

MAINTENANCE TECHNOLOGY

Your Source For CAPACITY ASSURANCE SOLUTIONS

2011 Media Planner

bearings automation & control electrical systems availability
profitability training interoperability lubrication teamwork
seals **Sustainability** generators motors **Efficiency** drives
tools compressors **RELIABILITY** balancing
quality pumps turbines productivity
ultrasonics machinery health **IS GOLD** equipment systems
information technology valves alignment maintainability
piping fan **Compliance** cranes capacity assurance infrared
vibration vessels **Safety** maintenance management
testing & analysis

MAINTENANCE TECHNOLOGY IS **THE** RELIABILITY MAGAZINE.

MT-online.com

Reliability Is **GOLD**...

Maintenance Technology Is **THE** Reliability Magazine

**CAPACITY
ASSURANCE
SOLUTIONS
& STRATEGIES**

It's all about reliability! Month in and month out, MAINTENANCE TECHNOLOGY focuses on issues related to the capacity assurance of equipment systems and processes throughout industry. Emphasis is on the application of products, services and strategies to ensure that plants and facilities operate as required, SAFELY, CLEANLY, EFFICIENTLY and PROFITABLY. Whatever the product or service, if it has anything to do with increased reliability and minimization of downtime, MAINTENANCE TECHNOLOGY is sure to be covering it, in print and online, through timely views, features, supplements, departments, technology spotlights and product showcases.

2011

MAINTENANCE TECHNOLOGY ISSUE CALENDAR

ISSUE	SPECIAL HIGHLIGHTS	SUPPLEMENTS	SHOWCASES	SPECIAL INDUSTRY SHOW ISSUES
JAN CLOSES 12/15/10	Process Safety	On The Road To Sustainability	Maintenance Management	Automation Technology Expo (ATX) West
FEB CLOSES 01/21/11	Turbomachinery	Utilities Manager	Lubrication	ATX South; SAP-Centric EAM; Globalcon
MAR CLOSES 02/11/11	Electrical Systems	The Fundamentals	MARTS Exhibitors	MARTS
APR CLOSES 03/18/11	Fluid Handling	On The Road To Sustainability	Testing & Analysis	OTC; AISTech; Electric Power; Windpower; NPRA RMC
MAY CLOSES 04/05/11	Power Transmission	Utilities Manager	MRO Equipment & Supplies	AWWA; EASA
JUN CLOSES 05/17/11	Lubrication Strategies	The Fundamentals	Automation & Control	
JUL CLOSES 06/14/11	Energy Systems	On The Road To Sustainability	Mechanical & Hydraulic Equip.	Pump Users & Turbomachinery Symposiums
AUG CLOSES 07/20/11	Industry Outlook	Utilities Manager		
SEP CLOSES 08/19/11	Fluid Handling	The Fundamentals	Electrical Equipment	WEFTEC; SMRP; National Safety Council Congress
OCT CLOSES 09/22/11	Instruments & Controls	On The Road To Sustainability	Information Technology	
NOV CLOSES 10/17/11	Power Generation	Utilities Manager	Testing & Analysis	Chemical Process Industries Expo; PowerGen
DEC CLOSES 11/17/11	Corporate Capabilities	The Fundamentals	MRO Equipment & Supplies	IR/Info; ASHRAE (both Jan. 2012)



Supplements...

ON THE ROAD TO SUSTAINABILITY. . . quarterly, editor-written profiles of companies and leaders on their journeys to sustainable success

UTILITIES MANAGER. . . quarterly supplements covering crucial energy-efficiency issues

THE FUNDAMENTALS. . . quarterly supplements taking a back-to-basics approach to maintenance and reliability

Departments...

"Maintenance Log," featuring down & dirty success stories from the field (selected as needed by editors from end-user- and advertiser-contributed materials)

"Process Improvements" and **"Supply Chain Links,"** short product-specific case studies selected from advertiser-contributed materials

"Solution Spotlight," a 1- or 2-page expanded product release, selected by editors from advertiser-contributed materials

"Capacity Assurance Marketplace," product release showcase, compiled by editors from advertiser-contributed material

"No matter what you're manufacturing or marketing, no matter what industries and customers you're trying to reach, what you're really selling is 'reliability.' For our readers, your hard-working customers and prospects across all industry sectors who are charged with assuring critical equipment and process capacity within their operations, reliability is truly priceless. . . and always will be." . . .Jane Alexander, Editor-In-Chief

ADDITIONAL ADVERTISING OPPORTUNITIES...

Consult Sales Representative for further information and rates

THE RELIABILITY FILES TECHNOLOGY

Power up your product/service through these solution-specific mini-magazines! Want your ad next to an article about your product/service? Buy 1 full-page advertorial and have your

full-page ad running on the same spread. Advertorial will follow this format: 500 words-or-less case-study with up to 1 image, focusing on a problem, solution and ROI. **The Reliability Files** also will have its own inside cover referencing the advertiser's name within the magazine. **The Reliability Files** will be distributed in the print issue of the magazine, online and via e-newsletters.

QUARTERLY SUPPLEMENTS... InPrint, OnLine and e-Blasts

■ **"On The Road To Sustainability"**

Editor-written Profiles of Companies and Leaders on their journey to sustainable success.

■ **"Utilities Manager"**

Successful strategies to optimize equipment and processes, thus reducing energy consumption and maintenance costs and increasing uptime. The following seven plant "utility" systems are covered: electrical, gas, water/wastewater treatment, compressed air, refrigeration, hot oil and steam.

■ **"The Fundamentals"**

A back-to-basics approach to various issues of maintenance and reliability. It's something that is sorely needed in plants where so many new-hires and/or underskilled (but eager) workers are trying to fill the boots of far more knowledgeable and experienced employees who have left the workforce.

With each of these supplements we have opportunities for gadgets galore!

- **Green Gadgets** run with "On The Road To Sustainability" supplement.
- **Efficient Gadgets** run with "Utilities Manager" supplement.
- **Reliable Gadgets** run with "The Fundamentals" supplement.

PRODUCT SHOWCASES...

Bring your products and services into sharper, value-added focus!

These **11 Print+Online+Digital Showcase Packages*** offer a very economical way to guarantee that your products and services get in the spotlight! Material for these 1/6-page incremental monthly **PRODUCT SHOWCASES*** are to be set up and provided as ads. Material will run as provided by the advertiser/no editing. No limit on how many can run, or how many insertions an advertiser can buy per issue.

SPECIAL ADVERTISING OPPORTUNITIES

INFORMATION HIGHWAY

Draw traffic to your website through the Information Highway. Reach 52,000 Maintenance Professionals responsible for maintaining and ensuring reliability of plant equipment and facility systems. You provide the link to your desired web page and 50 words of copy with your web address. Published 12 times a year. Net cost per insertion (1/12 pg): **\$500**

Web Spotlight: Ideal for featuring a new website, promoting online services or simply having your company stand out from the crowd. Only one featured website in each issue. Net cost per insertion (1/3 page): **\$1000**

SHOWCASE

Category specific advertising opportunity to Showcase your product, service or training with an ad within our "update" sections. Published every issue. 1/6 page vertical ads. 1x rate: **\$1200 Gross**

GENERAL INFORMATION

Mailing Instructions: Insertion orders, copy, instructions, color specifications, send direct to Applied Technology Publications, 1300 S. Grove Ave., Suite 105, Barrington, IL 60010. Contact Production Manager, (847) 382-8100, ext.104; Internet: www.MT-online.com

BLACK AND WHITE RATES (gross rates)

Earned rate based on total number of insertions within a 12-month period. Rates effective 1/1/11, for all advertisers. Advertising is sold only at earned published rates. Contracts and insertion orders for units at lower rates are not accepted.

FREQUENCY SIZE	1x	3x	6x	9x	12x	18x
1 page	6270	6020	5770	5520	5330	5140
2/3 page	4710	4520	4330	4140	3990	3860
Island 1/2	3950	3800	3640	3480	3360	3240
1/2 page	3640	3490	3350	3200	3090	2990
1/3 page	2570	2470	2370	2270	2190	2110
1/4 page	2070	1990	1910	1830	1760	1690

COLOR RATES (gross rates)

Color: 133 line screen. S.W.O.P. standards apply.

	1 Page	2/3 Page	Island Page	1/2 Page	1/3 Page	1/4 Page
4 Color	1300	1300	1000	800	600	600

• Matched second color: **\$850** • Bleed: No charge for bleed.

SPECIAL POSITIONS

- Inside front cover: Black and white earned rate plus 15%.
- Inside back cover: Black and white earned rate plus 10%
- Back cover: Black and white earned rate plus 15%
- Adjacent to specific editorial: Black and white earned rate plus 10%
- Position availability: Consult Sales Representative.

INSERTS

Consult Sales Representative for further information.

COMMISSION AND CASH DISCOUNT

Net 30 days from date of invoice, 15% to agencies on space, color, and position. 5% discount for payment one year in advance. Agency commission will be revoked on billings unpaid 90 days after invoicing.

CLASSIFIED: (non-commissionable)

Promote your employment opportunities, training programs, products and services available for equipment maintenance and reliability practices to 52,000 BPA-Audited maintenance and reliability professionals.

Classified Ad Rates-print per Column Inch (2-1/8")
1x rate **\$200 Net** per Column Inch BW (4-color: **\$200** additional)

Professional Services Business Card Ad: Ad size: 3-1/2" x 2"
\$400 Net (4-Color)

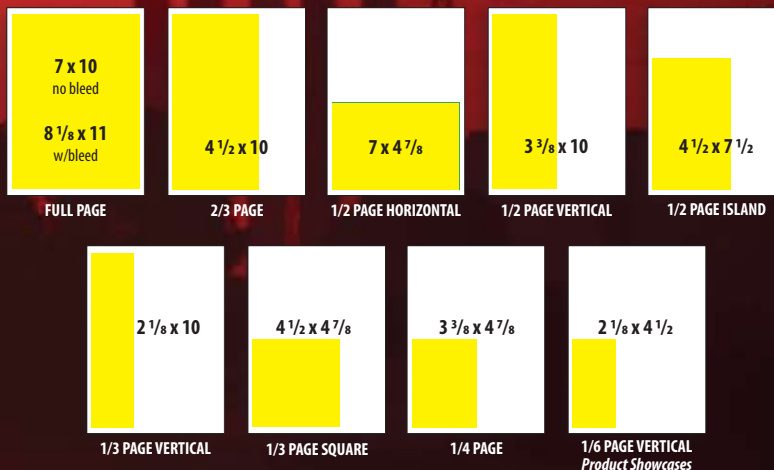
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MAGAZINE SPECIFICATIONS

www.MT-online.com

1300 SOUTH GROVE AVENUE, SUITE 105, BARRINGTON, IL 60010 847-382-8100 FAX 847-304-8603



AD SIZES (inches)	Width	Depth
Full page w/bleed	8-1/8 x	11
Trim Size:	7-7/8 x	10-3/4
Full page	7 x	10
2/3 page	4-1/2 x	10
1/2 page, horizontal	7 x	4-7/8
1/2 page, vertical	3-3/8 x	10
1/2 page, island	4-1/2 x	7-1/2
1/3 page, vertical	2-1/8 x	10
1/3 page, square	4-1/2 x	4-7/8
1/4 page, vertical	3-3/8 x	4-7/8
1/6 page, vertical	2-1/8 x	4-7/8

ACCEPTABLE FILE FORMATS/SOFTWARE

PDF files are preferred. These files must be saved as CMYK with graphics and fonts (postscript only) embedded. The file must be high resolution (300 dpi) and optimized for press. We can also accept InDesign, Illustrator and Photoshop eps files (not Microsoft Word files) along with all "nested" artwork and fonts.

AD SUBMISSION

We prefer that ads be sent electronically. You may e-mail ads under 10MG or use our FTP site, www.MT-online.com/advertise/printspeccfm for further directions. If mailing a CD please include your name, phone number, and email address in case questions arise.

PRODUCTION CHARGES

Furnished artwork, photos, or continuous tone copy requiring initial make-up subject to quotation. Materials requiring extra conversion or scanning work, typesetting, or layout assistance will be rebilled to agency or advertiser. Charges are non-commissionable.

Detailed ad specifications and instructions can be found on our website at:
www.MT-online.com/advertise/printspeccfm

DIRECT MAIL



The most authoritative database of maintenance professionals – 52,000 BPA-Audited decision-makers. E-mail list available with same selects. We can target specific professionals and their markets in conjunction with the monthly focus of the editorial calendar, reaching buyers through direct mail as well as with the publication advertisers.

Looking for strong year-around exposure for your message?

- Generate new sales leads
- Target prospects with best potential

Selects available:

- Level of involvement or job function
- Type of business

- Test Products and sales messages
- Research new markets

- Employee size
- Buying authority
- Geographic

Call List Manager for rates and special breakouts.

Ellen Sandkam, ATP List Services

1300 South Grove Avenue, Suite 105, Barrington, IL 60010
(800) 223-3423 (ext. 110) FAX (847) 304-8603
E-mail: esandkam@atplists.com