



NORIA Publishing

2011 Specifications

2011 Media Planner



2011 eNewsletter Advertising

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Century Furniture is beating the odds (and so can you!)
In a region marred by echoing warehouses and empty factory parking lots, North Carolina-based Century Furniture Industries has kept its workers working. CEO Robert Maricich explains how his company has bucked the outsourcing trend and offers a 16-step plan to follow his lead.

Resource Sponsorship Headline
Body Copy: up to 225 characters including spaces. Body Copy: up to 225 characters including spaces. Body Copy: up to 225 characters including spaces. Body Copy: up to 225 characters including spaces. Body Copy: up to 225 characters including spaces. Call to Action: up to 30 characters

Brewer harnesses 'beer power' to reduce its energy costs
Sierra Nevada Brewing Company's Direct Fuel Cell power plant uses fuel created from a waste byproduct of the brewing process. With this system, the California-based brewer furthers its sustainability and energy-efficiency goals, and realizes substantial cost savings by offsetting its purchase of natural gas.

Do you read instructions carefully before assembly?
Good manufacturers will recognize that there exists in our world a great divide between instruction readers and intuitive assemblers. Great manufacturers will put a visual system in place to prevent operator errors for both groups.

Resource Sponsorship Headline
Body Copy: up to 225 characters including spaces. Body Copy: up to 225 characters including spaces. Body Copy: up to 225 characters including spaces. Call to Action: up to 30 characters

SKYSCRAPER



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.

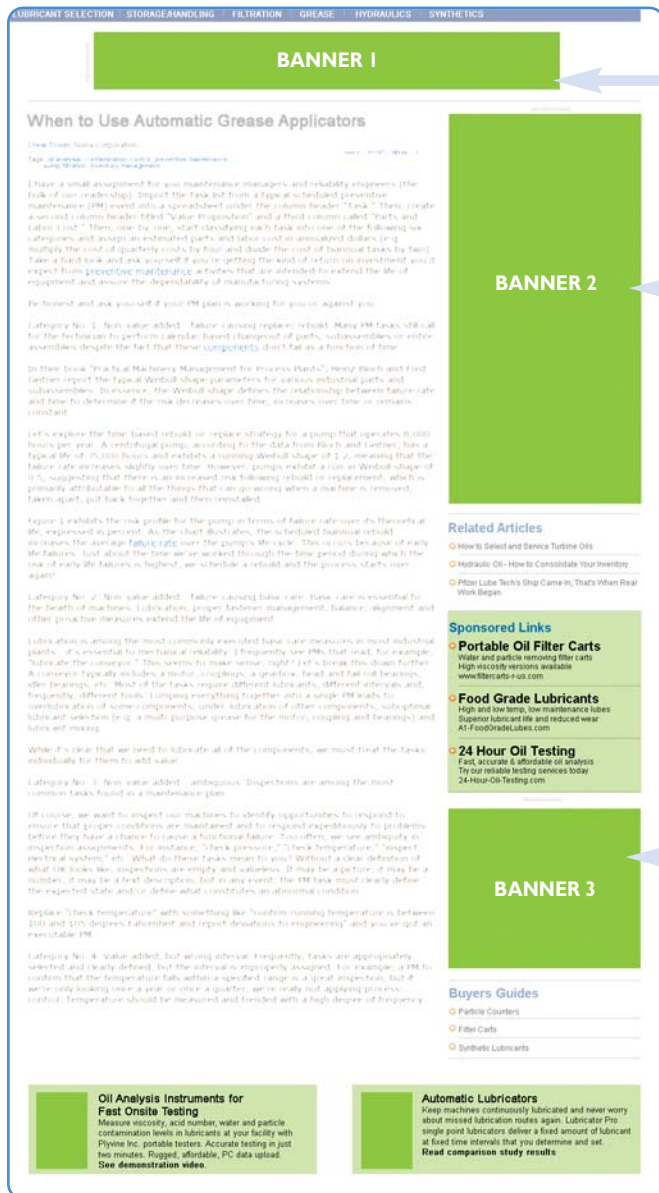
SKYSCRAPER BANNER

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



2011 Online Advertising Specifications

www.machinerylubrication.com • www.reliableplant.com



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/

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

BANNER 1

When to Use Automatic Grease Applicators

Over-Torque Torque Application

Type of service: Lubrication with automatic maintenance

Keywords: Grease management

1 Have a small equipment for your maintenance managers and reliability engineers (the bulk of our readership). Impact the task list from a typical scheduled preventive maintenance (PM) event into a spreadsheet under the column header "Task." Then, create a second column header titled "Labor Progression" and a third column titled "Parts and Labor Cost." Then, use the spreadsheet to classify 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 annual tasks by two). Take a total task and ask yourself if you're getting the kind of return on investment you 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: Best value added - failure-causing repairs. In fact, many PM tasks will call for the technicians to perform calendar-based changes of parts, subassemblies or entire assemblies despite the fact that these components don't fail as a function of time.

In this task "The Total Machinery Management for Process Plants," Henry Black and Fred Gerber 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, as repairs 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 Black and Gerber, has a typical life of 15,000 hours and exhibits a running Weibull shape of 3.2, meaning that the failure rate means slightly over time. However, pumps exhibit a cut 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 business rebuild increases the average failure rate over the pump's life cycle. This is true 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: Best value added - failure-causing base care. Base care is essential to the health of machines. Lubrication, proper failure management, balance, alignment and other preventative measures extend the life of equipment.

Lubrication is among the most commonly executed base care measures in most industrial plants, if it's essential to the base care 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, roller bearings, etc. Most of the tasks require different lubricants, different intervals and, frequently, different tools. Lumping everything together into a single PM leads to contamination of some components, under-lubrication of other components, substituting lube and sometimes (e.g. a multi-purpose grease for the motor, couplings and bearings) and lube oil mixing.

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

Category No. 3: Best value added - alignment. Inspections are among the most common tasks listed in a maintenance plan.

Of course, we want to expect our machines to identify opportunities to respond to ensure that proper conditions are maintained and to respond expeditiously to problems before they have a chance to cause a functional failure. Too often, we see ambiguity in inspection assignments, for instance, "check pressure," "check temperature," "inspect electrical systems," etc. What do these tasks mean to you? Without a clear definition of what the tasks like, inspections are empty and valueless. It may be a gauge, it may be a number, it may be a test description, but in any event, the PM task must clearly define the expected state and/or define what constitutes an abnormal condition.

Remember "check temperature" with something like "transmission running temperature is between 100 and 120 degrees Fahrenheit and report deviations to engineering" and you get an executable PM.

Category No. 4: Value added, but being critical. Frequently, tasks are appropriately selected and clearly defined, but the interval is improperly assigned. For example, a PM to confirm that the temperature falls within a specified range in a great inspection, but if we're only looking once a year or once a quarter, we're really not adding process control. Temperature should be measured and tested with a high degree of frequency.

BANNER 2

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 routes 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.

BANNER 3

Portability Oil Filter Carts

Water and particle removal 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. A1-FoodGradeLubes.com

24 Hour Oil Testing
Fast, accurate & affordable oil analysis. Try our reliable testing services today. 24-hour-Oil-Testing.com

Related Articles

- How to Select and Service Turbine Oils
- Hydraulic Oil - How to Consolidate Your Inventory
- Filter Lube Techs: Stop Calling It, That's When Real Work Begins

Sponsored Links

- Portability Oil Filter Carts
- Food Grade Lubricants
- 24 Hour Oil Testing

Buyers Guides

- Particle Counters
- Filter Carts
- Synthetic Lubricants

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.

- ← 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.



2011 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



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.

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.