

ADVERTISING SPECS: **NEWSLETTER**

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FASTRAC

INDUSTRIAL RESEARCH CENTER

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SENSORS

TOOLS

3D PRINTING 360

WEEK IN REVIEW

IMPORTANT: Please share this entire document with your creative designers to avoid materials being returned to you that do not meet our specifications.

Industry Insider

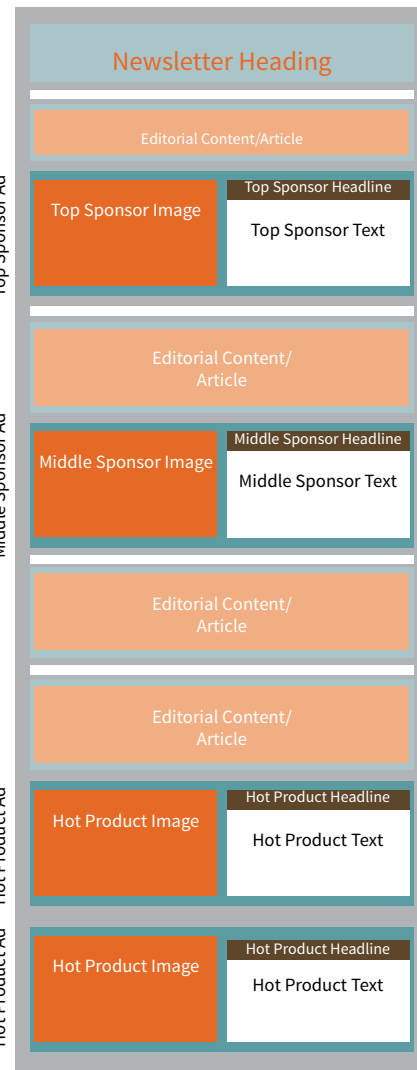
NED is expanding our editorial focus by not only showcasing the hottest new products, but also covering the latest manufacturing news and reporting on topics such as product development, 3D printing and industry growth. Providing readers the content they want, increases our reader engagement which results in higher open rates and increased click thru rates for your sponsorships.

FREQUENCY: DAILY (BUSINESS DAYS) / CIRCULATION: 38,000

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Top Sponsor: Product of the Week (One per issue)	Headline (40 character max), 100 words of body copy max	320w x 180h GIF or JPEG image	One link	200k
Middle Sponsor {Option 1} (One per issue)	Headline (40 character max), 75 words of body copy max	320w x 180h GIF or JPEG image	One link	200k
Middle Sponsor {Option 2} (One per issue)	Headline (40 character max), 75 words of body copy max	650w x 150h GIF or JPEG image	One link	200k
Hot New Product Section (Two per issue)	Headline (40 character max), 50 words of body copy max	320w x 180h GIF or JPEG image	One link	200k

Technical Details and Notes

- Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame.
- Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise.
- It is the advertiser's responsibility to maintain the link for the duration of the ad



MATERIALS DUE

- 5 Business Days before execution

Send Insertion Orders To:
orders@penton.com
 Fax: 913-514-7000

Contact:
 Cinthia Serna
 913-967-7228 | Cinthia.Serna@penton.com

FasTrac

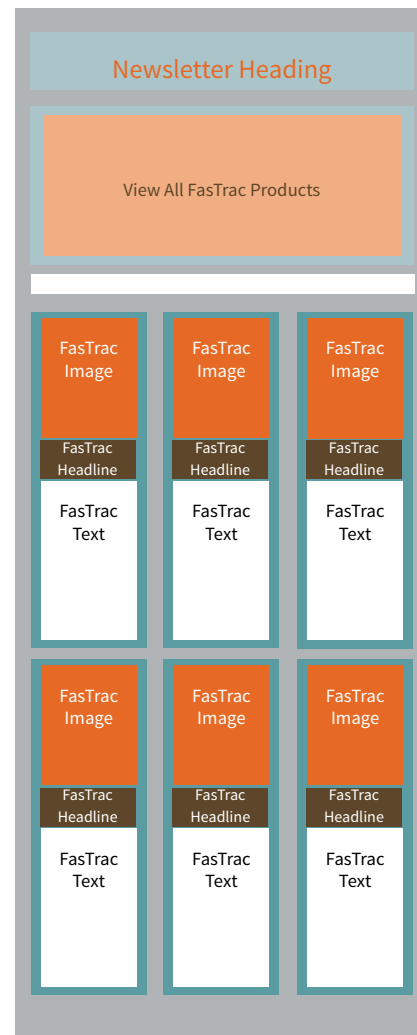
Subscribers receive instant product and service information emailed directly to their inbox with FasTrac. This direct, high-quality lead-generation tool is the perfect sponsorship opportunity for companies to showcase their products or services.

FREQUENCY: MONTHLY (BUSINESS DAYS) / CIRCULATION: 67,000

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE	LINKS	MAX FILE SIZE
		TYPES & DIMENSIONS		
FasTrac Sponsor	Headline (40 character max), 50 words of body copy max	160w x 260h GIF or JPEG image	One link	200k

Technical Details and Notes

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MATERIALS DUE

- 5 Business Days before execution

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orders@penton.com

Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

Industrial Research Center

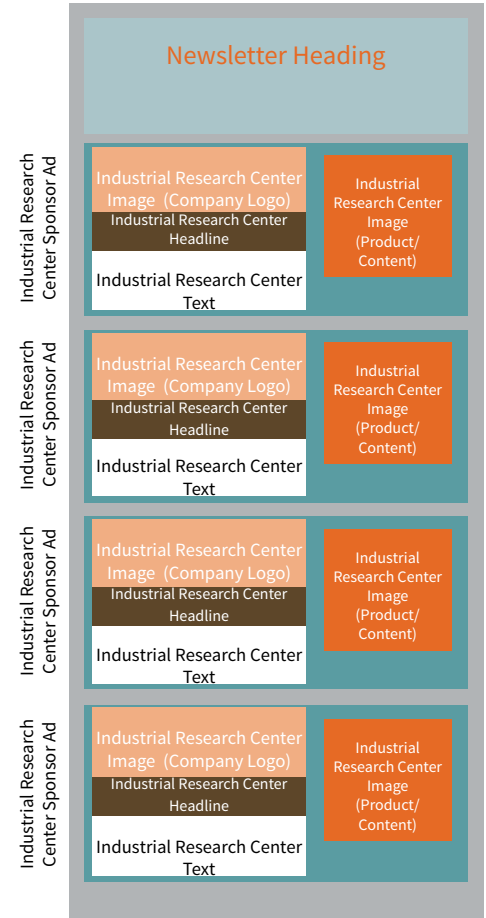
A free whitepaper, case study or research study is a powerful B2B offer that can stimulate high click-through rates, result in successful lead generation and influence purchases. Industrial Research Center eNewsletters present rich content including whitepaper, eBooks, case studies, articles, research, etc.

FREQUENCY: MONTHLY (BUSINESS DAYS) / CIRCULATION: 67,000

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Industrial Research Center Sponsor	Headline (40 character max), 50 words of body copy max	200w x 200h GIF or JPEG image for product/content advertised 170w x 170h GIF or JPEG image for company logo	One link	200k

Technical Details and Notes

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- It is the advertiser's responsibility to maintain the link for the duration of the ad



MATERIALS DUE

- 5 Business Days before execution

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Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

Adhesives/Lubricants/Sealants

Information on adhesives, paste, sealants, equipment, lubricants, and chemicals.

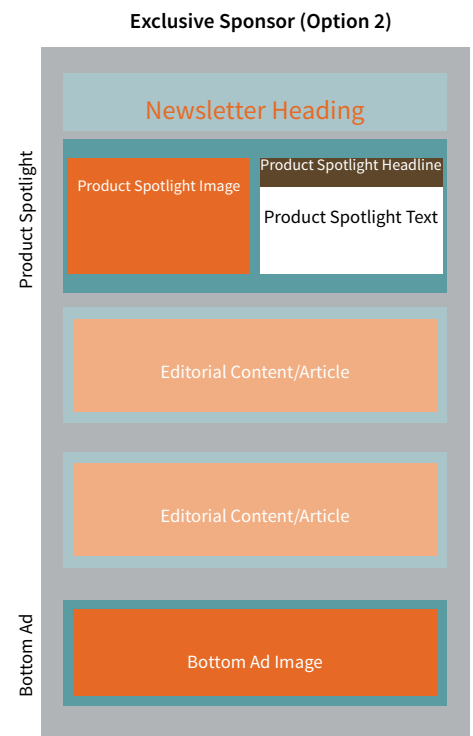
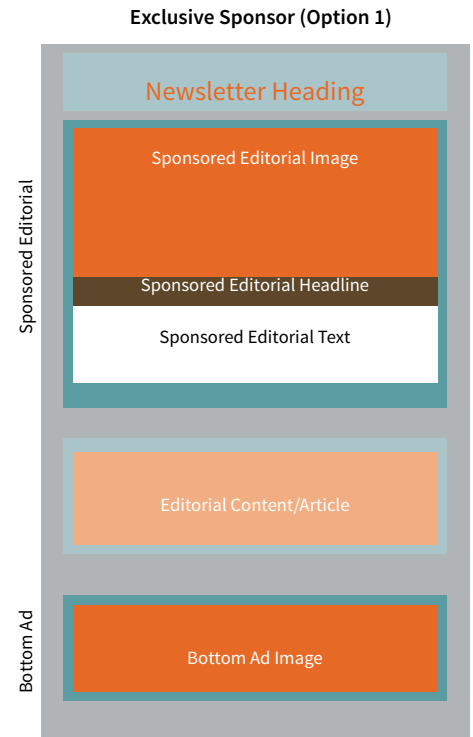
FREQUENCY: MONTHLY (THIRD WEDNESDAY) / CIRCULATION: 14,000 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
<ul style="list-style-type: none"> • Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame. • Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise. • It is the advertiser's responsibility to maintain the link for the duration of the ad 	

MATERIALS DUE

- 5 Business Days before execution



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Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

Electrical/Electronics

Information on electrical, electronic, cables, components, and connectors.

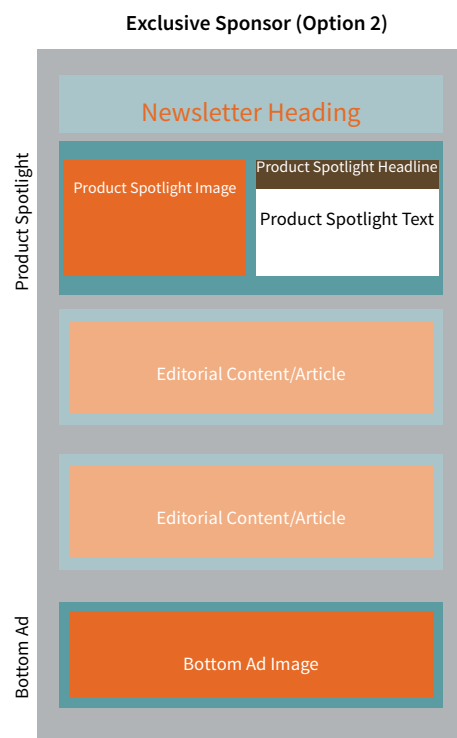
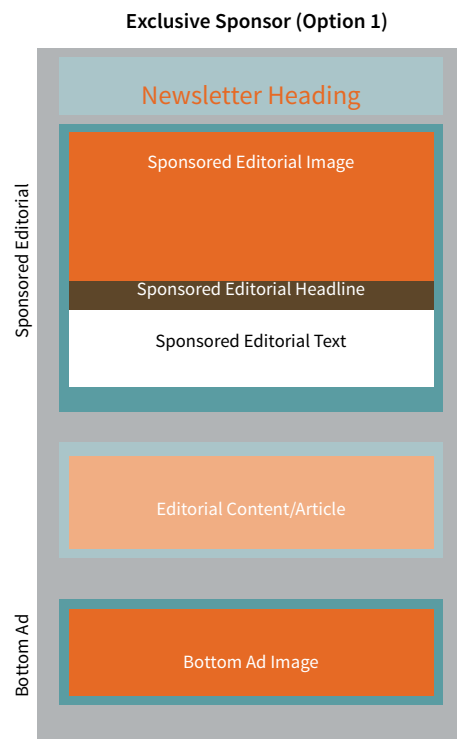
FREQUENCY: MONTHLY (THIRD FRIDAY) / CIRCULATION: 18,600 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
<ul style="list-style-type: none"> • Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame. • Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise. • It is the advertiser's responsibility to maintain the link for the duration of the ad 	

MATERIALS DUE

- 5 Business Days before execution



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orders@penton.com

Fax: 913-514-7000

Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

Fluid Power

Information on actuators, fittings, nozzles, seals and valves.

FREQUENCY: MONTHLY (SECOND FRIDAY) / CIRCULATION: 12,700 PER MONTH

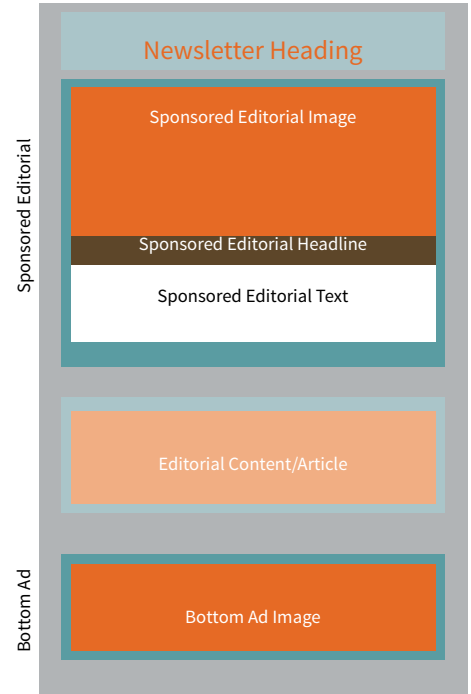
NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
<ul style="list-style-type: none"> • Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame. • Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise. • It is the advertiser's responsibility to maintain the link for the duration of the ad 	

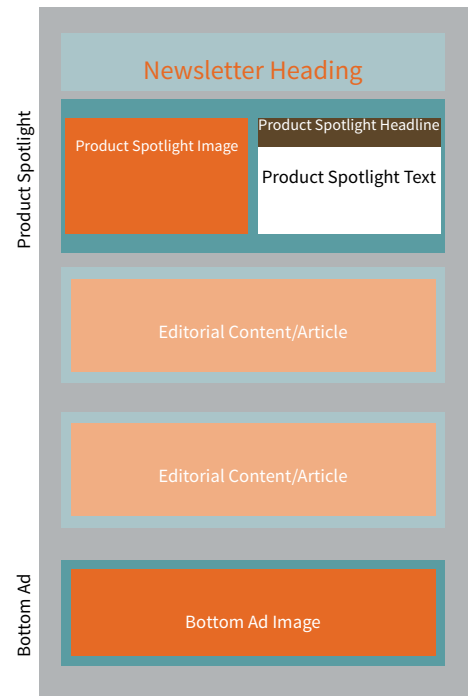
MATERIALS DUE

- 5 Business Days before execution

Exclusive Sponsor (Option 1)



Exclusive Sponsor (Option 2)



Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

Material Handling

Information on lift trucks, conveyors, pallets, RFID, facility/dock equipment, storage, barcodes, packaging, bagging, sealers, containers, and more.

FREQUENCY: MONTHLY (SECOND MONDAY) / CIRCULATION: 20,400 PER MONTH

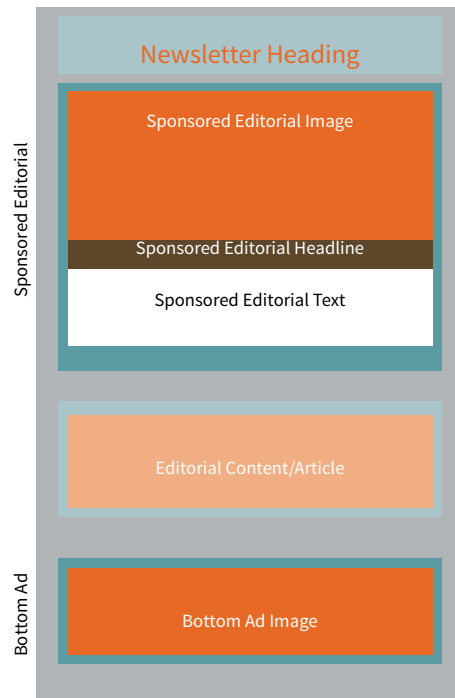
NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
<ul style="list-style-type: none"> • Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame. • Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise. • It is the advertiser's responsibility to maintain the link for the duration of the ad 	

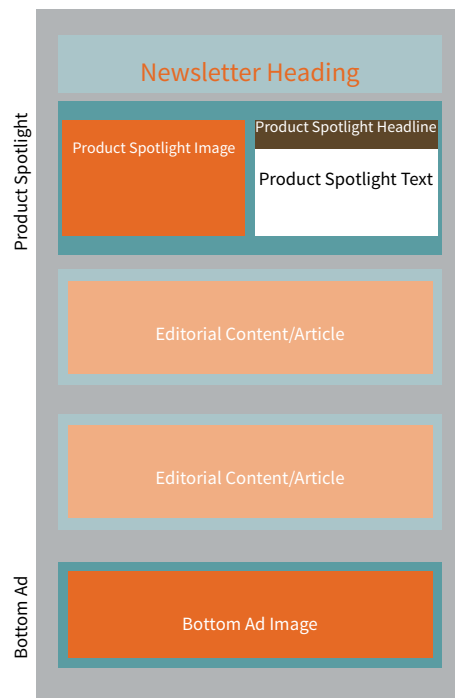
MATERIALS DUE

- 5 Business Days before execution

Exclusive Sponsor (Option 1)



Exclusive Sponsor (Option 2)



Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

Motion Control

Information on motors, drives and bearing products, news and videos.

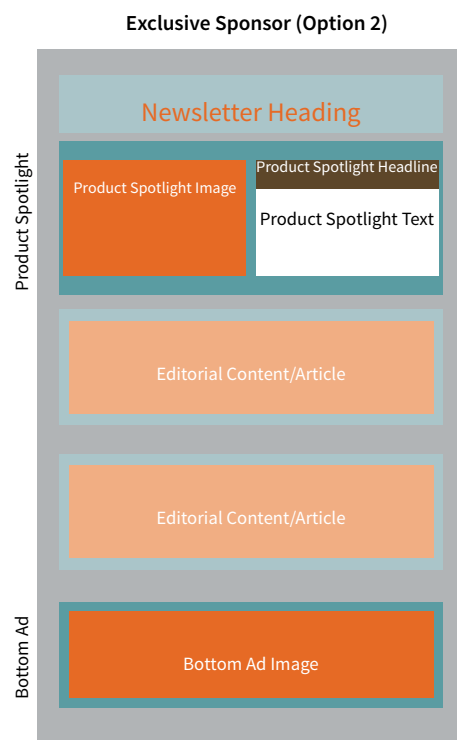
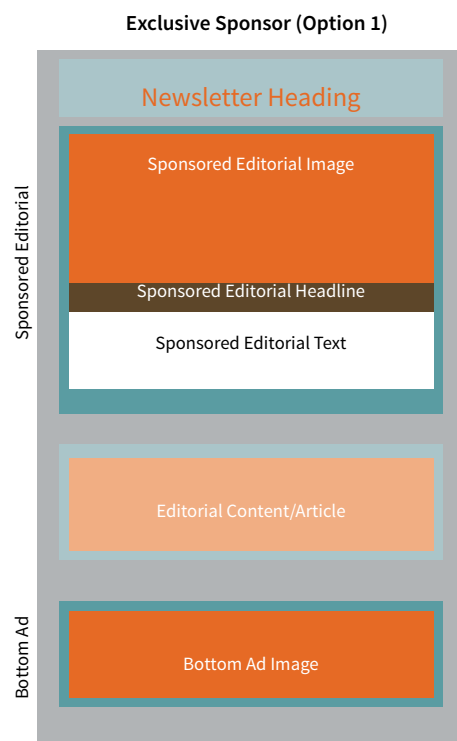
FREQUENCY: MONTHLY (FOURTH FRIDAY) / CIRCULATION: 12,200 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
<ul style="list-style-type: none"> • Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame. • Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise. • It is the advertiser's responsibility to maintain the link for the duration of the ad 	

MATERIALS DUE

- 5 Business Days before execution



Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

Pipes/Valves/Fittings/Tubing

Information on pipes, valves, fittings, and tubing.

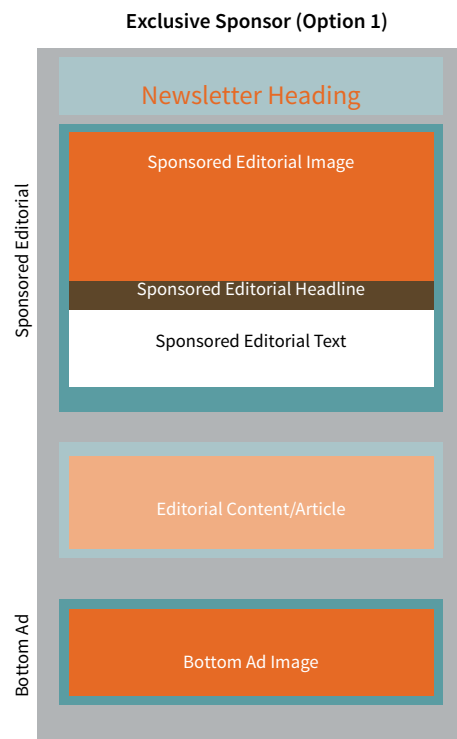
FREQUENCY: MONTHLY (FOURTH WEDNESDAY)/ CIRCULATION: 14,500 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
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MATERIALS DUE

- 5 Business Days before execution



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Contact:

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913-967-7228 | Cinthia.Serna@penton.com

Plant Operations

Focuses on new products, industry news and application solutions.

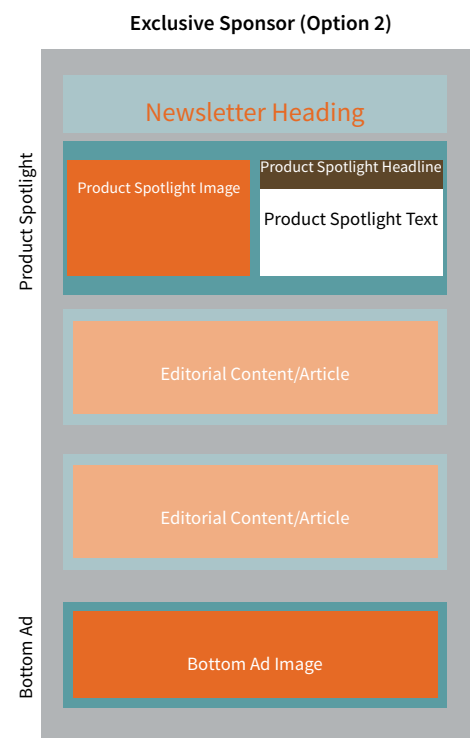
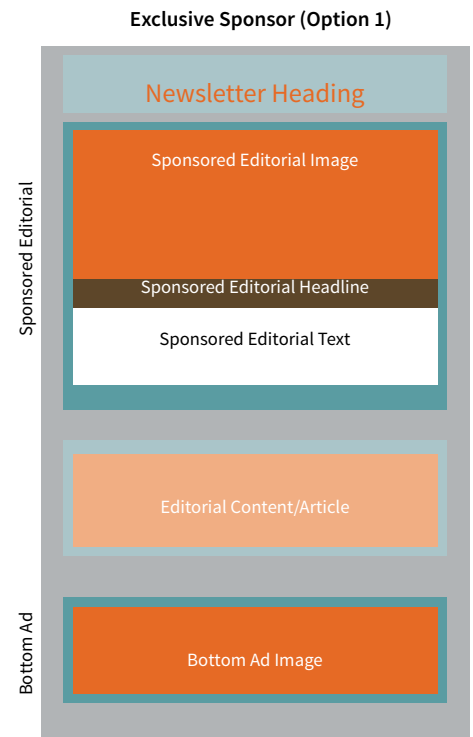
FREQUENCY: MONTHLY (FIRST FRIDAY) / CIRCULATION: 19,000 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
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MATERIALS DUE

- 5 Business Days before execution



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Fax: 913-514-7000

Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

Robotics

Inside scoop on the latest robots and automation gear hitting the plant floor.

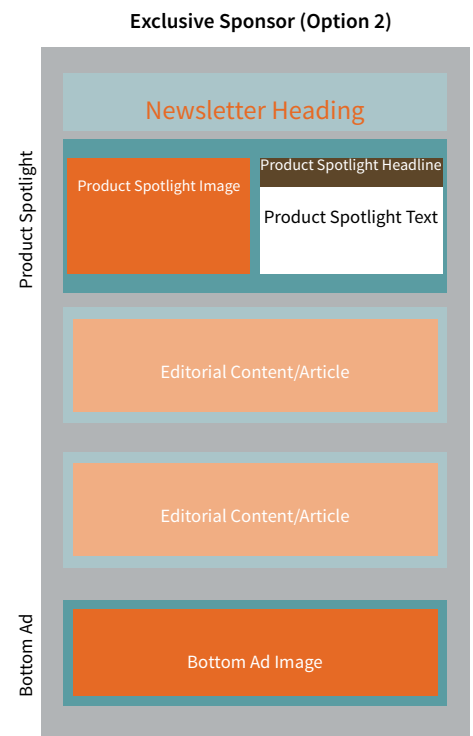
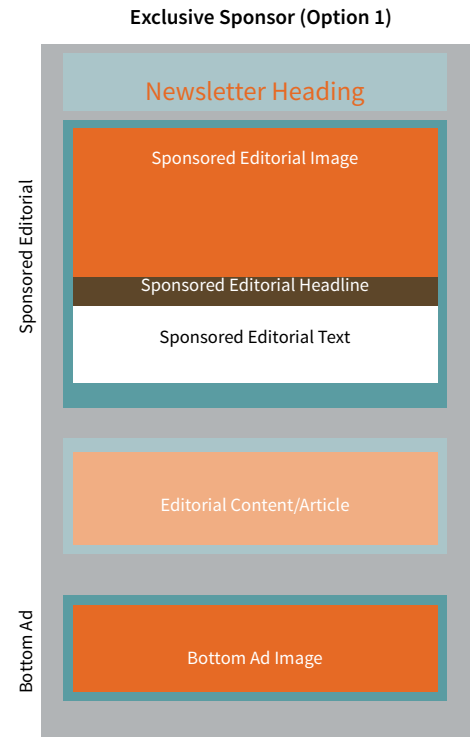
FREQUENCY: MONTHLY (FIRST TUESDAY) / CIRCULATION: 96,000 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
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MATERIALS DUE

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Fax: 913-514-7000

Contact:

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913-967-7228 | Cinthia.Serna@penton.com

Safety

Information on PPE, occupational health, training, ergonomics and emergency response.

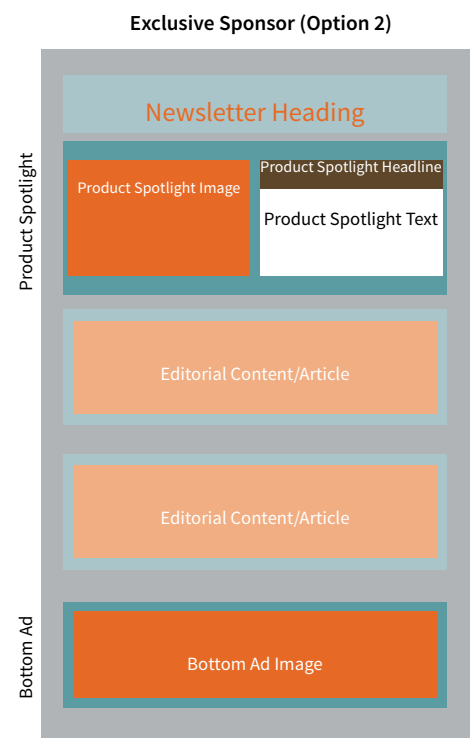
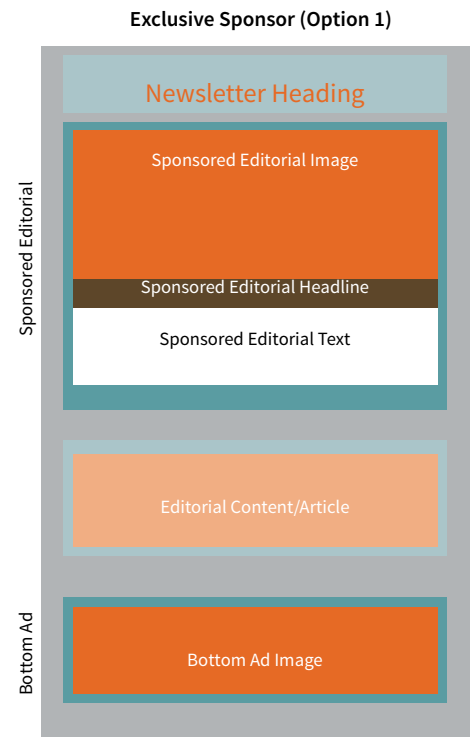
FREQUENCY: MONTHLY (SECOND WEDNESDAY) / CIRCULATION: 17,000 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

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- 5 Business Days before execution



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orders@penton.com

Fax: 913-514-7000

Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

Sensors

Latest information on all types of industrial sensors, machine vision systems, and code readers.

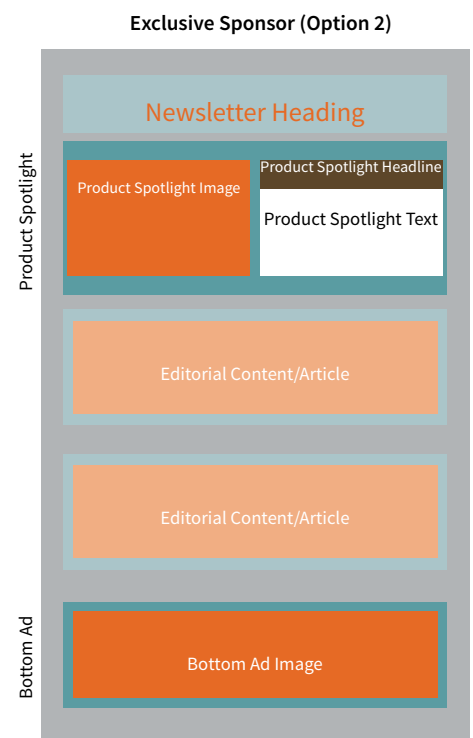
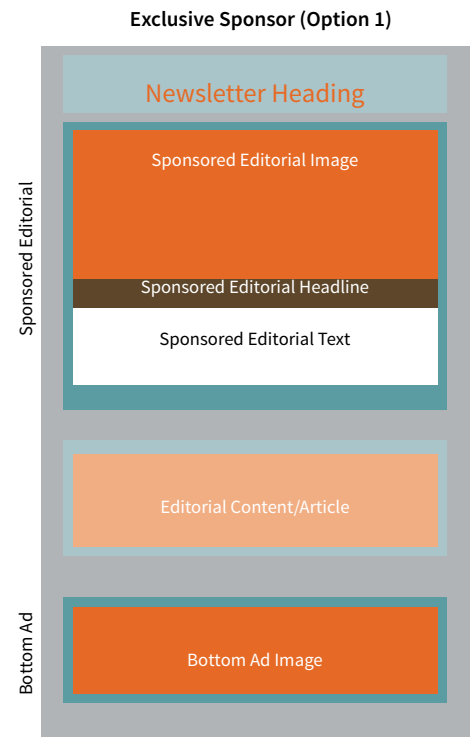
FREQUENCY: MONTHLY (FOURTH MONDAY) / CIRCULATION: 93,400 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
<ul style="list-style-type: none"> • Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame. • Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise. • It is the advertiser's responsibility to maintain the link for the duration of the ad 	

MATERIALS DUE

- 5 Business Days before execution



Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

Tools

Information on power, hand, and safety tools; plus hardware, fasteners and assembly tools.

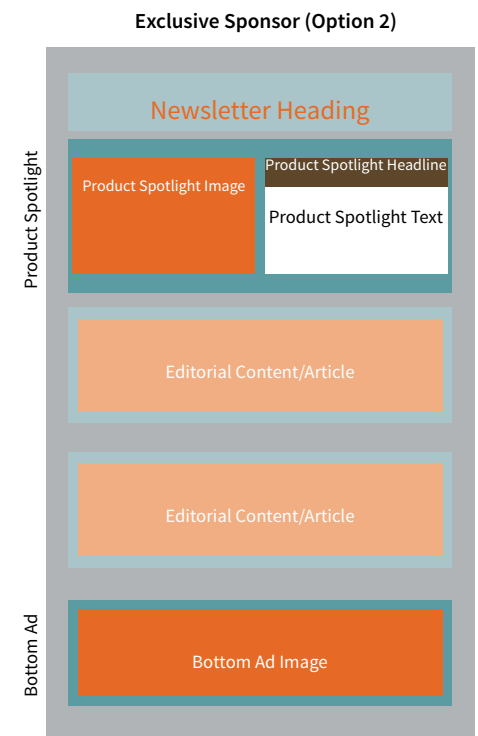
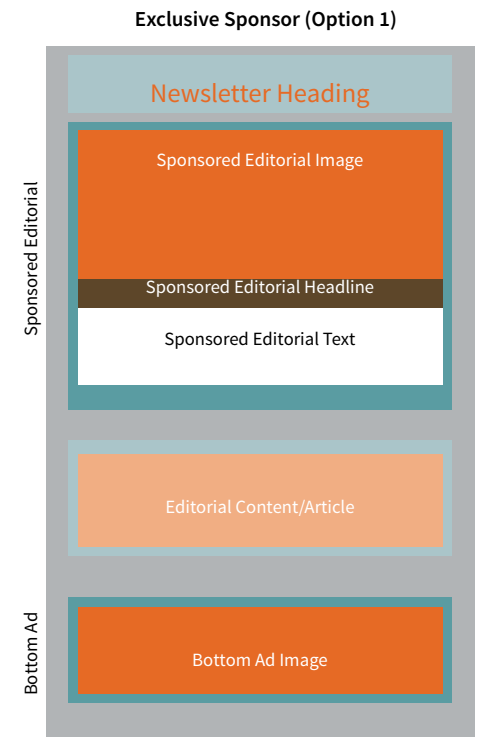
FREQUENCY: MONTHLY (FIRST MONDAY) / CIRCULATION: 21,000 PER MONTH

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Exclusive Sponsor (Option 1)				
Sponsored Editorial	<ul style="list-style-type: none"> o Please, contact John Hitch (John.Hitch@penton.com) for editorial section. o Submit the name and contact information of your representative selected to participate in the NED editorial interview. o Provide the name of the product/service the article will highlight. o Supply hi-res (1640x842 max file size jpg/gif - follow 2:1 aspect ratio) product image to accompany article. o John Hitch will be in contact to schedule sponsored editorial. 			
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k
Exclusive Sponsor (Option 2)				
Product Spotlight	N/A	1732w x 1104h max file size GIF or jpeg (follow 2:1.5 aspect ratio)	One link	200k
Bottom Ad	N/A	600w x 227h GIF or jpeg	One link	200k

Technical Details and Notes	
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MATERIALS DUE

- 5 Business Days before execution



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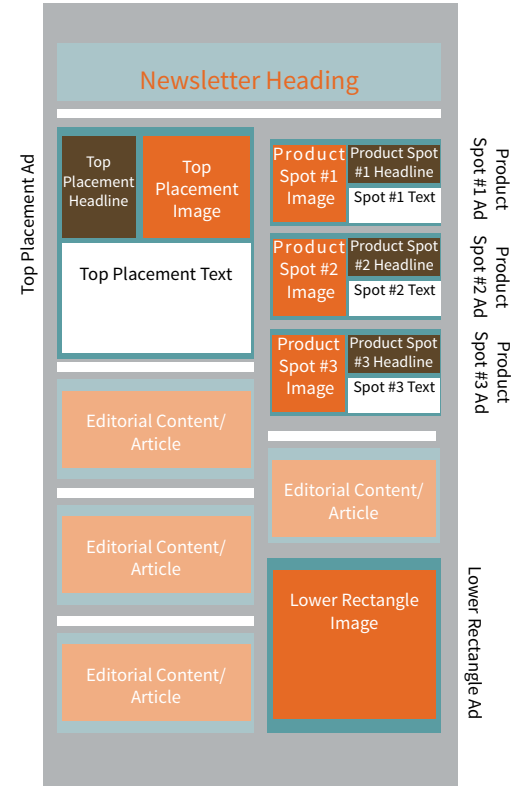
3D Printing 360

Gain the attention of manufacturing executives who need the latest on one of the most exciting new technologies of the past few decades. 3D Printing 360 provides in-depth coverage of the latest 3D printing applications, tools and devices for use in industries from design and manufacturing.

FREQUENCY: TWICE MONTHLY (FIRST & THIRD MONDAY) / CIRCULATION: 19,700

NEWSLETTER POSITION

	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Top Placement (One per issue)	Headline (40 character max), 50 words of body copy max	180w x 150h GIF, PNG or JPEG image	One link	200k
Product Spot #1 (One per issue)	Headline (40 character max), 50 words of body copy max	100w x 120h GIF, PNG or JPEG image	One link	200k
Product Spot #2 (One per issue)	Headline (40 character max), 50 words of body copy max	100w x 120h GIF, PNG or JPEG image	One link	200k
Product Spot #3 (One per issue)	Headline (40 character max), 50 words of body copy max	100w x 120h GIF, PNG or JPEG image	One link	200k
Lower Rectangle (One per issue)	N/A	300w x 250h GIF, PNG or JPEG image	One link	200k



Technical Details and Notes

- Outlook users cannot see animated gifs, therefore it is our recommendation that the first frame of your animated gift be a stand-alone or call to action frame.
- Please note, that if word count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise.
- It is the advertiser's responsibility to maintain the link for the duration of the ad

MATERIALS DUE

- 5 Business Days before execution

Send Insertion Orders To:
orders@penton.com
 Fax: 913-514-7000

Contact:
Cynthia Serna
 913-967-7228 | Cynthia.Serna@penton.com

Week in Review

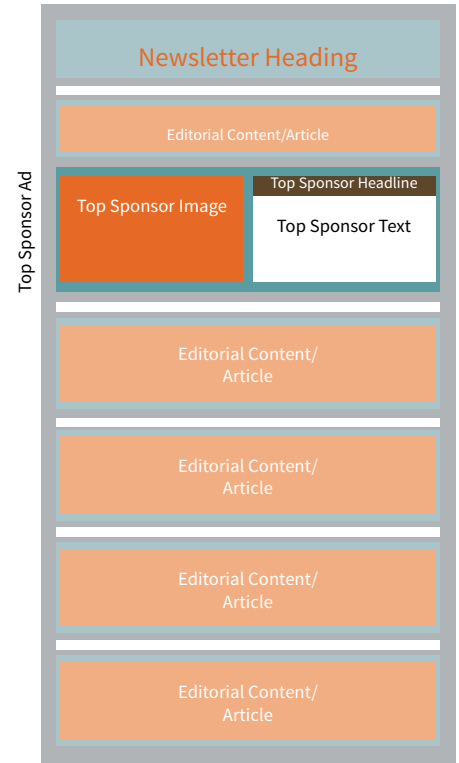
A concise recap into the hottest topics, trends, ideas and products surrounding the manufacturing world.

FREQUENCY: DAILY (BUSINESS DAYS) / CIRCULATION: 24,000

NEWSLETTER POSITION	TEXT	ACCEPTED IMAGE FILE TYPES & DIMENSIONS	LINKS	MAX FILE SIZE
Top Sponsor: Product of the Week (One per issue)	Headline (40 character max), 100 words of body copy max	320w x 180h GIF or JPEG image	One link	200k

Technical Details and Notes

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- It is the advertiser's responsibility to maintain the link for the duration of the ad



MATERIALS DUE

- 5 Business Days before execution

Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

AD GUIDELINES & SPECS: eNewsletters

SPACE & AVAILABILITY

Your salesperson will work with you to determine actual available dates for your placement(s).

GENERAL GUIDELINES

- We reserve the right to approve all creative prior to launch.
- We reserve the right to edit, revise, or refuse advertising for any reason.
- Misleading advertising is not permitted. All content within ad creative must be legible (min. 10 pt font) and the speed of any animation should reasonably allow the user to read the advertisement in its entirety.
- Any advertisement or content that can be misread by the user as news, feature, etc. must be clearly labeled as an “advertisement”.
- We are not responsible for errors in customer-created or third-party delivered advertisements.
- We are not responsible for errors in advertisements/placements which are submitted after the materials deadline.
- We do not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
- Credits for incorrect ad placements/creatives in the form of “make-goods” will only be provided if notification of the inaccuracy is provided within 48 hours following the posting error.
- We reserve the right to pick-up previous creative in the event no response is received from the advertiser/agency on record. Pick-up of previous creative under these circumstances will not be considered an error and no credits will be provided.
- Late delivery of materials may result in forfeiture of lost days in campaign.

MATERIALS SUBMISSION

- As a general rule, placements should be submitted 5 business days prior to deployment/live date. Some placements require more lead time to implement, so be sure to acknowledge the lead time for the placement within the guidelines.
- Materials can be sent to Cinthia Serna (cinthia.serna@penton.com)
- If you have any questions, please contact Cinthia Serna.

GENERAL TERMS

- New Equipment Digest reserves the right to reject creative that it deems, in its sole opinion, to be inappropriate. Copy may be edited for length and clarity.
- For all ads with a frequency discount, a short rate will apply if an advertiser does not use the number of insertions upon which its billings are based.
- Unless advertiser/agency instructs otherwise, New Equipment Digest will continue to run creative that is already on file for a campaign for each of the campaign’s placements. Of course, advertiser/agency is always free to submit new creative (or modify existing creative) for upcoming placements at any time prior to the creative deadlines.
- Bills Rendered: On or around the 29th of the month in which the placement runs.
- Unless otherwise specified, all placements shall abide by the IAB/AAAA Terms and Conditions
- All special requests for statistics reporting must be negotiated prior to the media buy and specified on the insertion order.
- Liability: Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.
- It is the advertiser’s/agency’s obligation to submit advertising materials in accordance with New Equipment Digest’s existing criteria or specifications (including content limitations, technical specifications and material due dates) as posted on New Equipment Digest’s website at the time of the signing of the IO. If advertising materials are late, Advertiser is still responsible for the media purchased pursuant to IO.
- When submitting e-mail copy, advertisers and agencies are advised that Microsoft Word is not an acceptable format for sending text, since it may insert automatic formatting that causes problems in mail servers. New Equipment Digest is not liable for poor or improper display of any text that an advertiser or agency has prepared in Microsoft Word.
- If advertiser chooses to use a third-party service to deliver ads, New Equipment Digest will not be held responsible for any technical errors caused by said third-party server. In the event New Equipment Digest discovers that a third-party ad server is causing an error, the campaign will be pulled from the New Equipment Digest site. Notification will come from New Equipment Digest to the addresses on the IO. Said contactees will be responsible for notifying New Equipment Digest when the error is fixed, at which point New Equipment Digest will restore the campaign within one business day. The total impressions will be prorated due to the downtime, but the full fee will be charged as if no downtime had occurred.

IMPORTANT: Please share this entire document with your creative designers to avoid materials being returned to you that do not meet our specifications.