



NORIA Publishing

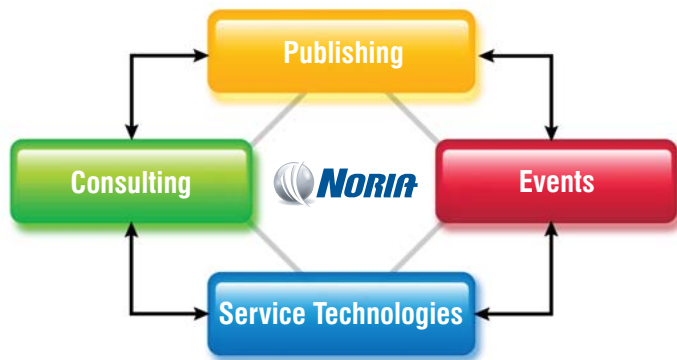
2011 Media Planner



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

»RELIABLEPLANT

www.machinerylubrication.com

www.reliableplant.com

Lube-Tips™

»RELIABLEPLANTMAIL



Machinery
Lubrication

2011 Media Planner



2011 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	9,250	8,330	7,860	7,400	6,940
Full Page	4,870	4,380	4,140	3,900	3,650
2/3 Page	4,140	3,730	3,520	3,310	3,110
1/2 Page Island	4,030	3,630	3,430	3,220	3,020
1/2 Page	3,650	3,290	3,100	2,920	2,740
1/3 Page	3,160	2,840	2,690	2,530	2,370
1/4 Page	2,680	2,410	2,280	2,140	2,010

TWO-COLOR PROCESS

Two Page Spread	10,480	9,430	8,910	8,380	7,860
Full Page	5,520	4,970	4,690	4,420	4,140
2/3 Page	4,690	4,220	3,990	3,750	3,520
1/2 Page Island	4,490	4,040	3,820	3,590	3,370
1/2 Page	4,140	3,730	3,520	3,310	3,110
1/3 Page	3,590	3,230	3,050	2,870	2,690
1/4 Page	3,040	2,740	2,580	2,430	2,280

FOUR-COLOR PROCESS

Two Page Spread	12,340	11,110	10,490	9,870	9,260
Full Page	6,500	5,850	5,530	5,200	4,880
2/3 Page	5,520	4,970	4,690	4,420	4,140
1/2 Page Island	5,360	4,820	4,560	4,290	4,020
1/2 Page	4,870	4,380	4,140	3,900	3,650
1/3 Page	4,210	3,790	3,580	3,370	3,160
1/4 Page	3,580	3,220	3,040	2,860	2,690

Back Cover	8,110	7,300	6,890	6,490	6,080
Inside Front Cover	7,790	7,010	6,620	6,230	5,840
Inside Back Cover	7,470	6,720	6,350	5,980	5,600

SPECIALTY ITEMS

Cover Peel	2,500	2,250	2,125	2,000	1,875
Product Supermarket*	800	720	680	640	600

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 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.



2011 Online Advertising www.machinerylubrication.com

The screenshot shows the Machinery Lubrication website with several advertising spots highlighted by arrows:

- BANNER 1:** A large banner at the top of the article page.
- BANNER 2:** A vertical banner on the right side of the article.
- BANNER 3:** A vertical banner at the bottom of the article.
- TEXT LINK:** A link within the 'Sponsored Links' section.
- RESOURCE SPONSORSHIP:** A box at the bottom of the page containing links to 'Oil Analysis Instruments for Fast Onsite Testing' and 'Automatic Lubricators'.

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 \$100	CPM Run-of-Site \$80
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BANNER 2	Dimensions	CPM Contextual	CPM Run-of-Site
Medium Rectangle	300x250	\$90	\$72
Standard Skyscraper	120x600	\$90	\$72
Wide Skyscraper	160x600	\$100	\$80
Half Page	300x600	\$120	\$96

TEXT LINK	CPM Contextual \$30	CPM Run-of-Site \$24
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BANNER 3 Medium Rectangle	Dimensions 300x250	CPM Contextual \$65	CPM Run-of-Site \$52
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RESOURCE SPONSORSHIP	CPM Contextual \$50	CPM Run-of-Site \$40
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* CPM = Cost per thousand impressions
* Image dimensions are stated in pixels





2011 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.

The screenshot shows a web browser displaying the Machinery Lubrication website. The page features a navigation menu with categories like LUBRICANT SELECTION, STORAGE/HANDLING, FILTRATION, GREASE, HYDRAULICS, and SYNTHETICS. A prominent green banner at the top of the article area reads "FILTRATION RELATED ADVERTISEMENT". Below this, the article title is "Article About Filters or Filtration". To the right of the article, there is a vertical green sidebar with the text "FILTRATION RELATED ADVERTISEMENT". Two orange arrows point from the sidebar advertisement to the article title. The article content includes text about maintenance and reliability, and a section titled "Related Articles" with links to other content.





2011 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.

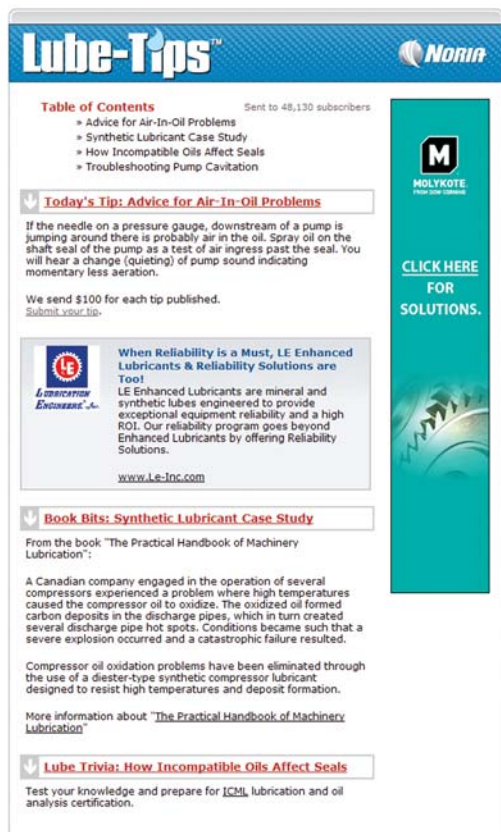
White Paper Library. Visitors may also find your white paper in the Web site's White Paper Library.

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 \$1,900 / month

2011 eNewsletter Advertising



Lube-Tips™ NORIA

Sent to 48,130 subscribers

Table of Contents

- Advice for Air-In-Oil Problems
- Synthetic Lubricant Case Study
- How Incompatible Oils Affect Seals
- Troubleshooting Pump Cavitation

Today's Tip: Advice for Air-In-Oil Problems

If the needle on a pressure gauge, downstream of a pump is jumping around there is probably air in the oil. Spray oil on the shaft seal of the pump as a test of air ingress past the seal. You will hear a change (quieting) of pump sound indicating momentary less aeration.

We send \$100 for each tip published.
Submit your tip.

When Reliability is a Must, LE Enhanced Lubricants & Reliability Solutions are Too!

LE Enhanced Lubricants are mineral and synthetic lubes engineered to provide exceptional equipment reliability and a high ROI. Our reliability program goes beyond Enhanced Lubricants by offering Reliability Solutions.

www.le-inc.com

Book Bits: Synthetic Lubricant Case Study

From the book "The Practical Handbook of Machinery Lubrication":

A Canadian company engaged in the operation of several compressors experienced a problem where high temperatures caused the compressor oil to oxidize. The oxidized oil formed carbon deposits in the discharge pipes, which in turn created several discharge pipe hot spots. Conditions became such that a severe explosion occurred and a catastrophic failure resulted.

Compressor oil oxidation problems have been eliminated through the use of a diester-type synthetic compressor lubricant designed to resist high temperatures and deposit formation.

More information about "The Practical Handbook of Machinery Lubrication"

Lube Trivia: How Incompatible Oils Affect Seals

Test your knowledge and prepare for ICMIL lubrication and oil analysis certification.

MOLYKOTE
FOR SOLUTIONS.
CLICK HERE

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
52,065 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

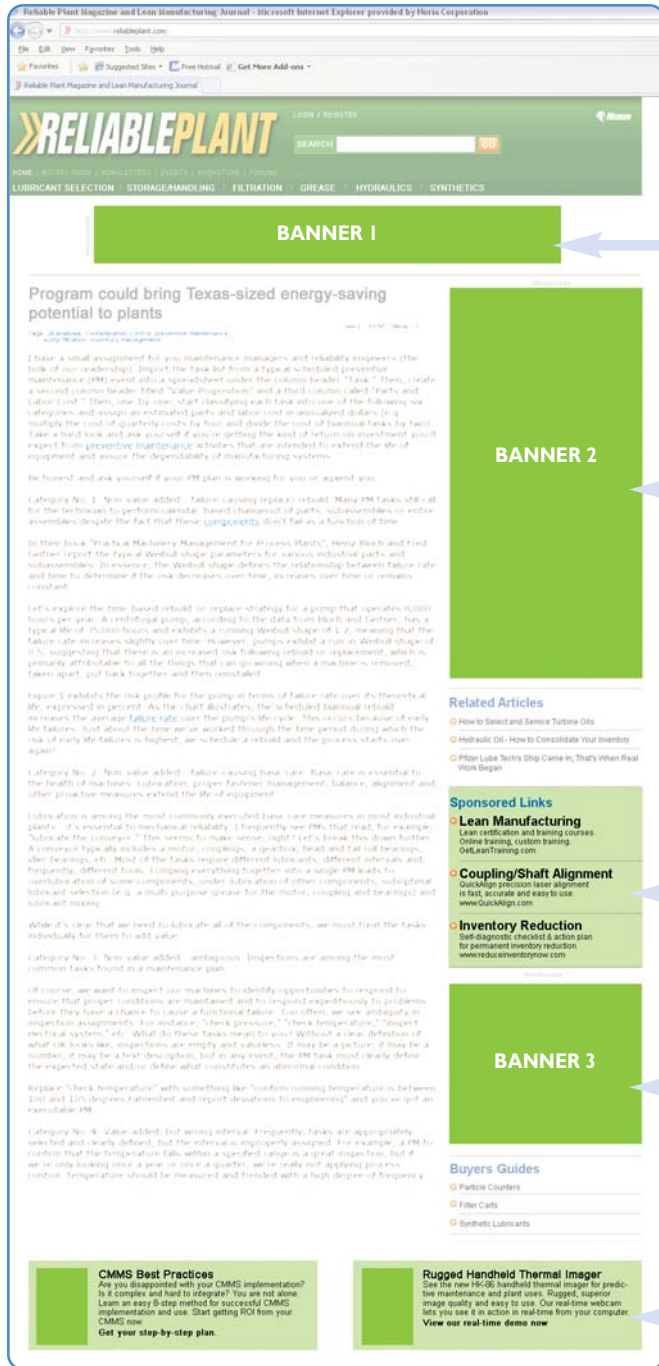


»RELIABLEPLANT

2011 Media Planner

2011 Online Advertising

www.reliableplant.com



The screenshot shows the Reliable Plant website interface with several advertising spots highlighted by blue arrows and labels:

- BANNER 1**: A large horizontal banner at the top of the main content area.
- BANNER 2**: A vertical banner on the right side of the main content area.
- TEXT LINK**: A small text-based advertisement located below the main content area.
- BANNER 3**: A vertical banner on the right side, below Banner 2.
- RESOURCE SPONSORSHIP**: A small advertisement at the bottom of the page.

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BANNER 3 Medium Rectangle	Dimensions 300x250	CPM Contextual \$65	CPM Run-of-Site \$52
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RESOURCE SPONSORSHIP	CPM Contextual \$50	CPM Run-of-Site \$40
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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.

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





RELIABLEPLANT

2011 Online Advertising www.reliableplant.com

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RELIABLEPLANT

HOME | ABOUT US | CONTACT US | EVENTS | REGISTRATION | FORUMS

LUBRICANT SELECTION | STORAGE/HANDLING | FILTRATION | GREASE | HYDRAULICS | SYNTHETICS

FILTRATION RELATED ADVERTISEMENT

Article About Filters or Filtration

Drew Toyer, Noria Corporation

Tags: oil analysis, contamination control, preventive maintenance, pump filtration, inventory management

I have a small assignment for you maintenance managers and reliability engineers. (The bulk of our readership) Export the task list from a typical scheduled preventive maintenance (PM) event into a spreadsheet under the column header "Task". Then, create a 3rd column header titled "Value Proposition" and a 4th column called "Parts and Labor Cost". Then, one-by-one, start classifying each task into one of the following six categories and assign an estimated parts and labor cost in annualized dollars (e.g. multiply the cost of quarterly costs by four and divide the cost of biannual tasks by two). Take a hard look and ask yourself if you're getting the kind of return on investment you'd expect from preventive maintenance activities that are intended to extend the life of equipment and assure the dependability of manufacturing systems.

Be honest and ask yourself if your PM plan is working for you or against you.

Category No. 1: Non-value added - failure-causing repair/rebuild. Many PM tasks still call for the technician to perform calendar-based changeout of parts, subassemblies or entire assemblies despite the fact that these components don't fail as a function of time.

In their book "Practical Machinery Management for Process Plants", Hans Bloch and Fred Getzner report the typical Weibull shape parameters for various industrial parts and subassemblies. In essence, the Weibull shape defines the relationship between failure rate and time to determine if the risk decreases over time, increases over time or remains constant.

Let's explore the time-based rebuild-or-replace strategy for a pump that operates 8,000 hours per year, a centrifugal pump, according to the data from Bloch and Getzner, has a typical life of 30,000 hours and exhibits a running Weibull shape of 1.2, meaning that the failure rate increases slightly over time. However, pumps exhibit a run-in Weibull shape of 0.5, suggesting that there is an increased risk following rebuild or replacement, which is primarily attributable to all the things that can go wrong when a machine is removed, taken apart, put back together and then reinstalled.

Figure 1 exhibits the risk profile for the pump in terms of failure rate over its theoretical life, expressed in percent. As the chart illustrates, the scheduled biannual rebuild increases the average failure rate over the pump's life cycle. This occurs because of early life failures. Just about the time we've worked through the time period during which the risk of early life failures is highest, we schedule a rebuild and the process starts over again!

Category No. 2: Non-value added - failure-causing basic care. Basic care is essential to the health of machines. Lubrication, proper fastener management, balance, alignment and other proactive measures extend the life of equipment.

Lubrication is among the most commonly executed basic care measures in most industrial plants - it's essential to mechanical reliability. I frequently see PMs that read, for example, "lubricate the conveyor." This seems to make sense, right? Let's break this down further: a conveyor typically includes a motor, couplings, a gearbox, head and tail roll bearings, idler bearings, etc. Most of the tasks require different lubricants, different intervals and, frequently, different tools. Lumping everything together into a single PM leads to overlubrication of some components, under-lubrication of other components, suboptimal lubricant selection (e.g. a multi-purpose grease for the motor, coupling and bearings) and lubricant mixing.

While it's clear that we need to lubricate all of the components, we must treat the tasks individually for them to add value.

Related Articles

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

Sponsored Links

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



2011 Online Advertising 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:

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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.

Elements of a Good Preventive Maintenance Program

Decision-Making

1. Right content.
If your program does not have the right content, it will never generate the desired and measurable results. If your program has not been thoroughly updated in the last five years, it probably contains not only too much PM, but also the wrong activities. A good PM program has roots of all PM activities done in imperative while equipment is running.

Classical examples of wrong and excessive PM are PM activities on V-belt drives, condition and many other components with safety guards. Many PM programs are that these components are inspected weekly by maintenance staff people with shift by operators. On top of that a shutdown PM is also done every two months to that most of the guards are damaged in such a way that the components are inspected while equipment is running, and it does not make sense to inspect something that cannot be seen.

Many guards are big and heavy, and it can take two crafty people several days to do the inspections and replace the guards during a shutdown, and by that time the equipment is already running. If the guards are inspected, and by that time the equipment is already running, the only PM needed should be to have a time based inspection program, such as those inspectors who start up, this would lead to a prolonged shutdown and production loss.

If guards are designed in the right way, the only PM needed should be to have a time based inspection program, such as those inspectors who start up, this would lead to a prolonged shutdown and production loss.

If guards are designed in the right way, the only PM needed should be to have a time based inspection program, such as those inspectors who start up, this would lead to a prolonged shutdown and production loss.

2. The consequence of a breakdown of the component is severe.
a. Time to failure can be limited.
b. How long before a breakdown of the component is a financial loss?
c. How long before a breakdown of the component is a safety hazard?
d. How long before a breakdown of the component is a production loss?
e. How long before a breakdown of the component is a safety hazard?
f. How long before a breakdown of the component is a production loss?

3. Preventive maintenance is not a cost, it is an investment.
a. High maintenance cost is not a cost, it is an investment.
b. High maintenance cost is not a cost, it is an investment.
c. High maintenance cost is not a cost, it is an investment.
d. High maintenance cost is not a cost, it is an investment.
e. High maintenance cost is not a cost, it is an investment.
f. High maintenance cost is not a cost, it is an investment.

4. As a first step, it is good advice not to try to do everything at once.
a. As a first step, it is good advice not to try to do everything at once.
b. As a first step, it is good advice not to try to do everything at once.
c. As a first step, it is good advice not to try to do everything at once.
d. As a first step, it is good advice not to try to do everything at once.
e. As a first step, it is good advice not to try to do everything at once.
f. As a first step, it is good advice not to try to do everything at once.

Following best approach to evaluate your PM program.

White Paper Sponsored by: **LOGO**

Address: _____
City: _____
State/Prov: _____
Zip/Postal Code: _____
Country: _____
Phone: _____

Yes, please send me the White Paper Update Newsletter.

Sponsored White Papers \$1,900 / month





2011 eNewsletter Advertising

The screenshot shows the 'RELIABLE PLANT MAIL' eNewsletter interface. At the top, it says 'Sent to 43,894 readers'. The 'Table of Contents' lists several articles: 'Ballbar 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', and 'Case study: Drives and retrofits on paper mill slitter-rewinder'. Below the table of contents, there are preview boxes for each article. On the right side, there is a sidebar with the 'IDCON!' logo and a list of topics: Leadership, Audits, Planning & Scheduling, Preventive Maintenance, Problem Solving, Spare Parts Mgmt., and Training - Consulting - Implementation. At the bottom of the sidebar is a photo of a man and the website '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.

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
37,113 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	\$1,750	\$1,660	\$1,575	\$1,490	\$1,400	\$1,315

