



Plant Services

2010 Editorial Calendar

OUR TARGET:

The technical and managerial professionals responsible for optimizing the productivity of North America's industrial infrastructure.

OUR AMMUNITION:

Useful, unbiased and engaging information and analysis of basic and advanced technologies, methods and tools.

OUR MISSION:

To optimize industrial facility performance, operations, maintenance, reliability and asset management.

Visit the Plant Services media website at www.putman.net/brands/ps/

Plant Services

2010 Editorial Calendar

Mission:

To optimize industrial facility performance, operations, maintenance, reliability and asset management.

		January	February	March	April	May
Ad Closing Dates		December 10	January 11	February 10	March 10	April 12
Material Due Dates		December 17	January 18	February 17	March 17	April 19
Editorial Topics	Cover Story	Production Optimization: Energy	Management: MRO Services	Energy Efficiency: Power Monitoring	Production Optimization: CMMS/EAM & ERP	Energy Efficiency: Compressor Heat Recovery
	Energy	Energy	Energy	Energy	Energy	Energy
	EAM/CMMS	EAM/CMMS	EAM/CMMS	EAM/CMMS	EAM/CMMS	EAM/CMMS
	Safety	Safety	Safety	Safety	Safety	Safety
	Reliability	Reliability	Reliability	Reliability	Reliability	Reliability
	Sustainability (Green)	Sustainability		Sustainability		Sustainability
	Staffing	Skills	Services	Skills	Services	Skills
	Best Practices			Best Practices Awards		
	Predictive Technologies		Predictive		Predictive	
	Compressor Systems	Compressors	Compressed Air Systems		Compressors	Compressed Air Systems
	Automation	Instruments & Controls			Instruments & Controls	
	Fluid Handling Systems		Pumps & Seals		Valves & Piping	
	Electrical Systems		Motors & Drives	Power Distribution	Motors & Drives	Power Distribution
	Power Transmission/Lubrication	Power Transmission/Lubrication		Power Transmission/Lubrication		Power Transmission/Lubrication
	Heating & Cooling (heat exchange, HVAC, refrigeration, steam, etc.)			Heating & Cooling		
Facilities	Lighting Flooring	Roofing	Material Handling	Lighting	Flooring	
Plant Services/ Aberdeen Group Quarterly Webinar Series			Asset Lifecycle Management			Asset Performance Management
E-newsletters	Asset Management Insider	CMMS/Predictive 1/13/10	CMMS/Predictive 2/10/10	CMMS/Predictive 3/10/10	CMMS/Predictive 4/14/10	CMMS/Predictive 5/12/10
	New Product Bulletin	1/6/10 & 1/20/10	2/3/10 & 2/17/10	3/3/10 & 3/17/10	4/7/10 & 4/21/10	5/5/10 & 5/19/10
	Plant Energy Insider	Compressors 1/15/10	Motors/Drives 2/2/10	Heating/Cooling 3/2/10	Compressors 4/6/10	Power Distribution 5/4/10
	Plant Optimization E-News	Production Optimization 1/14/10	I&C 2/11/10	Best Practices Awards 3/11/10	Production Optimization 4/8/10	I&C 5/13/10
	PlantServices.com E-News 1	Safety 1/7/10	Pumps/Seals 2/4/10	Power Transmission/Lubrication 3/4/10	Valves/Piping 4/1/10	Safety 5/6/10
	PlantServices.com E-News 2	Flooring 1/21/10	Roofing 2/18/10	Material Handling 3/18/10	Lighting 4/15/10	Power Transmission/Lubrication 5/20/10
	Skill TV Solutions	Skills/Services 1/12/10	Skills/Services 2/9/10	Skills/Services 3/9/10	Skills/Services 4/13/10	Skills/Services 5/11/10
The Advisor	Training and Certification 1/19/10	Training and Certification 2/16/10	Training and Certification 3/16/10	Training and Certification 4/20/10	Training and Certification 5/18/10	
Marketing Opportunities		Market Lead Survey	Literature Reviews Market Lead Survey	Market Lead Survey	Market Lead Survey	Literature Reviews Market Lead Survey

Production Optimization:
including Automation,
Information Systems

Reliability:
including Predictive
technologies,
Failure analysis

Efficiency:
including Energy,
Labor

Management:
including Engineering,
Information, Outsourcing,
Personnel, Safety,
Security, Training

June	July		August	September	October	November	December
May 10	June 10		July 12	August 10	September 10	October 11	November 10
May 17	June 17		July 19	August 17	September 17	October 18	November 17
Reliability: Total Productive Maintenance	Production Optimization: Condition Monitoring		Reliability: Network Infrastructure	Safety: Electrical Systems	Production Optimization: Automation	Management: Plant of the Year	Energy Efficiency: Process Heat Recovery
Energy	Energy		Energy	Energy	Energy	Energy	Energy
EAM/CMMS	EAM/CMMS		EAM/CMMS	EAM/CMMS	EAM/CMMS	EAM/CMMS	EAM/CMMS
Safety	Safety		Safety	Safety	Safety	Safety	Safety
Reliability	Reliability		Reliability	Reliability	Reliability	Reliability	Reliability
	Sustainability			Sustainability		Sustainability	
Services	Skills		Services	Skills	Services	Skills	Services
Best Practices Awards				Best Practices Awards			Best Practices Awards
Predictive			Predictive		Predictive		Predictive
	Compressors		Compressed Air Systems		Compressors	Compressed Air Systems	
	Instruments & Controls				Instruments & Controls		
Pumps & Seals			Valves & Piping		Pumps & Seals		Valves & Piping
Motors & Drives			Motors & Drives	Power Distribution	Motors & Drives	Power Distribution	Motors & Drives
	Power Transmission/Lubrication			Power Transmission/Lubrication		Power Transmission/Lubrication	
Heating & Cooling				Heating & Cooling			Heating & Cooling
Industrial Coatings	Roofing	Lighting	Material Handling	Flooring	Material Handling	Lighting	Industrial Coatings
			Operational Excellence				
CMMS/Predictive 6/9/10	CMMS/Predictive 7/14/10		CMMS/Predictive 8/11/10	CMMS/Predictive 9/8/10	CMMS/Predictive 10/13/10	CMMS/Predictive 11/10/10	CMMS/Predictive 12/8/10
6/2/10 & 6/16/10	7/7/10 & 7/21/10		8/4/10 & 8/18/10	9/1/10 & 9/15/10	10/6/10 & 10/20/10	11/3/10 & 11/17/10	12/1/10 & 12/15/10
Motors/Drives 6/1/10	Compressors 7/6/10		Motors/Drives 8/3/10	Power Distribution 9/7/10	Compressors 10/5/10	Power Distribution 11/2/10	Motors/Drives 12/7/10
Total Productive Maintenance 6/10/10	Production Optimization 7/8/10		I&C 8/12/10	Best Practices Awards 9/9/10	Production Optimization 10/14/10	I&C 11/11/10	Best Practices Awards 12/9/10
Pumps/Seals 6/3/10	Lighting 7/1/10		Roofing 8/5/10	Safety 9/2/10	Pumps/Seals 10/7/10	Power Transmission/Lubrication 11/4/10	Valves/Piping 12/2/10
Coatings 6/17/10	Material Handling 7/15/10		Valves/Piping 8/19/10	Power Transmission/Lubrication 9/16/10	Material Handling 10/21/10	Lighting 11/18/10	Coatings 12/16/10
Skills/Services 6/8/10	Skills/Services 7/13/10		Skills/Services 8/10/10	Skills/Services 9/14/10	Skills/Services 10/12/10	Skills/Services 11/9/10	Skills/Services 12/14/10
Training and Certification 6/15/10	Training and Certification 7/20/10		Training and Certification 8/17/10	Training and Certification 9/21/10	Training and Certification 10/19/10	Training and Certification 11/16/10	Training and Certification 12/21/10
Market Lead Survey	Market Lead Survey		Literature Reviews Market Lead Survey	Market Lead Survey	Market Lead Survey	Literature Reviews Market Lead Survey	Market Lead Survey

PRINT ADVERTISING RATES & SPECS

Four-Color Print Advertising Rates (Gross)			
	1X	6X	12X
Full page	\$7,100	\$6,100	\$5,200
2/3 page	\$6,035	\$5,100	\$4,420
1/2 page	\$4,475	\$3,800	\$3,275
1/3 page	\$3,600	\$3,100	\$2,650
1/4 page	\$3,200	\$2,750	\$2,340

COLOR CHARGES

PMS or 5th Color 5% surcharge

COVER RATES

Second (IFC) or Fourth (OBC) Cover 20% surcharge

Third (IBC) Cover 10% surcharge

SPECIAL POSITIONS

Available on a 6x or 12x basis within a 12-month period. Guaranteed to first contract received. Contracts are non-cancellable and renewable 120 days prior to contract end. Rates will include a 10% premium. Contact publisher for availability. Publisher reserves the right to select ad location unless advertiser pays for a premium position.

CLASSIFIED RATES (PER COLUMN INCH/PER INSERTION):

1x \$150 6x \$130
 3x \$140 12x \$105

CLASSIFIED/DISPLAY SIZE (NET RATES)

1 Page \$7,325 1/3 Page \$3,255
 2/3 Page \$5,950 1/4 Page \$2,690
 1/2 Page \$5,215

LITERATURE REVIEW & PRODUCT PROFILE RATES

1x \$2,610 3x \$2,120
 2x \$2,240 4x \$1,975

INSERTS

For demographic, regional or national full-run insert pieces, consult your district manager. Special Sales Lead Generation Program Call (630) 467-1300 to consult with your district manager about a customized lead program to boost sales results!

AD FORMAT GUIDELINES

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, cmyk color mode: pdf (prinerger specs or print optimized), tif or eps. Digital files should be sent on CDs (ISO 9660 or Mac files and folders format preferred) or posted to our ftp site: www.putmanftp.com. We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

PRINTING SPECIFICATIONS

Web offset. SWOP specifications apply. All images/scans must be in CMYK mode and scanned at a final resolution of 300 dpi/150 lpi. Pantone colors must be converted to CMYK mode. Proofs are required for all color advertising. If not furnished, reproduction quality is at advertiser's risk. Chromalins preferred; progressive proofs, press proofs, and transfer keys acceptable. The publisher will not guarantee color reproduction if the advertiser supplies a color laser proof or 3M color keys.

SHIPPING INSTRUCTIONS

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:
 Production Manager, Plant Services
 Putman Media, Inc.,
 555 W. Pierce Road, Suite 301
 Itasca, IL 60143
 Phone: 630/467-1300

CONTACT INFORMATION

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