



# Industrial Lubrication

Lubrication, Tribology and Hydraulics

THE VOICE FOR LUBRICATION, TRIBOLOGY AND HYDRAULICS PROFESSIONALS

MEDIA FILE &  
RATE CARD 2009

FROM THE PUBLISHERS OF

MACHINERY AND EQUIPMENT

**MIRO**



# Industrial Lubrication

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## Advertising Rates



### MECHANICAL REQUIREMENTS

Ad Sizes	Width	Depth
Bleed pg. ....	8 $\frac{3}{8}$ "	11 $\frac{1}{8}$ "
Standard pg. ....	7"	10"
2/3 pg. Vertical ....	4 $\frac{1}{2}$ "	10"
2/3 pg. Horizontal ....	7"	6 $\frac{1}{2}$ "
1/2 pg. Island ....	4 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "
1/2 pg. Vertical ....	3 $\frac{3}{8}$ "	10"
1/2 pg. Horizontal ....	7"	4 $\frac{7}{8}$ "
1/3 pg. Square ....	4 $\frac{1}{2}$ "	4 $\frac{7}{8}$ "
1/3 pg. Vertical ....	2 $\frac{1}{2}$ "	10"
1/3 pg. Horizontal ....	7"	3 $\frac{3}{4}$ "
1/4 pg. Vertical ....	3 $\frac{3}{8}$ "	4 $\frac{7}{8}$ "
1/4 pg. Horizontal ....	7"	2 $\frac{1}{4}$ "

### NEW! ELECTRONIC SUBMISSION

To avoid reproduction problems and additional charges: Include all printer and screen fonts and supporting post-script fonts and graphics with your ad file. If fonts are not included, we reserve the right to substitute fonts that closely match the original. Ensure all colour is converted from RGB to CMYK and/or is set for process separation (CMYK printing).

Confirm that the file is prepared to the size that is booked. If the ad is to print B/W, confirm that all colour graphics have been changed to Greyscale. Allow 20-30% for dot gain in midtones and tritons.

The preferred method for ad submission is PDF, this ensures the accurate reproduction of your ad, with minimal preparation time. Please contact our Production Manager if you intend to submit ad material in a different format.

Please ensure your PDF is Acrobat 5 (PDF 1.4) compatible. Images should be 300 DPI minimum, with all fonts embedded, with crop marks.

File submission should be via our ftp server:

Your file should be named to allow for easy identification, i.e.: "CompanyName\_Product\_.pdf"

Please relay the method and time of transmission of your files and fax a hardcopy of the ad to our Production Manager so we may know where and when to expect your files.

#### Address:

ftp://bigftp.businessinformationgroup.ca  
Username: lpn Password: bill

#### For further information contact:

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### All inclusive rates! (includes up to full colour)

Double Page spread .....	\$9,688	1/2 Page .....	\$3,140
Full Page .....	\$5,099	1/3 Page .....	\$2,514
2/3 Page .....	\$4,457	1/4 Page .....	\$1,619

**Industrial Lubrication** magazine's content is aimed at enhancing the knowledge, expertise and productivity of lubrication, tribology and hydraulics professionals involved in operations and maintenance in manufacturing, utilities and resource industries across Canada.

### Circulation breakdown:

**33% Maintenance Personnel**

**22% Operations Engineers**

**26% Operations Managers**

**19% Purchasing/Buyers**

## Editorial Calendar

### SUMMER (June)

*Focus:* Optimizing Lubricant Life in bearings

*Case history:* Lubrication in Hostile Environments

*Product Guides:* Synthetic Lubricants

*Editorial Deadline:* April 11th,

*Ad Closing:* May 9th

### WINTER (December)

*Focus:* Contamination Control in Lubrication

*Case history:* Building a Machinery Lubrication

*Program*

*Product Guides:* Automatic Lubricators

*Editorial Deadline:* September 26th

*Ad Closing:* October 27th

Send **material for editorial consideration** by the deadlines above to: **Bill Roebuck**, Editor, Industrial Lubrication, 12 Concorde Place, Suite 800, Toronto, ON M3C 4J2  
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Send **advertising bookings/materials** by the Ad Closing deadlines above to: **Eric Achilles**, Account Manager, Machinery & Equipment MRO Magazine, 12 Concorde Place, Suite 800, Toronto, ON M3C 4J2  
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**Industrial Lubrication** provides information of interest to lubrication and hydraulic fluid users, manufacturers and marketers. It includes industry and company news, products, articles on the installation and maintenance of equipment and components, updates on the activities of the Society of Tribologists & Lubrication Engineers (STLE) and other industry associations, case histories, how-to articles, industry developments and technical features.

### Editorial coverage includes...

Industrial lubricants; oils; greases; hydraulic fluids; metalworking lubricants; lubricant application equipment; developments in tribology; application methods and techniques; monitoring and testing; coatings; tools and equipment; pumps; safety; regulations; new technologies; and more.

### TERMS

Agency Commission: 15% of gross billing allowed (unless otherwise noted) to recognized advertising agencies on space, colour and position. Commission is not allowed on classified & business card ads, literature reviews, or Internet ads. Accounts payable at office of publication in Canadian funds or in foreign funds at current rate of exchange. Terms: net 30 days. Production costs incurred for advertisers will be charged to them. Cancellations not accepted after issue close date.