a highly targeted audience that is qualified to buy their goods and services. Our targeted audience members are the managers, technicians, engineers, planners and specialists whose daily responsibilities include equipment reliability and process management – in a variety of environments.

Subscribers trust and rely on our valuable hands-on editorial that helps them solve problems and do their jobs more efficiently and effectively every day. It is this long-term commitment to quality business intelligence that allows Noria to have the needed credibility among its customers to participate in their daily commerce transactions.

Noria Corporation, including Noria Publishing, is impacting the way people think about advanced machine reliability and maintenance technologies. Noria is the education resource of choice for numerous Fortune 500 companies.

Machinery »
Lubrication

www.machinerylubrication.com

Lube-Tips™

» **RELIABLEPLANT**

www.reliableplant.com

» **RELIABLEPLANT MAIL**





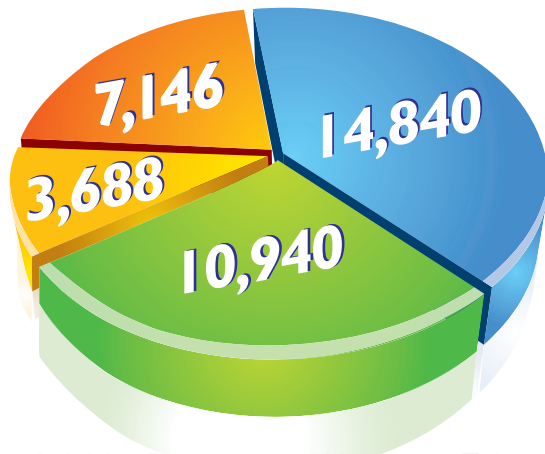
Machinery »
Lubrication

2013 MEDIA PLANNER



Superior Circulation

Each issue of Machinery Lubrication magazine is sent to a focused base of readers in a variety of plant and industrial facilities and markets. Our readers are maintenance and engineering decision-makers responsible for improving the productivity, performance and reliability of their plants' mission-critical mechanical assets. Machinery Lubrication magazine provides tactical and strategic insights that help keep plant equipment running at peak performance.



- Reliability, Engineering, and Maintenance Titles
- Engineering and Maintenance Management
- Lubrication, Training, and Other Functions
- Corporate Management and Quality Assurance
- **Total Qualified Circulation 36,614**

Source: BPA Audit June 2012



Expert Editorial

The publisher of Machinery Lubrication magazine, Noria Corporation, provides a range of services, training and conferences related to advanced machine reliability, plant productivity and maintenance technologies.

The majority of our editorial staff are practicing professionals who make up the leadership of Noria's consulting and services team.

Practicing in the field about which we publish improves the quality, timeliness and usefulness of our Machinery Lubrication editorial content.

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

Buying Power

Machinery Lubrication magazine readers influence the purchase of products and services

Lubricants	83%
Oil filtration Products	79%
Oil Analysis	86%
Automatic Lubrication Devices/Systems	61%
Lubricant Storage and Dispensing Products	66%
Oil sensors	32%
Electric Motors	46%
Bearings	68%
Motor Bearing Testing Equipment	36%
Seals	64%
Hand Tools	50%
Vibration Sensors	54%
Vibration Analysis	65%
Ultrasonic Detectors	42%
Temperature Measurement and Control	56%
Flow and Level Measurement and Control	41%
Infrared Cameras	55%
Laser Alignment	56%
Hydraulic Components and Testing Equipment	55%

* Publishers own data



2013 Print Advertising

SPECIFICATIONS

NON-BLEED	WIDTH	DEPTH
Full page	7 3/8"	10"
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"

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.

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 x113 / 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.

RATES

BLACK & WHITE	1X	3X	6X	9X	12X
Two Page Spread	9,715	8,745	8,255	7,770	7,285
Full Page	5,115	4,600	4,345	4,095	3,835
2/3 Page	4,345	3,915	3,695	3,475	3,265
1/2 Page Island	4,230	3,810	3,600	3,380	3,170
1/2 Page	3,835	3,455	3,255	3,065	2,875
1/3 Page	3,320	2,980	2,825	2,655	2,490
1/4 Page	2,815	2,530	2,395	2,245	2,110

TWO-COLOR PROCESS

Two Page Spread	11,005	9,900	9,355	8,800	8,255
Full Page	5,795	5,220	4,925	4,640	4,345
2/3 Page	4,925	4,430	4,190	3,940	3,695
1/2 Page Island	4,715	4,240	4,010	3,770	3,540
1/2 Page	4,345	3,915	3,695	3,475	3,265
1/3 Page	3,770	3,390	3,205	3,015	2,825
1/4 Page	3,190	2,875	2,710	2,550	2,395

FOUR-COLOR PROCESS

Two Page Spread	12,955	11,665	11,015	10,365	9,725
Full Page	6,825	6,145	5,805	5,460	5,125
2/3 Page	5,795	5,220	4,925	4,640	4,345
1/2 Page Island	5,630	5,060	4,790	4,505	4,220
1/2 Page	5,115	4,600	4,345	4,095	3,835
1/3 Page	4,420	3,980	3,760	3,540	3,320
1/4 Page	3,760	3,380	3,190	3,005	2,825
Back Cover	8,515	7,665	7,235	6,815	6,385
Inside Front Cover	8,180	7,360	6,950	6,540	6,130
Inside Back Cover	7,845	7,055	6,670	6,280	5,880

SPECIALTY ITEMS

Cover Peel	2,500	2,250	2,125	2,000	1,875
Product Supermarket*	1,260	1,135	1,070	1,010	945

Preferred Positions: Add 10 percent to cost of space. The publisher reserves the right to determine what space can be reserved. Inserts and special ad sizes: Please call for quotes.

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

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 slow-down, 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.

2013 Online Advertising

www.machinerylubrication.com



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

Internet advertising enables you to react to events or market changes immediately. User behavior can be measured accurately and objectively analyzed. Investments in Internet advertising can be evaluated precisely.

BANNER 1 Leaderboard	Dimensions 728x90	CPM Contextual \$120	CPM Run-of-Site \$96
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BANNER 2 Medium Rectangle Standard Skyscraper Wide Skyscraper Half Page	Dimensions 300x250 120x600 160x600 300x600	CPM Contextual \$110 \$110 \$120 \$150	CPM Run-of-Site \$88 \$88 \$96 \$120
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TEXT LINK	CPM Contextual \$40	CPM Run-of-Site \$32
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BANNER 3 Medium Rectangle	Dimensions 300x250	CPM Contextual \$80	CPM Run-of-Site \$64
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RESOURCE SPONSORSHIP	CPM Contextual \$60	CPM Run-of-Site \$48
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* CPM = Cost per thousand impressions
* Image dimensions are stated in pixels



2013 Online Advertising

www.machinerylubrication.com

WHAT IS CONTEXTUAL ADVERTISING?

TARGET THE RIGHT AUDIENCE.

Contextual advertising technology uses dynamic keyword/category targeting, allowing an advertiser to target a specific audience to match with a specific advertising message. The pairing of Web site content with an advertisement containing the same subject matter results in an increased reader response for the advertiser – readers are more inclined to click on advertisements related to their current interest. Potential customers are redirected back to your Web site to learn more about your company, products or services, and place orders.

Contextual advertising ensures that your ads reach the right people that are interested in your products or services.

HOW DOES IT WORK?

Our technology methodically identifies the content and subject matter of thousands of articles on our Web sites and only ties relevant ads to those pages. We manually and automatically review, manage and optimize our technology to assure your ads are being properly delivered to our readers.

What we end up with is Web pages perfectly matched and blended with related and appropriate advertising.

Our advertisers are able to choose specific product/service categories to target their advertisement to the right audience. Our technology allows us to pair categories with relevant Web pages to reach a highly qualified and targeted audience.



FILTRATION RELATED ADVERTISEMENT

Article About Filters or Filtration

FILTRATION RELATED ADVERTISEMENT

Related Articles

- How to Select and Service Turbine Oils
- Hydraulic Oil - How to Consolidate Your Inventory
- Pfizer Lube Tech's Ship Came In, That's When Real Work Begins

Sponsored Links

- Portable Oil Filter Carts
Water and particle removing filter carts
High viscosity versions available
www.filtercart.com
- Food Grade Lubricants
High and low temp, low maintenance lubes
Superior lubricant life and reduced wear
www.foodlub.com
- 24 Hour Oil Testing
Fast, accurate & affordable oil analysis
Try our reliable testing services today
24-hour-oil-testing.com





2013 Online Advertising www.machinerylubrication.com

SPONSORED WHITE PAPERS

White papers 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.

Decision-makers look to white papers for solid, accurate information. They need clear, concise information with evidence of real business benefits, and they want it now – not tomorrow or next week. White papers work. Here are the facts:

- According to the "The 2009 B2B Technology Collateral Survey" (Eccolo Media, Sept. 2009), white papers are considered the most influential form of business collateral. A total of 77% of the survey participants indicated that they read at least one white paper over the previous six-month period, with the vast majority of respondents (84%) rating white papers as moderately to extremely influential when making final purchasing decisions. White papers are also frequently shared, with 89 percent of survey respondents passing them along to others.
- Online marketing analyst Marketing Sherpa reported in 2008 that 44% of business prospects said they are reading white papers more often than in the past. That represents a 30% increase from those who said in 2007 that they were reading white papers more often. More than half of business decision-makers and influencers indicated in the survey that they read from two to five white papers per quarter.

White papers offer a unique way to reach prospects early in the buying cycle and establish your organization as a thought leader. For a white paper to be effective, it needs promotion. Our sponsored white papers provide the following:

E-mail Blast. Readers receive an email alert notifying them of the availability of your white paper.

eNewsletter. Your white paper is featured in one or more of our popular eNewsletters to deliver even more qualified prospects.

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

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

White Paper Library. Visitors may also find your white paper in the Web site'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 e-mail.

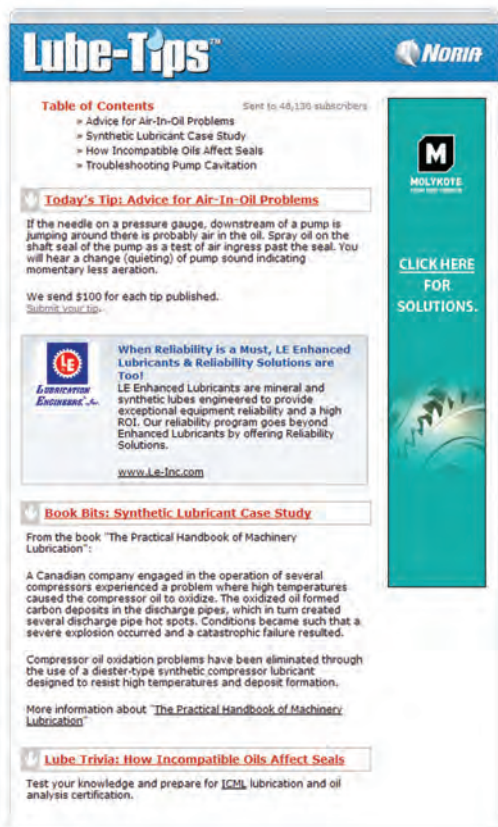
Let Noria Publishing help turn your white papers into marketing power tools.



Sponsored White Papers \$2,900 / month



2013 eNewsletter Advertising



Lube-Tips eNEWSLETTER

Lube-Tips is a unique educational resource designed to give maintenance and operations professionals an insider's grasp of lubrication and lubricants. Each week, this highly used e-newsletter offers tips and facts intended to provide mind-opening insights and take the mystery out of machinery lubrication. Lube-Tips greases the wheels of industry.

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.

E-mail advertising effectively establishes contact with buyers – generating new prospects, creating awareness and branding, and providing 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-newsletter is sent only to registered subscribers – readers that have formally requested to receive it.

QUICK TAKE

Debuted in May 2000
60,487 Subscribers

SPECIFICATIONS

RESOURCE SPONSORSHIP

Headline: up to 55 characters including spaces
Body Copy: up to 225 characters including spaces
Call to Action: up to 30 characters including spaces

Image:
Max width: 80 pixels.
Max height: 120 pixels.
Max file size: 6KB.
File type: GIF or JPG.

SKYSCRAPER BANNER

- Located opposite the editorial content
- 120 x 600 pixel image (30K file max, no animation)
- Hyperlink: web or e-mail

FREQUENCY	1X	3X	6X	12X	24X	48X
Rates	\$2,575	\$2,445	\$2,310	\$2,190	\$2,060	\$1,930





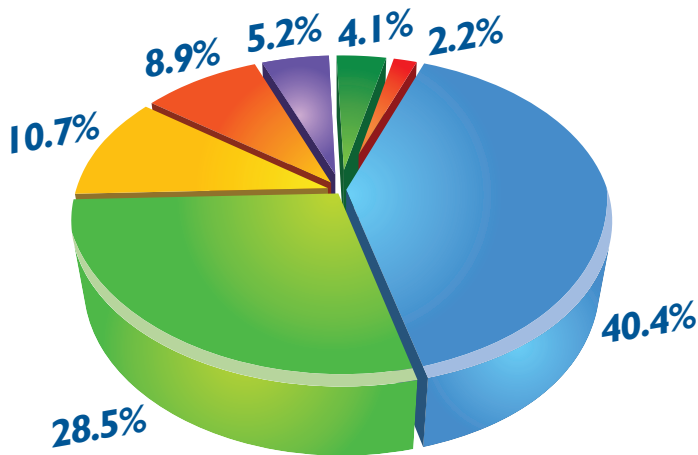
»RELIABLEPLANT

2013 MEDIA PLANNER



Superior Circulation

Reliable Plant debuted in October of 2004 and 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.



■ Maintenance/Reliability/Engineering Management	40.4%
■ Maintenance/Reliability/Engineering/Lean Titles	28.5%
■ Consulting/Training/Distribution/Lubrication/Other	10.7%
■ Plant/Operations/Production/Manufacturing Management	8.9%
■ Safety/Environmental/Compliance	5.2%
■ Facilities Management	4.1%
■ Procurement / Purchasing	2.2%

Expert Editorial

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. – all in an attractive, easy-to-navigate package that entices click-throughs.

Buying Power

Do you buy, specify or recommend any of the following products or services?

Condition Monitoring Products

Flow and level measurement / control	37.6%
Gas detection	23.0%
Hydraulic test equipment	23.9%
Infrared cameras / thermal imaging	65.9%
Motor testing	42.5%
Oil analysis	76.5%
Oil sensors	27.9%
Precision alignment / balancing	61.5%
Software - CMMS/EAM	27.9%
Temperature measurement / control	48.2%
Ultrasound / acoustic monitoring	52.7%
Vibration analysis	75.2%
Vibration sensors	61.1%

MRO Products

Absorbents	30.8%
Air filters	61.7%
Bearings	83.1%
Belts	70.1%
Chains	47.8%
Cleaners / degreasers	39.3%
Compressors	42.3%
Cutting tools	30.8%
Desiccant breathers	54.2%
Ergonomic products	20.9%
Gears / gearboxes	56.7%
Hand tools	61.2%
Hydraulics / fluid power	51.2%
Motors	56.7%
Oil filters	69.2%
Power tools	52.2%
Pumps	63.7%
Safety products	48.8%
Sealants / adhesives	47.8%
Seals	60.2%
Storage / material handling	37.3%



2013 Online Advertising

www.reliableplant.com



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BANNER 1 Leaderboard	Dimensions	CPM Contextual	CPM Run-of-Site
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	300x250	\$110	\$88
	120x600	\$110	\$88
	160x600	\$120	\$96
	300x600	\$150	\$120

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BANNER 3 Medium Rectangle	Dimensions	CPM Contextual	CPM Run-of-Site
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RESOURCE SPONSORSHIP	CPM Contextual	CPM Run-of-Site
	\$60	\$48

RELIABLE PLANT WEB SITE WINS GRAND AWARD

The Reliable Plant Web site has been acknowledged as a quality and content leader by the communications industry. The site won an international Grand Award (highest honor) in 2007 and 2008 in the Writing That Works "Awards for Publication Excellence" (APEX) competition. Each year, only six for-profit Web and intranet sites were selected for a Grand Award.



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2013 Online Advertising

www.reliableplant.com

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FILTRATION RELATED ADVERTISEMENT

Article About Filters or Filtration

FILTRATION RELATED ADVERTISEMENT





2013 Online Advertising www.reliableplant.com

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White papers offer a unique way to reach prospects early in the buying cycle and establish your organization as a thought leader. For a white paper to be effective, it needs promotion. Our sponsored white papers provide the following:

E-mail Blast. Readers receive an email alert notifying them of the availability of your white paper.

eNewsletter. Your white paper is featured in one or more of our popular eNewsletters to deliver even more qualified prospects.

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

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

White Paper Library. Visitors may also find your white paper in the Web site'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 e-mail.

Let Noria Publishing help turn your white papers into marketing power tools.

The collage features three overlapping images of the white paper 'Elements of a Good Preventive Maintenance Program'. The top-left image shows a printed page with text and a list of points. The top-right image shows a PDF version of the document with a 'White Paper Sponsor' logo area. The bottom image shows a web registration form with fields for name, job title, company, email, address, city, state, zip, and country, along with a 'View Now' button and a PDF icon.

Sponsored White Papers \$2,900 / month



2013 eNewsletter Advertising

RELIABLEPLANT MAIL

Table of Contents Sent to 43,994 readers

- » Balbar a key tool in Rockwell's lean manufacturing work
- » Maintenance systems: A case for data scrubbing
- » Lean Six Sigma improves Humvee repairs
- » Predictive analytics: A sampling of power gen catches
- » Case study: Drives and retrofits on paper mill slitter-rewinder
- » Change is the only constant

Balbar a key tool in Rockwell's lean manufacturing work

The QC10 balbar gives maintenance technicians at Rockwell Automation an internationally recognized standard for assessing the dynamic motion and positioning precision of machine tools and production machinery.

Front-line Testers * In-depth Analyzers * On-line Systems

We're committed to maintaining your critical machinery - anywhere, anytime. Making maintenance a profitable part of your production is what drives us.

Welcome to SPH Instrument!

Maintenance systems: A case for data scrubbing

Often, maintenance systems don't reap the benefits that they promise through no fault of their own. How can you expect a system to improve underlying data? You can't. What you need is to have good data in the system so that it can be accessed, processed and used to provide practical information for the organization.

Lean Six Sigma improves Humvee repairs

The U.S. Army is using Rapid Improvement Events to improve processes on a Humvee engine rebuilding line in Europe. An RIE is a project designed to quickly identify inefficiencies and recommend immediate corrective actions.

"PDM Secrets Revealed!"

New guide reveals secrets from the world's top Predictive Maintenance programs. Easy-to-read guide is "essential reading" for maintenance and reliability professionals. No buzzwords, no fluff. Get all the facts in one sitting.

Request your complimentary copy at www.alliedreliability.com

IDCON

- Leadership
- Audits
- Planning & Scheduling
- Preventive Maintenance
- Problem Solving
- Spare Parts Mgmt.
- Training - Consulting - Implementation

Idcon.com

Reliable Plant Mail eNEWSLETTER

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 the best skilled talent, this e-newsletter is an indispensable tool that assists plants in their quest to achieve optimum uptime and performance with a minimal amount of resources.

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.

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Our e-newsletter is sent only to registered subscribers – readers that have formally requested to receive it.

QUICK TAKE

Debuted in May 2004

48,518 Subscribers

SPECIFICATIONS

RESOURCE SPONSORSHIP

Headline: up to 55 characters including spaces

Body Copy: up to 225 characters including spaces

Call to Action: up to 30 characters including spaces

Image:

Max width: 80 pixels.

Max height 120 pixels.

Max file size 6KB.

File type: GIF or JPG.

SKYSCRAPER BANNER

- Located opposite the editorial content
- 120 x 600 pixel image (30K file max, no animation)
- Hyperlink: web or e-mail

FREQUENCY

	1X	3X	6X	12X	24X	48X
Rates	\$2,450	\$2,330	\$2,200	\$2,085	\$1,960	\$1840



SPECIFICATIONS

2013 MEDIA PLANNER

SPECIFICATIONS

2013 Online Advertising Specifications

www.machinerylubrication.com • www.reliableplant.com

The screenshot shows a website layout with a navigation bar at the top containing categories like LUBRICANT SELECTION, STORAGE AND HANDLING, FILTRATION, GREASE, HYDRAULICS, and SYNTHETICS. Below the navigation bar, there are three distinct banner areas:

- BANNER 1:** Located at the top of the main content area, featuring the article title "When to Use Automatic Grease Applicators".
- BANNER 2:** A large rectangular banner positioned in the middle of the page, overlapping the main article text.
- BANNER 3:** A smaller banner located at the bottom of the page, above the footer.

The page also includes sections for "Related Articles", "Sponsored Links" (with items like Portable Oil Filter Carts, Food Grade Lubricants, and 24 Hour Oil Testing), and "Buyers Guides" (with items like Particle Counters, Filter Carts, and Synthetic Lubricants).

BANNER ADS

BANNER 1
Leaderboard

Dimensions (pixels)
728x90

BANNER 2
Medium Rectangle

Dimensions (pixels)
300x250

Standard Skyscraper

120x600

Wide Skyscraper

160x600

Half Page

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.

MACROMEDIA 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/



SPECIFICATIONS

2013 Online Advertising Specifications www.machinerylubrication.com • www.reliableplant.com

LUBRICANT SELECTION STORAGE AND BIDDING FILTRATION GREASE HYDRAULICS SYNTHETICS

BANNER 1

When to Use Automatic Grease Applicators

Image/Photo

BANNER 2

Related Articles

- How to Select and Service Turbine Oils
- Hydraulic Oil - How to Consolidate Your Inventory
- Filter Lubricant's Slip Came in, That's When Real Work Begins

Sponsored Links

- Portable Oil Filter Carts**
Filter and particle removing filter carts. High viscosity versions available. [www.filtercarts-us.com](#)
- Food Grade Lubricants**
High and low temp, low maintenance lubes. Superior lubricant life and reduced wear. [All-1-FoodGradeLubes.com](#)
- 24 Hour Oil Testing**
Fast, accurate & affordable oil analysis. Try our reliable testing services today. [24-Hour-Oil-Testing.com](#)

BANNER 3

Buyers Guides

- Particle Counters
- Filter Carts
- Synthetic Lubricants

Oil Analysis Instruments for Fast Onsite Testing
Measure viscosity, acid number, water and particle contamination levels in lubricants at your facility with Plyvine Inc. portable testers. Accurate testing in just two minutes. Rugged, affordable, PC data upload. [See demonstration video.](#)

Automatic Lubricators
Keep machines continuously lubricated and never worry about missed lubrication nodes again. Lubricator Pro single point lubricators deliver a fixed amount of lubricant at fixed time intervals that you determine and set. [Read comparison study results.](#)

TEXT LINK

Food Grade Lubricants

High and low temp, low maintenance lubes
Superior lubricant life and reduced wear

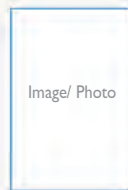
[All-1-FoodGradeLubes.com](#)

- ← Line 1
- ← Line 2
- ← Line 3
- ← Line 4

Line 1: Bold headline up to 25 characters including spaces
Lines 2 and 3: Up to 40 characters including spaces, per line
Line 4: Display URL up to 35 characters.

Destination URL may be different from the Display URL. Additional text formatting like italics, underlining, bold or colored fonts are not allowed. No excessive capitalization, punctuation or special characters.

RESOURCE SPONSORSHIP



Oil Analysis Instruments for Fast Onsite Testing

Measure viscosity, acid number, water and particle contamination levels in lubricants at your facility with Plyvine Inc. portable testers. Accurate testing in just two minutes. Rugged, affordable, PC data upload. [See demonstration video.](#)

- ← Head
- ← Body
- ← Call to Action

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 80 pixels; max height 120 pixels; max file size 6k; 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.





SPECIFICATIONS

2013 eNewsletter Advertising



eNEWSLETTERS

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.

E-mail advertising effectively establishes contact with buyers – generating new prospects, creating awareness and branding, and providing 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

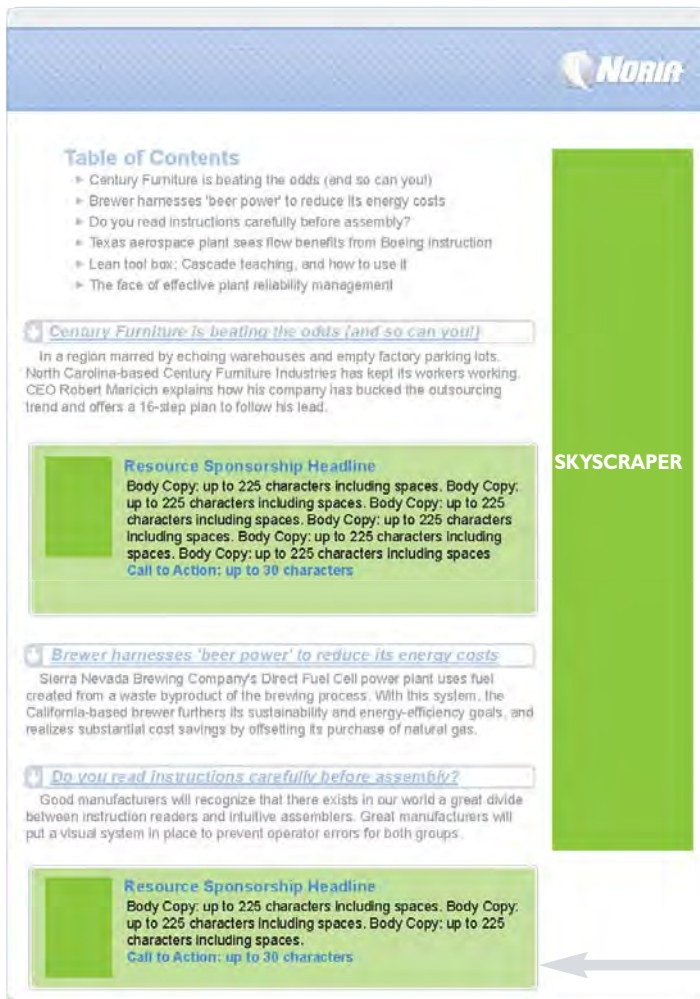
Headline: up to 55 characters including spaces
Body Copy: up to 225 characters including spaces
Call to Action/URL: up to 30 characters including spaces

Image:
Max width 80 pixels.
Max height 120 pixels.
Max file size 6k.
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.

SKYSCRAPER BANNER

- Located opposite the editorial content
- 120 x 600 pixel image (30k file max, no animation)
- Hyperlink to Web site





SPECIFICATIONS

2013 Print Advertising

SPECIFICATIONS

NON-BLEED	WIDTH	DEPTH
Full page	7 3/8"	10"
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"

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 x113 / 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.