



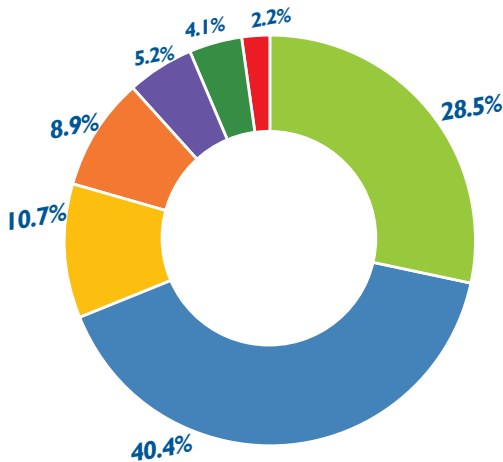
»RELIABLEPLANT

2 0 1 4 M E D I A P L A N N E R



Superior Circulation

Reliable Plant debuted in October of 2004 and has achieved a successful publishing formula that can play an integral role in helping to 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

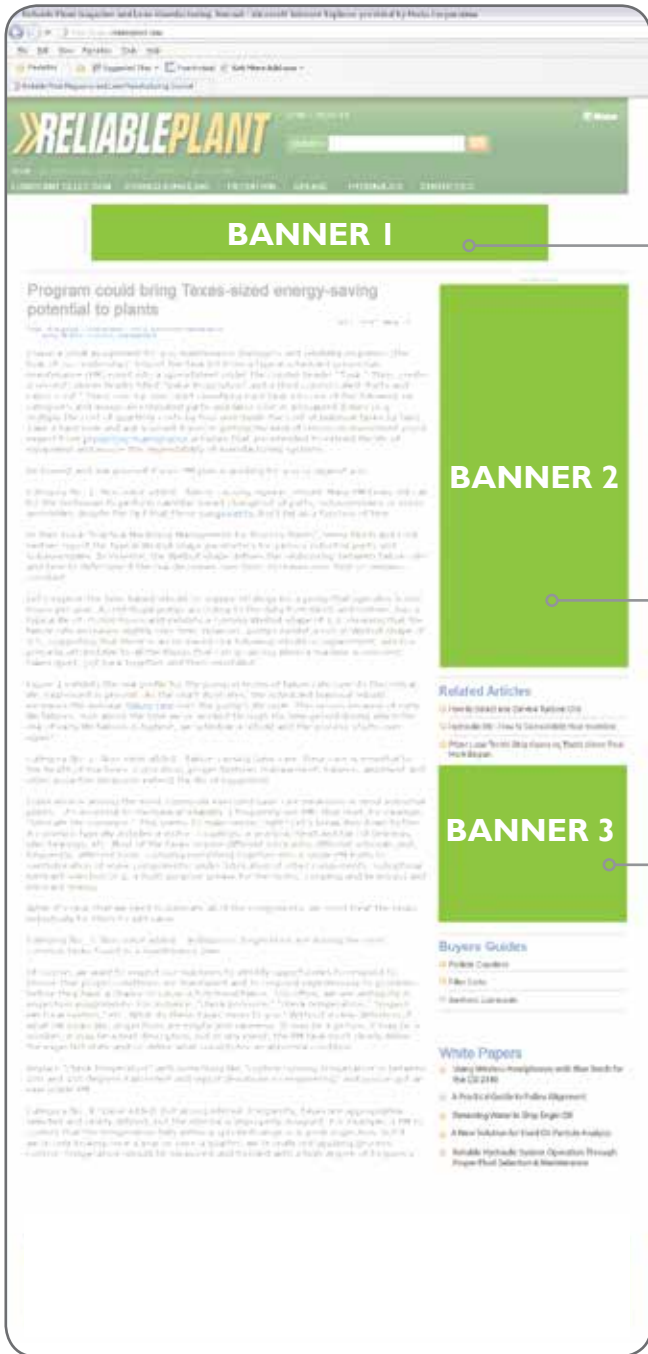
Flow and Level Measurement / Control	37.6%
Gas Detection	23.0%
Hydraulic Test Equipment	23.9%
Infrared Cameras / Thermal Imaging	65.9%
Motor Testing	42.5%
Oil Analysis	76.5%
Oil Sensors	27.9%
Precision Alignment / Balancing	61.5%
Software - CMMS/EAM	27.9%
Temperature Measurement / Control	48.2%
Ultrasound / 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%

Web Site Banner Ads

www.reliableplant.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. It reaches active consumers looking for information and allows the consumer to react directly and immediately to advertisements.

This type of 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 also be evaluated precisely.

BANNER 1	Dimensions	CPM
Leaderboard	728x90	\$120

BANNER 2	Dimensions	CPM
Half Page	300x600	\$150
Wide Skyscraper	160x600	\$120
Medium Rectangle	300x250	\$110
Standard Skyscraper	120x600	\$110

BANNER 3	Dimensions	CPM
Medium Rectangle	300x250	\$80

* CPM = Cost per thousand impressions
* Image dimensions are stated in pixels

Sponsored White Paper Promotion

www.reliableplant.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 B2B Technology Collateral Survey" (Eccolo Media.), 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 that 44% of business prospects said they are reading white papers more often than in the past. That represents a 30% increase from the previous years. 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 Program provides 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.

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

RELEVANT ARTICLES. To maximize your exposure, your white paper will be linked to from 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 e-mail.

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

Sponsored White Papers \$2,900 / month





eNewsletter Advertising

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.

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 2004
42,843 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	\$1,840





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Noria Corporation Phone: 800-597-5460 Fax: 918-746-0925 www.noria.com sales@noria.com