

PLANTSERVICES.com

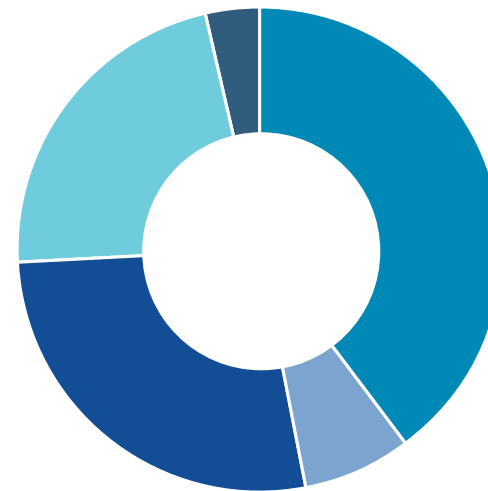
PlantServices.com is a community website for plant maintenance, engineering, reliability, and operations professionals. Featuring problem-solving advice from leading industry experts, PlantServices.com helps aspiring and veteran plant managers develop their skill sets through how-to articles, editorial columns, technical training courses, career guidance and managerial instruction. The site covers a broad range of topics, because today's plant manager must stay abreast of the latest technological advances, regulatory updates, industry news and more.

PLANTSERVICES.COM AVERAGE MONTHLY TRAFFIC (2021)	
Monthly unique visitors	56,369
Average visits/user sessions	71,540
Page views	104,819
Visits originating from search engines	33,973
International visits	34,194

Top Traffic Countries Outside of the U.S.

India	Ireland
United Kingdom	Philippines
Portugal	Malaysia
Canada	Australia
Norway	South Africa

Visitors by World Region



United States	39.74%
Rest of Americas	7.27%
Europe, Middle East and Africa	27.38%
Asia	22.06%
Other	3.55%

WEBSITE ADVERTISING

Diverse Ad Units, Flexible Costs, Superior Performance

Website Advertising

Website advertising is an effective way to accomplish two distinct missions with your target audience: creating brand awareness and developing measurable engagement. Plant Services offers a wide range of online advertising units to meet your goals .

Why Use Website Ads?

- Branding and awareness
- Flexibility
- Engagement

Monthly Reporting

Plant Services prides itself on its reporting and analysis which provide you all the key data you need on impressions served over what period and click-through rates on your ad.

PLANTSERVICES.COM ADVERTISING RATES		
Standard Ad Units (rates per M impressions)		
Leaderboard	728x90 pixels; 60k file size limit; animation, rich media acceptable	\$160
Medium Rectangle	300x250 pixels; 40k file size limit; animation, rich media acceptable	\$150
Billboard	970x250 pixels; 60k file size limit; animation, rich media acceptable	\$170
Welcome Ad	640x480 pixels; 60k file size limit; gif, jpg, png, or 3rd party tags acceptable	\$300

To Learn More Contact:

Jeff Mylin, Publisher
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WEBSITE UNITS, RATES & SPECIFICATIONS

Standard Ad Units (net rates per thousand impressions)				
	Medium Rectangle: \$150	Leaderboard: \$160	Billboard: \$170	Welcome Ad: \$300
AVAILABILITY	CURRENT	CURRENT	CURRENT	CURRENT
PLATFORMS SERVED	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE	DESKTOP & MOBILE
Dimensions (WxH in pixels)	300x250	728x90	970x250	640x480
Maximum Expanded Dimensions	Expansion not allowed for these units			
Maximum File Load Size	40 KB	60 KB	60 KB	60 KB
Maximum Animation Frame Rate	24 fps	24 fps	24 fps	24 fps
Maximum Animation Length	15 fps	15 fps	15 fps	15 fps
Maximum Video Length	Video not allowed for these units			
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted			
Hot Spot	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.			
Z-Index Range	0-4,999	0-4,999	0-4,999	0-4,999
Third Party Tags	Yes	No	No	Yes
Formats	JPG, GIF, PNG, HTML5	JPG, GIF, PNG	JPG, GIF, PNG	JPG, GIF, PNG

* Additional style guidelines available upon request

WEBSITE WELCOME ADS

Dominant Branding, Superior Performance

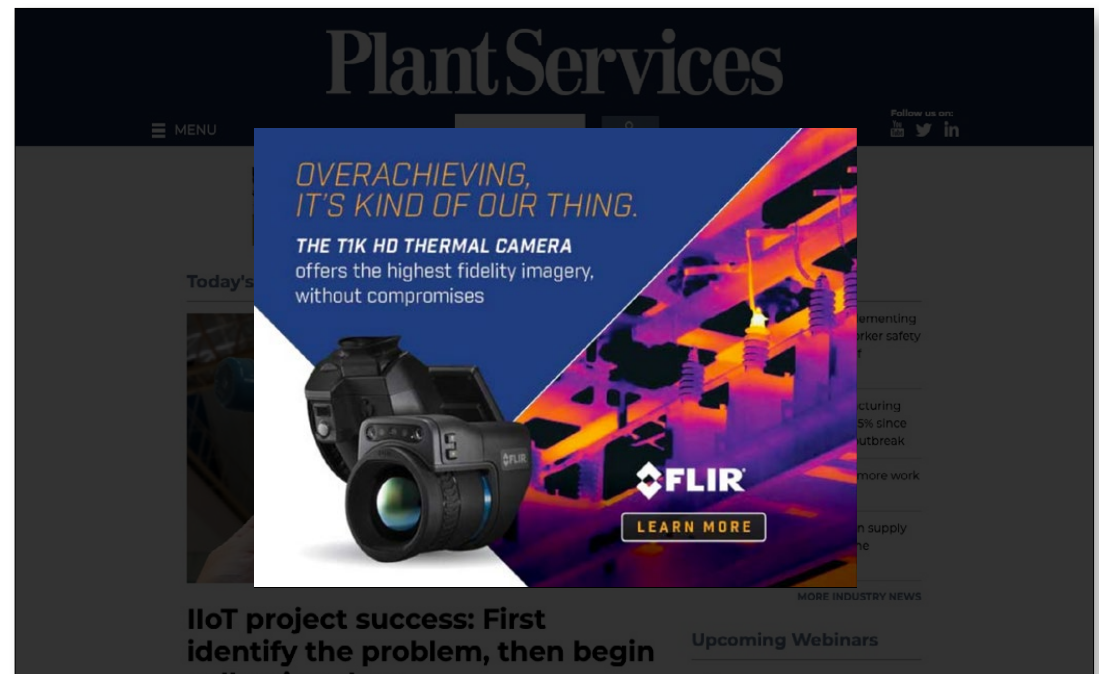
A **PlantServices.com Welcome Ad** is the most dominant ad position offered on our site. This exclusive position appears 'run of site' on any page a user enters (whether they first arrive via a bookmark or thru search). The Welcome Ad is a 640 x 480 unit that is featured in the middle of a white screen that covers the entire page for up to eight seconds. Your branding and message are the only thing visible and users can close the ad at any time.

Welcome Ads offer an unrivaled blend of benefits:

- It's the most exclusive branding and awareness opportunity on PlantServices.com
- Your ad does not compete for any share of voice on the page.
- Welcome ads are best performing ad unit

How Does a Welcome Ad Work?

- Welcome Ads are served exclusively before any page is loaded for a visitor.
- When a Welcome Ad appears, no other items on the page are visible.
- Site visitors are 'cookied' when they view a Welcome Ad. We limit how often they view it in a subsequent period, making sure they won't find your message too intrusive.
- The visitor can choose to close the ad at any time.



COST
\$300 CPM

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CATEGORY SPONSORSHIP PROGRAM

TARGET YOUR CONTENT AND EXCLUSIVELY OWN A CATEGORY

What better way to take advantage of our audience's need to solve their problems than by providing your focused content as they are engaged in the category that relates to your products and solutions. Our category sponsorship program allows you to "own" a specific category on site through the following placements:

Category Page Placements

Our category pages are set up to showcase the most relevant articles, whitepapers, news and product information on a specific topic important to the maintenance and reliability professionals in our audience.

1. Up to 3 Highly informational value assets to appear within the "Must Reads" section along with your logo
2. Up to 2 Product listings to appear within the "Product" section along with your logo
3. The Top Banner and Medium Rectangle (2 positions)

Website Display Ads on related pages

The content on our site is tagged by our editors to best represent the category of relevancy.

- Your display ads will be placed on related pages tagged in the category. This includes: the Top Banner, Medium Rectangle (2 positions) and Native: Contextual Ad

Category Sponsorship Program Details include the following:

- Select a category from one of our 10 Major categories below. The topics listed in blue represent the category pages for each of the 10 Major categories.

Monitoring

Condition Monitoring
Condition-Based Maintenance
Machinery Lubrication
Prescriptive Maintenance
Preventive Maintenance
Remote Monitoring

Workforce

Career Development
Changing Workforce
Industrial Training
Leadership Skills
Skills Gap
STEM Education
Workforce Development
Workforce Diversity

Predictive Maintenance

Infrared Thermography
Predictive Maintenance
Shaft Alignment
Ultrasound
Vibration Analysis

Asset Management

Asset Management System
CMMS
Software

Management

Change Management
Lean Six Sigma
Planning and Scheduling
Supply Chain Management

Equipment

Compressed Air Systems
Electrical Systems
Fluid Handling
HVAC System
Industrial Motors

Technology

3D Printing
Big Data Analytics
Digitalization
IIoT
Smart Manufacturing

Energy

Energy Management
Power Quality
Power Generation

Automation

Control Systems
Human Machine Interface
Industrial Automation
Industrial Robotics
Network Infrastructure

Safety and Security

Electrical Safety
Arc Flash
Industrial Safety
Industrial Cybersecurity

Program Price:

\$7,500 net per year

The screenshot shows the Plant Services website interface. A blue box labeled "Category Page Placements" points to the "Prescriptive analytics special report" and "Field service management" sections. Another blue box labeled "Website Display Ads on related pages" points to a native ad placed within the flow of a relevant article, titled "How big data can improve your EAM".

Plant Services

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