

# Specifications



## 2012 Online Advertising Specifications

www.machinerylubrication.com • www.reliableplant.com

The screenshot shows a website layout with a navigation bar at the top containing categories: LUBRICANT SELECTION, STORAGE/HANDLING, FILTRATION, GREASE, HYDRAULICS, and SYNTHETICS. The main content area is titled "When to Use Automatic Grease Applicators" and features three distinct banner areas labeled BANNER 1, BANNER 2, and BANNER 3. BANNER 1 is a horizontal bar at the top of the article. BANNER 2 is a large vertical rectangle on the right side of the article. BANNER 3 is a horizontal bar at the bottom of the article. Below the article, there are sections for "Related Articles", "Sponsored Links", and "Buyers Guides". At the very bottom, there are two small boxes: "Oil Analysis Instruments for Fast Onsite Testing" and "Automatic Lubricators".

### BANNER ADS

**BANNER 1**  
Leaderboard  
Dimensions (pixels)  
728x90

**BANNER 2**  
Medium Rectangle  
Standard Skyscraper  
Wide Skyscraper  
Half Page  
Dimensions (pixels)  
300x250  
120x600  
160x600  
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/](http://www.adobe.com/resources/richmedia/tracking/)

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The screenshot shows a website layout with a navigation bar at the top containing: LUBRICANT SELECTION, STORAGE/HANDLING, FILTRATION, GREASE, HYDRAULICS, SYNTHETICS. Below the navigation bar is a 'BANNER 1' with the title 'When to Use Automatic Grease Applicators'. The main content area contains several paragraphs of text, a 'BANNER 2' on the right side, and a 'Related Articles' section with three links. Below that is a 'Sponsored Links' section with four links, including 'Portable Oil Filter Carts', 'Food Grade Lubricants', and '24 Hour Oil Testing'. At the bottom, there are two more banners: 'BANNER 3' and two smaller boxes for 'Oil Analysis Instruments for Fast Onsite Testing' and 'Automatic Lubricators'.

### TEXT LINK

#### Food Grade Lubricants

High and low temp, low maintenance lubes  
Superior lubricant life and reduced wear  
A1-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, 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.

Image/Photo

- ← Head
- ← Body
- ← Call to Action

Headline: Up to 55 characters including spaces

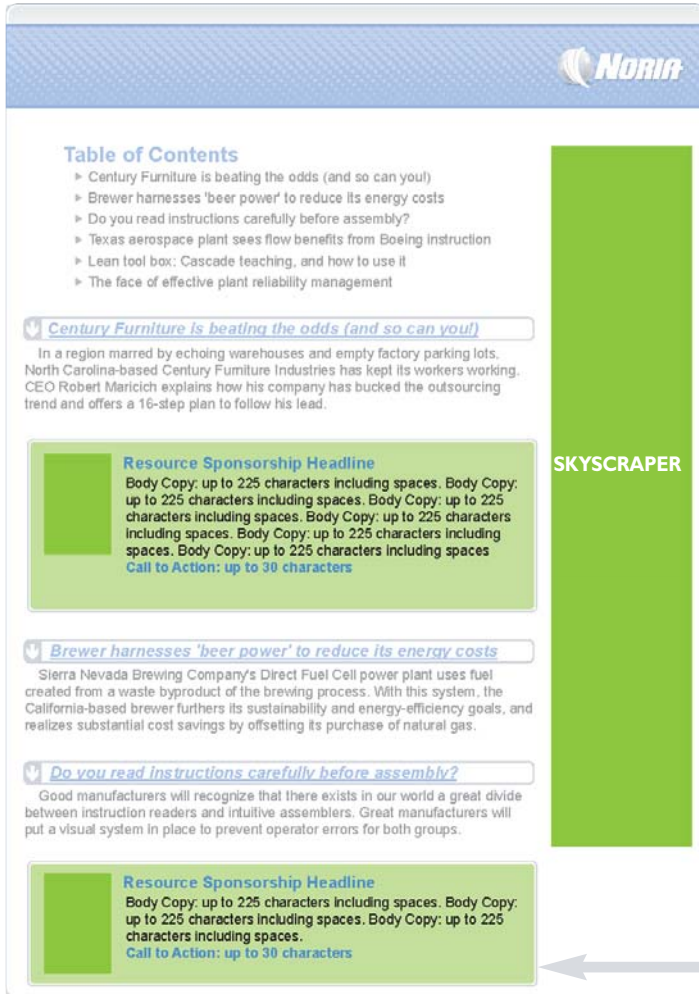
Body Copy: Up to 225 characters including spaces

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.

## 2012 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

## 2012 Online Advertising Specifications

### GENERAL REQUIREMENTS

- Click URLs that spawn exit popups/popunders are not allowed
- No animation may exceed 15 seconds. Ads may permit re-initiation of animation through user interaction if clearly labeled.
- Ads must spawn a new window for the landing page when clicked on.
- Rapid animating, blinking and/or flashing ads are not accepted. Noria reserves the right to reject and/or revise ads that do not adhere to this spec.
- Ads cannot spawn a download prompt nor download anything on page load, mouse-over or on click - must go to landing page first where a download prompt may be allowed - if user chooses no or closes the download prompt, they cannot be prompted again.
- The use of Noria and related Noria images/logos and/or content within advertising or advertiser landing pages are not allowed without direct written approval from Noria Corporation.
- All sound **MUST** be user initiated by click.

### AD SUBMISSION

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](mailto:production@noria.com)

## 2012 Print Advertising

### SPECIFICATIONS

<b>NON-BLEED</b>	<b>WIDTH</b>	<b>DEPTH</b>
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"

<b>BLEED</b>	<b>WIDTH</b>	<b>DEPTH</b>
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.

## Full Page with Bleed

8-5/8" x 11-1/8" (219 mm x 283 mm)

## Publication Trim Size

8-3/8" x 10-7/8" (213 mm x 276 mm)

