

PLANNING GUIDE

2010



**Hydraulics  
& pneumatics**

# 2010 Editorial Calendar

## JANUARY

ADVERTISING CLOSING DATE: DECEMBER 15TH

Designer's Guide

Manufacturers Index

Expanded Ideas & Applications

Automate with Air — Machine Automation

## FEBRUARY

ADVERTISING CLOSING DATE: JANUARY 15TH

Mobile Hydraulic Cylinders

Cartridge Valves & Manifolds for Integrated Circuits

Automate with Air — Pneumatic Valves

Quarterly MRO Coverage

## MARCH

ADVERTISING CLOSING DATE: FEBRUARY 15TH

Industry Focus: Marine & Offshore and Offshore Technology Conference Preview

Hydraulic Hose Assemblies

Automate with Air — Filters & Regulators

Electrohydraulic Sensors & Controls

Bonus Distribution

Offshore Technology Conference — Houston, 5/3-6

## APRIL

ADVERTISING CLOSING DATE: MARCH 15TH

Waste Management & Recycling

Electropneumatic Systems

Hydraulic Fluids

Seal Design Considerations

Bonus Distribution

Waste Expo — Atlanta, 5/04-06

## MAY

ADVERTISING CLOSING DATE: APRIL 15TH

Mobile Equipment—Construction Equipment

Automate with Air — Vacuum

Quarterly MRO Coverage

Hydraulic Fittings/Tubing Assemblies

## JUNE

ADVERTISING CLOSING DATE: MAY 15TH

Mobile Equipment — Agricultural Equipment

Automate with Air: Versatile Air Motors

Hydraulic System Diagnostics

Pressure-Control Valves

## JULY

ADVERTISING CLOSING DATE: JUNE 15TH

Design Innovations in Off-Highway Equipment

Automate with Air — Rotary Actuators

Proportional and Servovalves

Hydraulic Filtration

Media Mart - Mid Year Edition

## AUGUST

ADVERTISING CLOSING DATE: JULY 15TH

Mobile Equipment — Mining

Automate with Air — Machine Automation

Hydraulic Fluids

Quarterly MRO Coverage

Bonus Distribution

IMTS — Chicago 9/13-18

## SEPTEMBER

ADVERTISING CLOSING DATE: AUGUST 15TH

Industry Focus: Lumber Harvesting/Production

Automate with Air

Position Sensors

Seal Design Considerations

## OCTOBER

ADVERTISING CLOSING DATE: SEPTEMBER 15TH

Electrohydraulic Controls & Sensors

Industry Focus: Packaging and PackExpo Preview

Quick Acting Couplings

Hydrostatic Drives

Bonus Distribution

PackExpo — Chicago, 10/31-11.03

## NOVEMBER

ADVERTISING CLOSING DATE: OCTOBER 15TH

Industry Focus: Mobile Equipment

Smart Pneumatic Systems

Technology Update — Hybrid Drives

Quarterly MRO Coverage

## DECEMBER

ADVERTISING CLOSING DATE: NOVEMBER 15TH

Medical Marvels with Pneumatics

Industry Focus: Aerospace & Defense

Hydraulic Contamination & Filtration

Advance Preview:

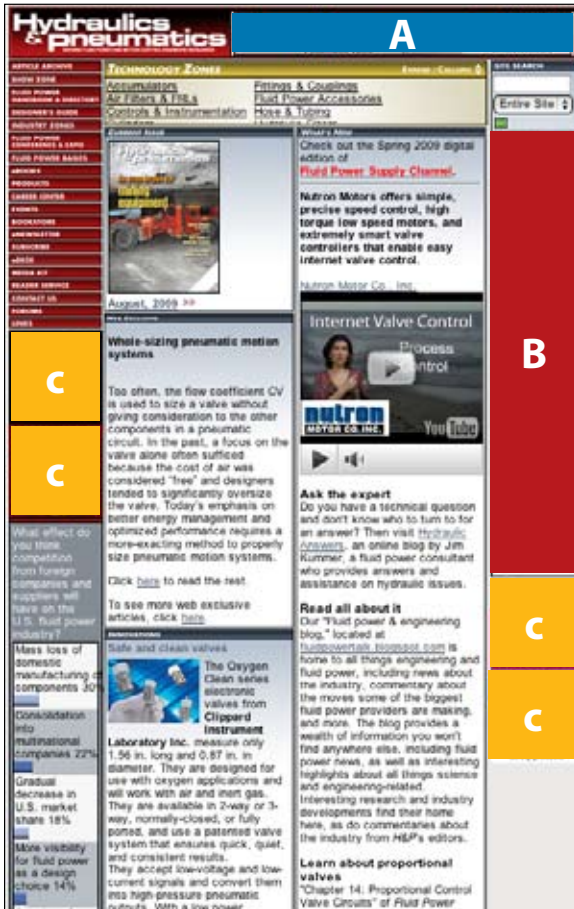
IFPE 2011 and ConExpo 2011

Media Mart - Year End Edition

# Online Advertising

# 2010

Hydraulics & Pneumatics' web-based advertising meets the needs of manufacturing's leaders. Our attention grabbing online ad units and other site sponsorship opportunities offer you the most cost-effective way to strengthen your brand and drive traffic to your company's site.



**A** Banner ads give your company exposure throughout the Hydraulics & Pneumatics website.  
**Home Page Banners**

Rate: \$500 gross per month

Specs: 468w x 60h pixels. GIF, JPG, and Rich Media accepted. Maximum file size: 39k. This position is rotated with a maximum of 5 advertisers.

**Section Banners**

Rate: \$150 gross per month

Specs: 468w x 60h pixels. GIF, JPG, and Rich Media accepted. Maximum file size: 39k. Standard banners sold by section or Tech Zone and are rotated with a maximum of 3 advertisers.

**B** Skyscrapers are a dynamic and highly visible way to place your message on Hydraulics & Pneumatics' pages, adjacent to the site's main content and directly below the site search.  
**Skyscrapers**

Rate: \$1,250 gross per month

Specs: 120w x 600h pixels, Max file size 30k GIF, JPG, and Rich Media accepted. Maximum file size: 39k. This position is sold as Run-of-Site (ROS) which means it is displayed on every page of the website in rotation with a maximum of 5 advertisers.

**C** Buttons are an excellent choice for both branding and direct response. This position is rotated with a maximum of five advertisers.

**Home Page Buttons**

Rate: \$450 gross per month

Specs: 125w x 125h pixels. GIF, JPG, and Rich Media accepted. Maximum file size: 39k. This position is rotated with a maximum of 5 advertisers.

**Section Buttons**

Rate: \$150 gross per month

Specs: 125w x 125h pixels. GIF, JPG, and Rich Media accepted. Maximum file size: 39k. This position is rotated with a maximum of 3 advertisers.

**Roadblocks**

Roadblock ads are featured in the "can't be missed" position PRIOR to the visitor's first sight of the home page. Seen for a maximum of 20 seconds, they offer a unique platform to capture audience attention.

Rate: \$1,400 gross per week

Specs: 640w x 480h pixels, Max file size 50k GIF, JPG and Rich Media accepted. This exclusive position is purchased by the week.

## Fluid Power Monthly eNewsletter

These online newsletters are the perfect complement to our monthly print edition, and the most cost-efficient way to deliver your product message in HTML format to more than 23,000 newsletter subscribers.

Rates (gross)

Top Sponsorship \$1,975

2nd Sponsorship \$1,500

3rd Sponsorship \$1,125

4th Sponsorship \$ 750

Featured Links

1X \$ 250

6X \$ 900

12X \$1,200

Specs: Four different ad types can be accommodated

- Large rectangle (336 pixels w x 280 pixels h). Maximum file size is 60k
- Rectangle (300 pixels w x 250 pixels h) Maximum file size is 60k
- Standard banner (468 pixels w x 60 pixels h) Maximum file size is 25k
- Text box (headline, 80 words text, and URL, this can also include a small image or logo no greater than 125 pixels wide)

• Featured Links consist of company name, a descriptive sentence (<25 words) and click-thru URL. In all cases, please provide the click-thru URL with the creative.

Creative Due Date is 2 weeks prior to the e-newsletter mailing date. \*Submit materials to "demg@penton.com". For image files, only JPG and GIF (also animated GIF) formats accepted.

**eBook/ \$1,250 net per chapter**

Designers' Handbook for Electrohydraulic Servo and Proportional Systems is a powerful tool that engages and educates our readers. Written by industry leaders, sponsored by one company per chapter.

**Product Spotlight & Innovations/ \$385 gross per month**

Designed to drive fluid power buyers to your products, Product Spotlight and Innovations ads are an opportunity to introduce your new products where they will get the most visibility ... on the Hydraulics & Pneumatics home page.

**Home Page Web Exclusive / \$500 gross per month**

This special website-only content feature allows you to promote your company's educational content to our online audience. Prominently placed on the home page of the site (above the fold) this content section features teaser copy and your company's logo. Site users click into the site to read the rest of your article, including product images if desired.

**Home Page Web Video / \$500 gross per month**

Feature your web video on hydraulicspneumatics.com. Prominent placement at the top of the site. Includes short description of the video, link to your web site. Your video, hosted on YouTube, plays directly on the H&P site home page.



## 2010 Display Advertising Rates

<u>Black &amp; White</u>		<u>Color</u>	
1 page	\$7,240	Standard	\$900
2/3 page	\$5,860		
1/2 page island	\$5,310	Match	\$1,225
1/2 page	\$4,410		
1/3 page	\$3,070	3 & 4	\$1,550
1/4 page	\$2,410		

Contact your Sales Representative for special package/value savings.

## Mechanical Specifications

<u>Ad Sizes</u>	<u>Wide</u>	<u>Deep</u>
Full-page bleed	7.875"	10.75"
Full page	7	9.75
2/3 page	4.5	9.75
1/2 page island	4.5	7.375
1/2 page horizontal	6.875	4.625
1/2 page vertical	3.25	9.75
1/3 page square	4.5	4.625
1/3 page vertical	2.125	9.75

For mechanical and space information or to upload your ad, please go to [www.pentondigitalads.com](http://www.pentondigitalads.com)

When submitting files via the website, a SWOP certified proof must be mailed to: Karen Richardson, Penton Media Inc., 9800 Metcalf Ave., Overland Park KS 66212

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