

## PLANT SERVICES ENEWSLETTERS

Plant Services' newsletters are strictly content based and designed to deliver daily insights and information for our audience of maintenance and reliability professionals. Each newsletter contains original articles, current industry news, technical insights and valuable downloads.

### Benefits of Advertising in our Newsletters

- Target your message to readers who are responsible for making decisions about your product or services.
- Immediate results with click thru's to your web site or landing page
- Detailed tracking reports to help you prove and maximize ROI.

**Plant Services' Daily Smart Minute:** Deploys Monday thru Friday, Plant Services Smart Minute is a strictly content based newsletters where readers will find exclusive content, useful technical guides, case studies, access to Plant Services on-demand webcasts and complimentary white papers. Smart Minute's open rate averages 18- 25%. (Smart Minute Friday edition includes a banner ad option.) Circulation: 15,000 — See a sample here

**Product Bulletin:** A product-focused newsletter which features large four-color images with editor written descriptions and supported with links. **Deploys twice a month.** Circulation: 15,000 — See a sample here

**Video Showcase:** Video Product e-newsletter features large four-color images, editor written descriptions and supported with a single product video link. Includes links to your landing page or registration page. **Deploys February, April, June, August, October & December.** Circulation: 15,000 — See a sample here



PLANT SERVICES eNEWSLETTERS ADVERTISING RATES			
Smart Minute		Creative Specs	Image (Optional)
1 Premium Sponsor	\$2,000 net	Up to 75 characters for headline and up to 350 characters for text (including spaces). Include destination link.	Up to 150x150
2 Featured Sponsors	\$1,500 net	Up to 75 characters for headline and up to 250 characters for text (including spaces). Include destination link	Up to 150x150
1 Sponsored Link	\$400 net	Up to 75 characters for headline and up to 150 characters for text (including spaces). Include destination link.	None
Video Showcase and Product Bulletin		Creative Specs	Image (Optional)
6 Sponsored Products	\$1,700 net	Up to 75 characters for headline and up to 250 characters for text (including spaces).	265x176 image

## SINGLE SPONSOR E-NEWSLETTER

### What size are the ad units for a Single Sponsor eNewsletter and what are the specs for each unit?

We feature the same ad units as our editorial newsletters (see table).

### What kind of performance can I expect from my Single Sponsor E-Newsletter?

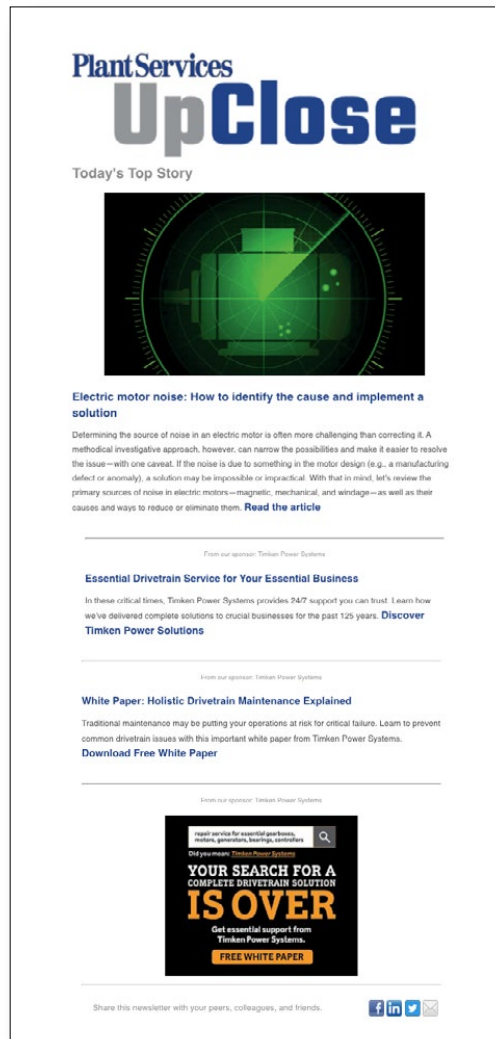
Performance always varies, but the great thing about our Single Sponsor eNewsletter is that by featuring *Plant Services* content and using our design template, open rates and click-through rates are routinely very strong.

### What kind of reporting is provided for my Single Sponsor E-Newsletter?

Our summary report includes metrics for delivery rates, open rates and click-through rates.

### What's the process for determining the topic for our Single Sponsor E-Newsletter?

You'll work with our editorial team to determine a suitable topic. Our editors are keenly aware which topics resonate with your audience and which topics are too narrow to draw enough attention. They'll share their expertise to help you find a topic that suits your message and reaches the widest possible audience.



### Single Sponsor eNewsletter Program Cost: From \$6,500 net per issue

CUSTOM E-NEWSLETTER AD SPECIFICATIONS *	
Position	Creative
Premium Sponsor	Up to 150x150 pixel non-animated image, headline up to 75 characters for headline and up to 350 characters for text (including spaces).
Featured Sponsor	Up to 150x150 pixel non-animated image, headline up to 75 characters for headline and up to 250 characters for text (including spaces).
Sponsored Link	Up to 75 characters for headline and up to 150 characters for text (including spaces).

\* All character counts include spaces.