

INDUSTRYWEEK — 2010 Editorial Calendar

	January	February	March	April	May	June	July	August	September	October	November	December
Signature Franchises & Features	IW Best Plants	The Future of Energy: Compliance Challenges	IW Manufacturing Salary Survey	The Future of Energy: Energy Management	The New Automotive Landscape	The Future of Energy: Market Opportunities	IW 500 & IW 50 Best Manufacturers	The Future of Energy: SMEs	Identifying Your Future Leaders	Advanced Manufacturing: State of the Industry	Software	IW Manufacturing Hall of Fame
Leadership & Strategy	Rightsizing the Business	Capital Equipment Financing	Executive Communication	Risk Management	The Outsourcing Decision	Hoshin Planning	Product Liability	Key Performance Indicators	Employee Empowerment	Value Stream Mapping	Lobbying	Mergers & Acquisitions
	2010 Manufacturing Outlook		Building an Innovation Culture	Labor Policy Update		Case Studies: Beating the Recession		Critical Issues for the COO	State of Lean	Critical Manufacturing Election Issues	Plant Manager Priorities	
Facilities & Operations	Putting a Facility Back on Line	Customer Meetings	Substance Abuse Testing	Plant Maintenance	First Line Supervisors	Lean Safety	Facility Lighting Options	Quality Control	Greening Your Chemical Inventory	Healthcare Strategies	Improving Capacity Utilization	Employee Motivation & Rewards
		Measuring the Success of Lean	Planning Your Plant Expansion	Workforce Training	The Fine Art of Forecasting		Lean Maintenance					The New Nuclear Race
Manufacturing & Technology	Optimizing Design Efficiency	Rapid Prototyping	Advances in Motors & Drives	Enterprise Resource Planning (ERP)	Sensor Technology	Product Lifecycle Management (PLM)	System Integration	Corporate Performance Management	Machine Safety	Mobile Computing	Robotics	Programmable Logic Controllers
		Making the Product Leap			New Models for Product Development	The Technology Incubator		Machine Tools (IMTS Preview)			Nanotechnology	
Supply Chain & Logistics	Best Practices in Transportation Management	Measuring Supply Chain Performance	Green Supply Chain Management	Material Handling Trends	Global Supply Chain: China	Automotive Suppliers	Evaluating 3PL Alternatives	Best-in-Class Supply Chains	Warehouse Management Systems	Moving Products to Market	Global Supply Chain: Mexico	Supply Chain Management for SMEs
	Supply Chain Visibility						Trade Issues		Coming to America: Foreign Industrial Investment			Communication in the Global Enterprise

Monthly* Editorial:
 IW 50 Profile
 Executive View
 Thought Leader
 Consider This
 First Up
 On The Rise

IW 50 Profile:
 Highlights a high-performing company in a different industry sector each month.

Executive View:
 Profiles of C-suite managers in the manufacturing community.

Thought Leader:
 Interviews with issue experts/leaders on topics of major importance to the manufacturing community.

Consider This:
 Articles from outside contributors on topics of interest to manufacturing leaders.

First Up:
 The editor writes on a variety of issues facing manufacturers and updates on changes in the magazine/website/events.

On The Rise:
 Profiles of successful companies — start-ups, fast growers, high-growth sectors.

* Contact your account representative for monthly schedule

Bonus Distribution	ARC World Industry Forum Feb. 8 – 11 Orlando, FL	2010 IW Best Plants Conference April 19 – 21 Cleveland, OH	NA 2010 April 26 – 29 Cleveland, OH	IMTS 2010 Sept. 13 – 18 Chicago, IL	2010 Design & Mfg Midwest Sept. 28 – 30 Chicago, IL
---------------------------	--	--	---	---	---

PRINT RATES & SPECS

	GROSS \$US	1x	3x	6x	9x	12x	18x	24x	36x
4/COLOR									
Page	19,260	18,300	17,335	16,370	15,410	14,445	13,485	12,520	
2/3 Page	13,100	12,445	11,790	11,135	10,475	9,825	9,165	8,515	
1/2 Page	10,595	10,065	9,535	9,005	8,475	7,945	7,415	6,885	
1/3 Page	6,740	6,405	6,070	5,730	5,395	5,055	4,720	4,380	
1/4 Page	5,010	4,760	4,510	4,255	4,010	3,755	3,505	3,255	
Spread	29,855	28,365	26,870	25,375	23,885	22,395	20,900	19,405	

	GROSS \$US	1x	3x	6x	9x	12x	18x	24x	36x
BLACK & WHITE									
Page	14,635	13,955	13,220	12,485	11,750	11,015	10,285	9,550	
2/3 Page	9,985	9,490	8,990	8,490	7,990	7,455	6,990	6,495	
1/2 Page	8,080	7,675	7,270	6,870	6,465	6,060	5,655	5,250	
1/3 Page	5,140	4,885	4,625	4,370	4,115	3,855	3,600	3,340	
1/4 Page	3,820	3,630	3,440	3,245	3,055	2,865	2,675	2,485	
Spread	22,765	21,630	20,490	19,355	18,215	17,075	15,935	14,795	

1 PAGE	SPREAD	1/2 SPREAD
WxH 7 x 9.75 live 7.625 x 10.5 Page Trim Size Bleed Size: Carry bleed 1/8" beyond trim size	WxH 14 x 9.75 live 15.25 x 10.5 Spread Trim Size Bleed Size: Carry bleed 1/8" beyond trim size	WxH 13.75 x 4.625 live 15.25 x 5.125 1/2 Spread Trim Size Bleed Size: Carry bleed 1/8" beyond trim size

2/3 PAGE	1/2 PAGE HOR.	1/2 PAGE IS.
WxH 4.50 x 9.75 Bleed Size: 4.75 x 10.50	WxH 6.875 x 4.65 Bleed Size: 7.625 x 5.125	WxH 4.50 x 7.375 Bleed Size: 4.75 x 7.875
1/3 PAGE SQ.	1/3 PAGE VERT.	1/4 PAGE
WxH 4.50 x 4.625 Bleed Size: 4.875 x 5.125	WxH 2.125 x 9.75 Bleed Size: 2.50 x 10.50	WxH 3.25 x 4.625 Bleed Size: 3.625 x 5.125

Storage: Penton Media, Inc. does not keep a copy of electronic files. Advertisers must retain the original copy.

Requirements for Sending Electronic Files
Penton Media, Inc. uses computer-to-plate technology for all printed material. We ask that our advertisers supply digital files using the standardized file formats as listed below.

- Platform: Macintosh or PC accepted
- Files accepted: PDF/X, DCS2, PDF (prepress high resolution) or Postscript files.
- Color: Send all files in CMYK mode unless a Pantone color is running. RGB files must be converted to CMYK. Please indicate all colors, including Pantone colors, on the checklist.
- Embedded images: MINIMUM resolution requirements:
 - 300 dpi for full-color artwork or grayscale
 - 1200 dpi for Bitmap (B&W/line art)
 - Images and logos from websites are NOT usable for print ads.
- Proof: SWOP certified proofs for all ads must be provided. For additional information on SWOP requirements, go to: www.SWOP.org. Penton Media, Inc. will not be held liable for the reproduction of any ad submitted with a SWOP certified proof.

- Electronic file transfer: You may submit electronic files via web at: www.PentonDigitalAds.com. When submitting files via the website, a SWOP certified proof must be mailed to: Penton Media, Inc. Attn: IndustryWeek/Tamara Gillespie 9800 Metcalf Avenue Overland Park, KS 66212 USA
- Insertion orders must be received by the posted close dates to honor all position requests. Send insertion orders to: IndustryWeek/Attn: Debbie Brady 1300 E. 9th St. Cleveland, OH 44114 USA EMAIL: dbrady@industryweek.com PHONE: 216.931.9579 / FAX: 216.696.7670
- For instructions on creating electronic files, visit our website: www.PentonDigitalAds.com. For further technical assistance call 800.321.7003. Please make sure all digital ad files match the ad dimensions listed. Penton Media, Inc., reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the ad dimensions indicated above.

Advertisers will be billed for the following services:
 • Convert native application files: \$125 minimum charge
 • SWOP approved digital proof: \$100

DIGITAL RATES & SPECS

NET \$US	eNewsletters	1 week	3 weeks	6 weeks	12 weeks	Frequency & drop day	Circulation
	Inside Track	3,725	3,350	3,075	2,850	Weekly (W)	28,000
	Daily Headlines	3,250	2,925	2,675	2,550	Daily	87,500
	Continuous Improvement	4,250	3,825	3,500	3,400	Weekly (Tu)	28,500
	Value-Chain	2,250	2,025	1,850	1,800	Weekly (M)	17,500
	Manufacturing Buzz	1,500	1,350	1,225	1,200	Weekly (Th)	13,000
	Leadership Insights from the IW 50	1,500	1,350	1,250	1,175	Weekly (Th)	12,000
	Information Technology	1,650	1,475	1,350	1,325	2x/month (F)	11,500
	Expansion Mgmt Site Locator	750	700	650	600	Weekly (Th)	5,000
	Quick Manufacturing News	3,000				Daily	107,500

Web Ads	CPM
Leaderboards	\$110
Rectangles	\$115
Skyscrapers	\$85

Category Sponsorships	
Per category	\$3,000
Categories: Leadership & Strategy, Operations, Economics & Public Policy, Technology & Innovation and Rankings	

IW Online Marketplace	
#1 position	\$1,400
#2 position	\$1,300
#3 position	\$1,100
#4 position	\$1,050
#5 position	\$975

Sponsored White Papers	
Per month, per white paper	\$1,000

Related Knowledge	
1 year program	\$1,000/month
6 month program	\$1,500/month

All online media rates are NET.

eNEWSLETTERS:

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Please Submit ALL of the following: Headline – 40 characters or less; Body copy – 75 words or less, including a link; and Logo – 120x60 pixels
- Unless otherwise specified, IndustryWeek will include a redirect URL to track clicks of ad.

CATEGORY SPONSORSHIPS:

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Specifications:
 - Square Button: 125x125 pixels;
 - Micro Bar (Logo): 88x31 pixels;
 - Text: Headline and Body copy – 75 words or less, including a link (URL)

WEB ADS:
Leaderboards, Rectangles, Skyscrapers

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Dimensions:
 - Leaderboards: 728x90 pixels
 - Rectangles: 300x250 pixels
 - Skyscrapers: 160x600 pixels
- Format: GIF, Flash, or other rich media accepted. If using rich media, see Rich Media Specifications online.
- Animation, Looping: Animated GIFs are acceptable. No limits on looping.
- File size: 30K maximum.
- URL: Include a URL for your ad to link to.

SPONSORED WHITE PAPER COLLECTION:

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Please include the following:
 - Your white paper in Adobe Acrobat (PDF) format
 - Title of the white paper
 - A 40-60 word description of the white paper
 - Your company's URL
 - A contact email address for reporting purposes
- White paper leads will be forwarded by email to the address you specify.
- Third-party tags are not permitted for white paper postings. All white papers must be hosted on the IW web server.

TEXT LINKS: IW ONLINE MARKETPLACE

- All materials must be submitted at least 2 business days in advance. If materials are late, advertiser/agency is still responsible for the media purchased pursuant to the insertion order.
- Please provide the following:
 - Heading: up to 50 characters (including spaces)
 - Body copy: up to 200 characters (including spaces)
 - URL for click-throughs
- No excessive use of capital letters, no bold or italics, no HTML tags or formatting is permitted.

Send materials to:
ads@industryweek.com



2010 Editorial Calendar & Advertising Planning Guide



WWW.INDUSTRYWEEK.COM

