EFFICIENT PLANT

ACHIEVING OPERATIONAL PROFITABILITY

2018 MEDIA GUIDE
### 2018 EDITORIAL CALENDAR

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### Meet the Team

- **Gary L. Parr**
  - Editorial Director
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  - Managing Editor
- **Ken Bannister**
  - Contributing Editor and Leading Industry Consultant
- **Bob Williamson**
  - Contributing Editor and Leading Industry Consultant
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  - Contributing Editor
- **Grant Gerke**
  - Contributing Editor
- **Klaus Blache**
  - Contributing Editor
- **Gary Mintchell**
  - Contributing Editor
**Efficient Plant** delivers information designed to help reliability/maintenance, manufacturing, and production managers and engineers achieve optimum production, reliability, maintainability, safety, profitability, and overall efficiency through monthly print and daily online coverage of technologies, applications, training, how-to tips, and new products.

### PRODUCTS & SERVICES COVERED

**Efficient Plant** regularly covers equipment systems, technologies, processes, and related reliability solutions from the following areas: CMMS/EAM Systems; Compressors; Condition Monitoring and Analysis Technologies; Electrical Systems; Energy Systems/Standby Power; Fire Protection; Fluid- and Air-Handling Systems and Filtration; HVAC; Instrumentation & Control Technologies; Lubricants and Lubrication Technologies; Motors & Drives; Power Transmission Systems; Process and Personnel Safety; Process Heating and Cooling Equipment; Pumping and Valve Systems; Steam Systems; Training and Other Services; and more.

### INDUSTRIES COVERED


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**July**
- Ad Close: 6/7
- Materials Due: 6/14
- Filling the Skills Gap

**August**
- Ad Close: 7/9
- Materials Due: 7/16
- Making Assets Energy Efficient

**September**
- Ad Close: 8/8
- Materials Due: 8/15
- Special Coverage: MRO Systems and Solutions
- Automation + Reliability = Efficient Plant

**October**
- Ad Close: 9/7
- Materials Due: 9/14
- Remote Monitoring Technology

**November**
- Ad Close: 10/10
- Materials Due: 10/17
- Using IoT Data to Drive Efficiency

**December**
- Ad Close: 11/8
- Materials Due: 11/15
- Leveraging Ultrasound

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**Efficient Plant Media Guide**

- **2018 MEDIA GUIDE**
- **EFFICIENTPLANTMAG.COM**
- **Page 3**
PRINT AD SPECS & DELIVERY INFORMATION

Full Page Ad With Bleed - 9.25 in. wide x 11.125 in. tall
(Trim plus 0.125-in. bleed on 4 sides)
(trim: 9-in. wide x 10.875-in. tall)

Full Page Ad No Bleed - 8.5-in. wide x 10.375-in. tall

2/3 Page Ad Vertical - 5-in. wide x 9.56-in. tall

1/2 Page Ad Vertical - 3.625-in. wide x 9.56-in. tall

1/2 Page Ad Horizontal - 7.5-in. wide x 4.4-in. tall

1/2 Page Ad Island - 5-in. wide x 7-in. tall

1/3 Page Ad Vertical - 2.3-in. wide x 9.56-in. tall

1/3 Page Ad Horizontal - 7.5-in. wide x 3.33-in. tall

1/3 Page Ad Square - 5-in. wide x 4.4-in. tall

1/4 Page Ad Vertical - 3.625-in. wide x 4.4-in. tall

1/4 Page Ad Horizontal - 7.5-in. wide x 2.22-in. tall

1/6 Page Ad Vertical - 2.3-in. wide x 4.4-in. tall

Cover corner - Provide logo and 2-3 word copy

MECHANICAL INFORMATION

PRINTING: Web-offset presses
TRIM SIZE: 9-in. wide x 10.875-in. tall
LIVE MATTER FOR BLEED ADS: Text and graphics that should not trim must be at least 0.25 in. from trim.
BLEED: At least 0.125-in. bleed over trim on all sides. Fractional ads DO NOT BLEED.
SPREAD: Live matter must be 0.375 in. from gutter.

ACCEPTABLE FILE FORMATS

PDFX1/A files are preferred. 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 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 are sent electronically to Maria Lemaire at mlemaire@efficientplantmag.com.

INSERTS

Consult your Integrated Media Specialist for further information.

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