

FLUID POWER JOURNAL

MEDIA KIT 2025

WWW.FLUIDPOWERJOURNAL.COM | WWW.IFPS.ORG

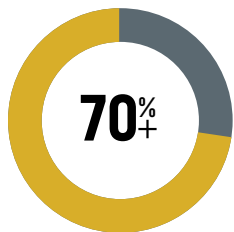
OFFICIAL PUBLICATION



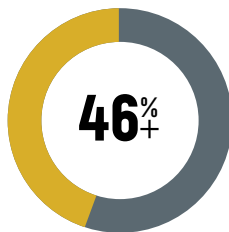
About Us

RECEIVE EXCELLENT EXPOSURE BY MARKETING WITH THE JOURNAL!

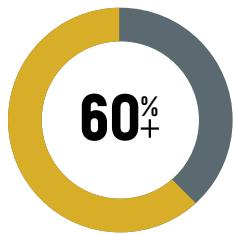
» **OUR PRINT AND** digital issues have over 22,000 primary subscribers, pass along readership easily increases that to more than 60,000 readers. We offer several marketing products that can reach audiences over 100,000.



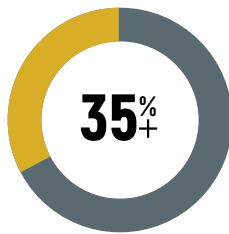
Seventy percent of readers are decision makers for purchases of hydraulic components and systems.



Forty-six percent of readers are decision makers for purchases of electronic controls.



Sixty percent of readers are decision makers for purchases of pneumatic components and systems.



Thirty-five percent of readers are decision makers for purchases of vacuum control.

RELEVANT EDITORIAL

- Case Studies
- Educational Articles
- Executive Profiles
- Fun Teasers
- Industry News
- Product Reviews
- Safety Focus
- Notable Words
- Technology Focus
- Economic Reports
- Trade Show Coverage
- Professional Development

ASSOCIATION NEWS

- International Fluid Power Society
- National Fluid Power Association
- Fluid Power Distributors Association
- The Center for Compact and Efficient Fluid Power
- Fluid Power Educational Foundation
- National Engineering Forum
- For Inspiration and Recognition of Science and Technology

COMPANY DIRECTORIES

- Systems Integrator Directory
- Off-Highway Suppliers Directory
- Manufacturers Directory
- Tech Directory



WHY CHOOSE US FOR YOUR MARKETING?

We're the official publication of the International Fluid Power Society. Gain credibility by aligning with a renowned organization dedicated to training fluid power professionals.

Our content is crafted by industry experts, offering valuable insights that resonate with your target audience.

Get noticed in print and digital formats through our 12 monthly issues and active social media presence.

Connect with qualified fluid power professionals, ensuring your message reaches those who matter.

From print to digital, we offer a range of tools such as emails, newsletters, videos, and more, tailored to your needs.

Partner with us to elevate your brand within the fluid power industry and beyond.



CONTACT US:

Address: 3245 Freemansburg Ave, Palmer PA 18045

Phone: 800.730.5904 or 610.923.0380

Fax: 610.923.0390

Web: www.fluidpowerjournal.com

Editorial Guidelines

FOR CONTRIBUTORS



Articles should be submitted as Word documents. When submitting photos, graphics, and other artwork, please submit each piece as an individual file. **Please do not embed artwork in the Word document with the article.**



TIPS TO ENHANCE THE ARTICLE

- Write a strong opening paragraph that states the article's focus and tells why it's relevant to the reader.
- Write with a general industry audience in mind, and clearly explain what the reader needs to know.
- The end of the article should restate the importance of the information you presented.
- Pictures are worth a thousand words, so we encourage submitting quality hi-res images with the article.* Best-quality images are 300 ppi at 100% original size. This will ensure the picture won't print blurry.

» **WE WELCOME ARTICLES** and suggestions for articles from our readers. Editorial pieces can present new trends, technology, products, or applications that pertain to fluid power.

We respectfully request that your article be exclusive to Fluid Power Journal and that it not be submitted to any other publication or website unless it is repurposed and substantially rewritten. However, we recognize that this is not always possible or feasible.

GENERAL GUIDELINES FOR AN EDITORIAL SUBMISSION

The article:

- Must relate to the fluid power industry, that is, hydraulics and pneumatics.
- Must be of interest to a general reader in the fluid power industry.
- Should be between 1,500 and 3,500 words.
- May contain technical information to explain the workings of a product, technology, or application.
- Can be accompanied by a case study, Q&A, research summary, a bullet or numbered list, or webinar highlights to help present the article.
- **Should not include marketing information, such as quotes from company officers about the company or marketing language intended to sell a product or service.**

QUESTIONS TO ASK WHEN CONSIDERING A FEATURE ARTICLE

- Why is the topic of interest to a reader in the fluid power industry?
- Is the topic focused enough to be discussed within the word limit?
- Is the article more than an advertisement?

Editorial Calendar

» JANUARY

CLOSING: 11/15/24

Editorial Focus: Cranes and Robotics

Product Focus: Actuators, Cylinders, Motors & Rotary, and Slides

Special Ad Section: Component Showcase, Product Spotlight

Trade Shows:

World of Concrete,
January 20-23, Las Vegas, NV

» FEBRUARY

SYSTEMS INTEGRATOR
DIRECTORY ISSUE

CLOSING: 12/13/24

Editorial Focus: Mining and Oil Field/Gas

Product Focus: Power Units, Bell Housings, Clamps, Couplings, Gauges, Manifolds, Dampeners, Shock Absorbers, Electric Motors, Caps and Plugs

Special Ad Section: Web Marketplace, Company Listings and Online Product Matrix

Trade Shows:

World Ag Expo,
February 11-13, Tulare, CA
SME Mining Conference,
February 23-26, Denver, CO

» MARCH

CLOSING: 1/12/25

Editorial Focus: Truck, Bus, Railroad, Presses & Foundry

Product Focus: Accumulators, Repair and Reconditioning, High Pressure Components

Special Ad Section: Spring Literature Review & Component Showcase, Product Spotlight

Trade Shows:

Work Truck Show,
March 4-7, Indianapolis, IN
Hannover Messe,
March 31-April 4, Hannover, Germany

» APRIL

OFF-HIGHWAY DIRECTORY

CLOSING: 2/16/25

Editorial Focus: Agriculture and Heavy Construction, Civil Engineering

Product Focus: Mobile Valves, Telescoping Cylinders, Hydrostatic Drives, Joysticks, Hose, Tube and Fittings, Electrohydraulic Mobile Vehicle Components

Special Ad Section: Company Listings and Online Product Matrix, Company Profiles

Trade Shows:

NAHAD Convention,
April 12-15, Tampa, FL

» MAY

AUTOMATE & OTC SHOW ISSUE

CLOSING: 3/15/25

Editorial Focus: Marine, Offshore and Wind Power (Iron & Steel), Automation

Product Focus: Pumps, Compressors, and Motors

Special Ad Section: Web Marketplace & Component Showcase, Product Spotlight

Trade Shows:

Offshore Technology Conference (OTC),
May 5-8, Houston, TX
AISTECH,
May 5-8, Nashville, TN
Automate,
May 12-15, Detroit, MI

» JUNE

CLOSING: 4/12/25

Editorial Focus: Medical, Food Processing, Plastics

Product Focus: Specialized Medical Components and Food-Grade Fluids, Tubing,

Special Ad Section: Summer Literature Review, Product Spotlight

Trade Shows:

Electric Utility Fleet Manager's Conference,
TBD, Williamsburg, VA
Sensors Expo,
June TBD, Santa Clara, CA

» JULY

FACES OF FLUID POWER ISSUE

CLOSING: 5/17/25

Editorial Focus: Military & Aerospace

Product Focus: Proportional and Servo Valves

Special Ad Section: FACES OF FLUID POWER, Component Showcase, & Product Spotlight

Trade Shows:

International Bridge Conference,
July 13-16, Pittsburgh, PA

» AUGUST

MANUFACTURER'S DIRECTORY

CLOSING: 6/14/25

Editorial Focus: Automotive & Machine Tools

Product Focus: Hydraulic Tools, Chucks & Jack, Electrohydraulic Automobile Components

Special Ad Section: Web Marketplace, Company Listings and Online Product Matrix, Company Profiles

Trade Shows:

NFPA Industry Economic Opportunity Conference,
TBD, Chicago, IL
iVT Expo,
TBD, Chicago, IL

» SEPTEMBER

INTERNATIONAL MANUFACTURING
TECHNOLOGY SHOW (IMTS) ISSUE

CLOSING: 7/12/25

Editorial Focus: Material Handling, Packaging

Product Focus: Animatronics, Pneumatic Cylinders, Pneumatic Assemblies, Grippers, Vacuum Cups

Special Ad Section: Fall Literature Review, Component Showcase, Product Spotlight

Trade Shows:

FABTECH,
September 8-11, Chicago, IL
PACK EXPO,
September 29 - October 1, Las Vegas, NV

» OCTOBER

TECH DIRECTORY & UTILITY EXPO ISSUE

CLOSING: 8/16/25

Editorial Focus: Electronic Controls, Entertainment, Simulation

Product Focus: Sensors, Transducers, Instrumentation, Data Acquisition Systems and Software

Special Ad Section: Web Marketplace, Company Listings, and Online Product Matrix

Trade Shows:

The Utility Expo (TUE),
October 7-9, Louisville, KY
Power & Motion Expo,
October 21-23, Detroit, MI

» NOVEMBER

CLOSING: 9/13/25

Editorial Focus: Construction, Utility, Power Generation, Ski Lifts, Snow Vehicles

Product Focus: Filtration, Fluids, Seals, and Heat Exchangers

Special Ad Section: Web Marketplace, Component Showcase, Product Spotlight

Trade Shows:

IAPPA Expo,
TBD Orlando, FL

» DECEMBER

CLOSING: 10/18/25

Editorial Focus: Semiconductor, Wood Processing and Paper, Forestry

Product Focus: Specialty Cylinder, Conventional Valving

Special Ad Section: Product Spotlight, Literature Review

Build an Effective Multi-Media Marketing Strategy

WITH THE *FLUID POWER JOURNAL*, THE OFFICIAL PUBLICATION OF THE IFPS

12× ANNUAL AGREEMENT

WHAT'S INCLUDED WITH EACH PACKAGE

» FULL COLOR PRINT AD	1/3 Page Square ×12 (4.875 × 4.875)	1/2 Page Horizontal ×12 (7.625 × 4.875)	Full Page ×12 (8×10)
» BONUS PRINT AD	2 Large Product Spotlights	2 Literature Reviews	1 Component Showcase 1 Literature Review
» DIGITAL EXPOSURE	1 Standard Web Banner	2 Standard Web Banners	2 Standard Web Banners
» E-NEWSLETTER OPPORTUNITY	2 Standard E-News Banners	3 Standard E-News Banners	4 Standard E-News Banners
» E-MAIL MARKETING	~	~	1 Custom E-mail to FPJ List
» YEARLY PACKAGE SAVINGS	\$2,283	\$3,580	\$6,220

TOTAL PACKAGE COST

CONTACT YOUR MARKETING CONSULTANT FOR DISCOUNTED PACKAGE RATES

6× ANNUAL AGREEMENT

WHAT'S INCLUDED WITH EACH PACKAGE

» FULL COLOR PRINT AD	1/3 Page Square ×6 (4.875 × 4.875)	1/2 Page Horizontal ×6 (7.625 × 4.875)	Full Page ×6 (8×10)
» BONUS PRINT AD	2 Medium Product Spotlights	2 Large Product Spotlights	1 Large Product Spotlight 1 Literature Review
» DIGITAL EXPOSURE	1 Standard Web Banner	2 Standard Web Banners	3 Standard Web Banners
» E-NEWSLETTER OPPORTUNITY	1 Standard E-News Banner	2 Standard E-News Banners	3 Standard E-News Banners
» YEARLY PACKAGE SAVINGS	\$1,805	\$2,850	\$3,995

TOTAL PACKAGE COST

CONTACT YOUR MARKETING CONSULTANT FOR DISCOUNTED PACKAGE RATES

Special Sections

PROMOTE YOUR PRODUCTS AND SERVICES THROUGH STORYTELLING

» **SPECIAL SECTIONS ARE** advertising that is displayed as editorial content. It allows advertisers to feature new or existing products, services, or experiences in a print or digital format. Sponsored content engages readers by giving them helpful information that they can use, save, and share.



PRODUCT SPOTLIGHT

Include your products in the Product Spotlight section. This high-profile section offers unique layout formatting and product-specific advertising. Simply provide us with a 300-ppi image of the product you want to highlight with a 45 or 60-word description including contact information and logo. Our designer does the rest.

MEDIUM \$495

(3.5×3)

45 words/11 lines/ 600 characters MAX

LARGE \$595

(3.5×4.6)

60 words/20 lines/1050 characters MAX

Provide:

- High-quality image of your product
- 45-word description of the product and your company's contact information.
- Logo if space allows



WEB MARKETPLACE

Highlight your website to potential customers with our Web Marketplace special ad section. We'll help direct visitors to your website! Send us your URL and a 60-word description including contact information and logo. Our designer does the rest.

\$895 PER

(2.25×4.6)

60 words/17 lines/570 characters MAX

Provide:

- Web link (URL) that we can screenshot
- 60-word description of your website including your company contact information.
- Logo if space allows



LITERATURE REVIEW

Move your brochures and catalogs off the shelves and into the hands of potential customers. Get high visibility in our Literature Review special ad section. Send us a picture of the catalog or brochure cover along with a 60-word description including contact information and logo. Our designer does the rest.

\$895 PER

(3.5×3)

60 words/16 lines/390 characters MAX

Provide:

- High-quality image of your catalog or brochure cover
- Company contact information.
- Logo if space allows

A sample of each section is available upon request.
NOTE: All content is subject to publisher's approval before printing.

Special Sections

CONTINUED...



COMPONENT SHOWCASE

The Component Showcase focuses on a specific product category – permitting four brands to share one of their products. This exclusive section features four advertisers per issue, so book your spot early! The section appears in print and on our website.

(7.3 × 4.2)

- High-quality 300 dpi image of the product
- Company logo
- Title for the product
- Text description (200 words max)
- Contact information including address, phone, email, and website.



ASK THE EXPERT

Advertisers can share their expertise on a specific topic or area of their business in a Q&A format. Our editorial staff will work with you to craft the Q&A, focusing on content that will both educate and engage the Journal's audience. This section gets double the exposure in both print and online. The article is promoted in the monthly e-news and through social media

Provide:

- Full-Page ad artwork
- 5 or 6 questions and answers (600 words MAX)
- A high-quality 300 dpi image of the logo
- A high-quality image of author (optional)



FACES OF FLUID POWER

A business or organization is never greater than the people who have built it. Give our readers a face-to-face introduction to your business. The July issue features a special opportunity. FACES is a highly stylized section designed to showcase the “face” of your organization. We want to tell your story to get to the core of the business's success in the industry. All profiles include a black & white photo of the individual or team that best represents your company. The photo accompanies up to 200 words of copy describing your business. Please contact us for packages and rates.

Provide:

- High-quality 300 dpi color image of your employees
- 200 words max description of your company and services
- Contact information including phone, email, and website.

WEB EXCLUSIVES

VIDEOS

Videos are one of the most powerful marketing tools on the web. Take advantage of the Journal's platform to show potential customers short, informative clips about your company and products. A 20–30-word description and an embed of your video will be posted on our website available to all visitors. This is a great way to make yourself relatable to our audience.

WHITE PAPERS

Do you have a noteworthy white paper to share with our readers? Showcase it on our website by allowing visitors to download the file. It's a great way to market your company and products. Your paper will be promoted in the Journal's monthly e-newsletter and social media.

A sample of each section is available upon request.
NOTE: All content is subject to publisher's approval before printing.

Print Display Ads

SIZES & SPECS

4-color ad sizes

(1x, 3x, 6x, 12x packages)

Please contact us for more information including print rates and specials. Ask us about full-page cover placement! — Inside Front, Inside Back, Back Cover
 Sizes on this page are listed in inches and as width x height.

<p>FULL PAGE NO BLEED</p>	<p>FULL PAGE - NO BLEED 7.625" x 9.835"</p>	<p>1/4 HORIZONTAL</p>	<p>1/4 PAGE HORIZONTAL 7.625" x 2.25"</p>
<p>FULL PAGE FULL BLEED</p>	<p>FULL PAGE - BLEED 9.25" x 11.125" <i>All important content must be 0.25" from edge.</i></p>	<p>1/2 VERTICAL</p>	<p>1/2 VERTICAL 4.875" x 7.5"</p>
<p>1/4</p>	<p>1/4 PAGE VERTICAL 3.75" x 4.875"</p>	<p>1/3 SQUARE</p>	<p>1/3 SQUARE 4.875" x 4.875"</p>
<p>1/2 HORIZONTAL</p>	<p>1/2 HORIZONTAL 7.625" x 4.875"</p>	<p>1/3 VERT</p>	<p>1/3 VERTICAL 2.43" x 9.835"</p>
		<p>2/3 VERTICAL</p>	<p>2/3 VERTICAL 4.875" x 9.835"</p>

CLASSIFIEDS PAGE

(PRINT AND WEBSITE)

All classified ads are 2.25 inches in width and the height of the ad you purchased. For example, a 5-inch classified ad would be 2.25 x 5. All print classifieds will also be placed on our careers page as soon as the proposal and creative are approved.

See our website to preview our classifieds fluidpowerjournal.com/career

PRINT + DIGITAL CLASSIFIEDS	x1	x3	x6	x12
2 INCHES (675 pixels x 600 pixels) 320 characters/11 lines/60 words MAX	\$595	\$550	\$510	\$475
3 INCHES (675 pixels x 900 pixels) 490 characters/17 lines/90 words MAX	\$850	\$775	\$740	\$695
4 INCHES (675 pixels x 1200 pixels) 675 characters/23 lines/120 words MAX	\$1,095	\$980	\$925	\$860
5 INCHES (675 pixels x 1500 pixels) 900 characters/29 lines/150 words MAX	\$1,295	\$1,178	\$1,125	\$975

MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Cloud. Any of the following files are acceptable:

- Photoshop (*.psd, *.tif, *.jpg)
- Illustrator (*.ai, *.eps, *.pdf)
- Acrobat (*.pdf).

Note that changes cannot be made to these files once received.

Files must have all text converted to outlines or all fonts embedded, and all images embedded.

FILE SETUP

Set document dimensions to the correct size of the ad. Please do **not** include printer marks such as crop, bleed, and registration marks or page information.

Magazine Trim size: 9 x 10.875

Bleed Dimensions: 9.25 x 11.125

All important content must be 0.125 from trim

All images must be at least 300 dpi.

COLOR

All colors appearing in your ad must be CMYK. All spot color should be converted to CMYK. Advertisements are accepted with the understanding that Innovative Designs & Publishing will make reasonable efforts to match color specifications. However, we do not guarantee color reproduction to be exact and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness. Color is not an exact science and can appear differently in other publications due to difference in printers, in-line issues, and paper stock.

RICH BLACK CMYK MAKEUP

C:75 M:63 Y:63 K:100

COLOR PROFILE

North America Prepress 2

Working CMYK: U.S. Web Coated (SWOP) v2

PRINT ARTWORK DEADLINES

JANUARY ISSUE
Closing 11/15/24

MAY ISSUE
Closing 3/14/25

SEPTEMBER ISSUE
Closing 7/11/25

FEBRUARY ISSUE
Closing 12/13/24

JUNE ISSUE
Closing 4/11/25

OCTOBER ISSUE
Closing 8/15/25

MARCH ISSUE
Closing 1/10/25

JULY ISSUE
Closing 5/16/25

NOVEMBER ISSUE
Closing 9/12/25

APRIL ISSUE
Closing 2/14/25

AUGUST ISSUE
Closing 6/13/25

DECEMBER ISSUE
Closing 10/17/25

HOW TO SEND FILES

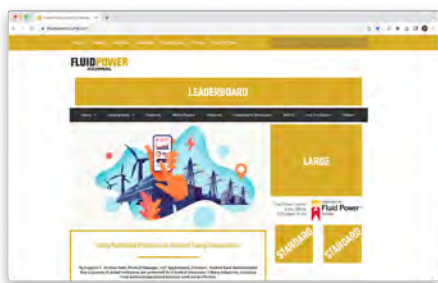
If file is under 15MB, please email it to art@fluidpowerjournal.com. Otherwise, coordinate with your rep.

Web Display Ads

REACH YOUR POTENTIAL CUSTOMERS IN AN INTERACTIVE WAY

Posting web banners on the Journal's website and e-newsletter can greatly maximize the visibility of your products.

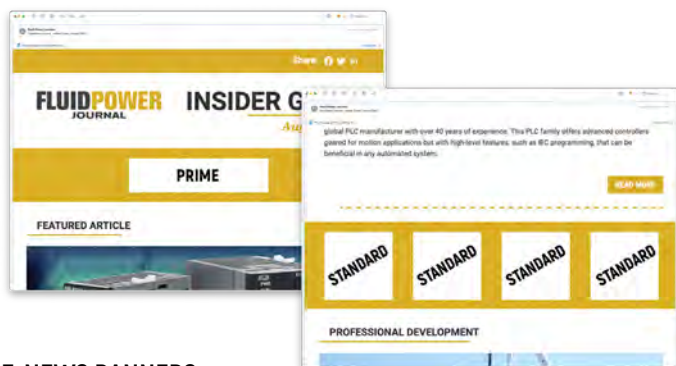
» **DIGITAL ARTWORK** deadlines vary by product. Generally, we need artwork one month before the digital is to go live. Check with your rep for exact deadlines.



WEB BANNERS

Promote your products and services to thousands of monthly Fluid Power Journal visitors! As readers migrate more and more to the web for information on products and services, you can be one of the many companies taking advantage of what online advertising has to offer.

- LEADERBOARD** \$795
(970 x 90 px)
- LARGE** \$595
(300 x 250 px)
- STANDARD** \$495
(125 x 125 px)

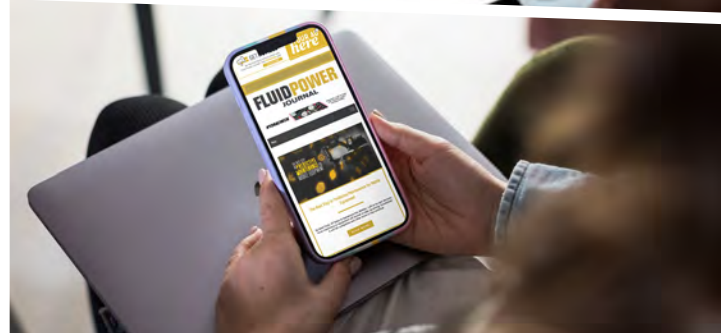


E-NEWS BANNERS

The Journal's e-newsletter delivers new products, exclusive articles, and the latest happenings in the industry to you 12 times per year. Take advantage of our countless readers and quick-read format to get your products noticed. Visit www.fluidpowerjournal.com to see our e-newsletters.

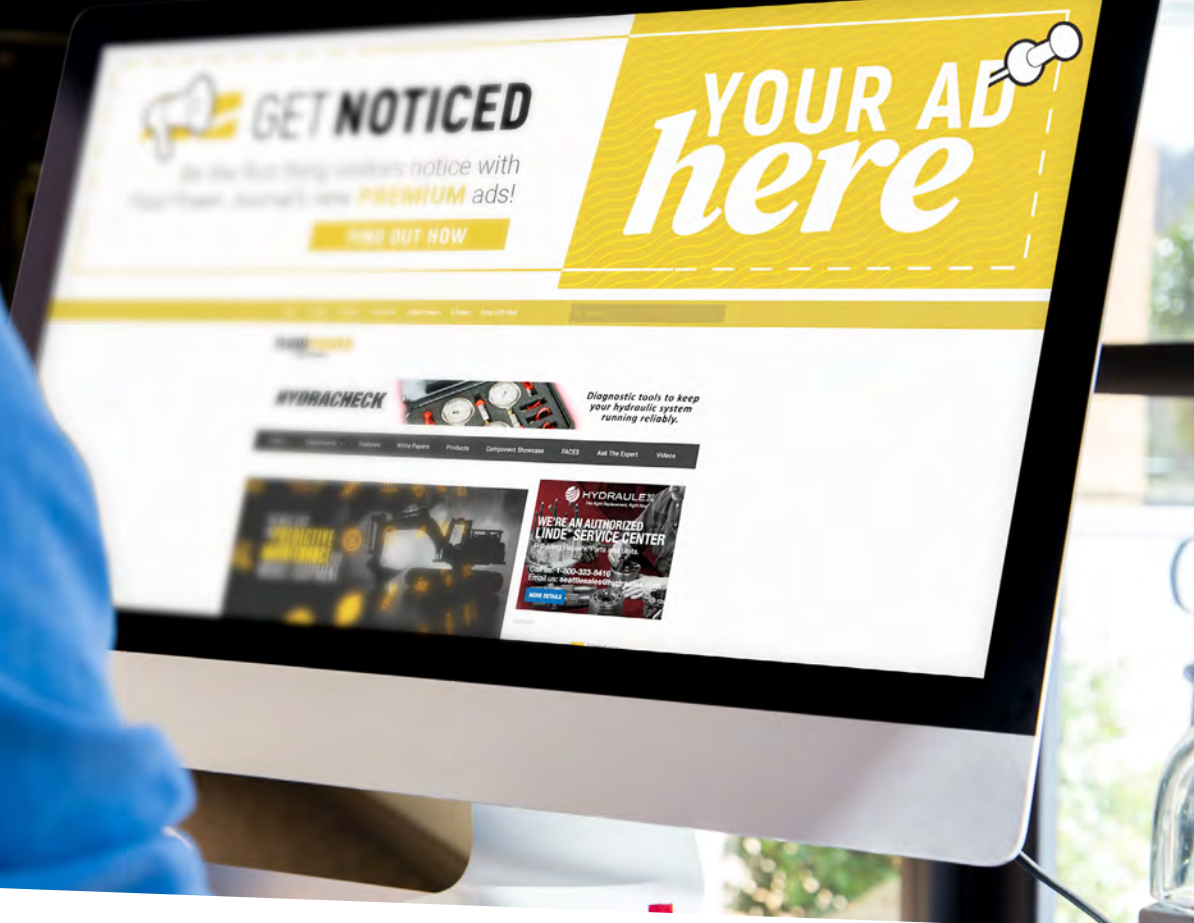
NOTE: E-news banners cannot be animated.

- PRIME** \$395
(260 x 60 px)
- STANDARD** \$325
(124 x 124 px)



» **15,000+**
AVERAGE MONTHLY VISITORS

23,000+
AVERAGE MONTHLY PAGE VIEWS



Premium Web Ads

THE BILLBOARD

Deliver a large, powerful banner to promote your business. This billboard-sized ad will appear at the top of our website. It's perfect to showcase your website, products, firm branding and more.

MONTHLY \$1,695
(2,000 × 500 px)

SNEAKER

This is an ad format that “sneaks up” from the bottom of the page for a unique look. The actual banner or image can be any size, but wide and short ads work best.

MONTHLY \$1,295
(728 × 90 px)



ALL FILES CAN BE ANIMATED,
BUT CANNOT EXCEED 500KB

AMAZING CUBE

This unique ad displays 6 images and captions of your choosing in a slick rotating cube on our website. Great for capturing attention, especially when it comes to showcasing products.

MONTHLY \$1095
(300 × 250 px)

VIDEO FEATURE

A highly engaging and informational platform that displays a YouTube video and an external link of your choosing, as well as branding. Excellent option for those who wish to tell their story or to demonstrate expertise in a way that traditional ads may not.

MONTHLY \$995
(800 × 600 px — Responsive)



SEE THESE IN ACTION AT
FLUIDPOWERJOURNAL.COM/PREMIUM-ADS

Digital Opportunities

SPONSORED CONTENT

Sponsor provides one content article (1000 words or less, title, image, and URL)

Content appears on the Fluid Power Journal homepage and is labeled “Sponsored Content” in a prominent content area.

Featured in FPJ E-newsletter

Promoted on FPJ Social Media pages

Archived after one month

Starting Price
MONTHLY \$2,000

- Specs**
- Featured article image for article at 598 x 320 pixels
 - Headline (6-10 words)
 - Subhead (Optional)
 - Body copy of 1,000 words or less, please include URLs
 - Supporting images (optional) up to 650 pixels wide
 - Author name and title

DIGITAL CLASSIFIEDS (WEBSITE ONLY)

All print classified ads are converted to RGB. See our website to preview our classifieds fluidpowerjournal.com/career.

	x1	x3	x6	x12
2 INCHES (675 x 600 px) 320 characters/11 lines/60 words MAX	\$495	\$450	\$415	\$375
3 INCHES (675 x 900 px) 490 characters/17 lines/90 words MAX	\$750	\$675	\$630	\$595
4 INCHES (675 x 1200 px) 675 characters/23 lines/120 words MAX	\$995	\$850	\$815	\$750
5 INCHES (675 x 1500 px) 900 characters/29 lines/150 words MAX	\$1,195	\$1,078	\$1,025	\$875

STANDARD VIDEOS

Please provide us with a link to the video hosted on YouTube and we'll embed it on our website. Visit fluidpowerjournal.com/videos to see what it will look like.

DIGITAL EDITION SPONSORSHIP

Fluid Power Journal Digital issues are supported for desktop, tablets, and mobile devices.

Customize your digital sponsorship ad below the cover page. Use an existing print ad or customize your message to direct customers to your special landing page.

Also posted on FPJ Social Media pages.

Sponsorship Rate
\$2,495 NET

- Specs (for each ad)**
- URL to landing page
 - Image: 250 pixels x 200 pixels
 - Title: 5-10 words
 - Copy: 25-45 words
 - Call-to-Action: 4-8 words

EXCLUSIVE E-NEWSLETTER SPONSORSHIP (CO-BRANDING)

Fluid Power Journal ensures all e-newsletter delivery is efficiently targeted to opt-in-based users. Performance and tracking details are provided.

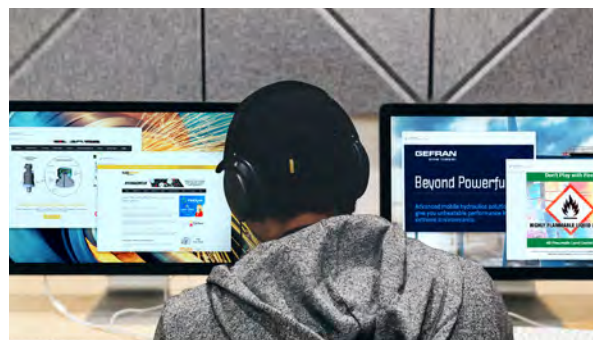
You provide five product texts ads and reach our entire e-newsletter subscriber list. Also posted on FPJ Social Media pages.

Preferred Subject Line (60-75 characters) and Client logo at top of e-newsletter.

This opportunity includes a free RE-DROP of this email to the entire audience within 10 days of the initial deployment.

Sponsorship Rate
\$2,500 NET

- Specs (for each ad)**
- Banner Size: 530 pixels x 200 pixels
 - Image: 450 pixels x 250 pixels static .jpg or .gif file
 - Title: 5-10 words
 - Copy 30-45 words
 - URL
 - Call to Action: 3-6 words



CUSTOM EMAIL DELIVERY

To Our Qualified Audience using your HTML artwork.

» **FLUID POWER JOURNAL** will send customer-provided HTML to our qualified audience of fluid power professionals via e-blast. You can provide us with a completed HTML file, or we can create the HTML file using your materials for an additional fee. Also, a link to your e-blast will be posted on our Social Media forums as well.

For a fee we also offer the option to send a second email, or RE-DROP, within 10 days of the initial deployment, to a limited segment of this audience, such as those who opened the first e-mail.

Sponsorship Rate
\$1,195 NET

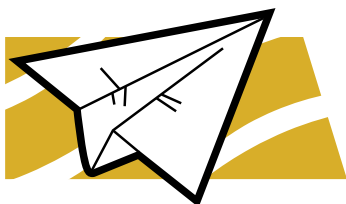
- Specs**
- Please provide an image file GIF or JPEG
 - Please provide a URL to which you would like your image linked
 - Email width is 500-600 pixels
 - Always use inline CSS
 - Use 6-digit HEX code, not 3
 - Create buttons 44 x 44 pixels
 - No flash or video embeds
 - Code CTA buttons, no image

HAVE US DESIGN IT FOR YOU

Provide us your images, logo, and copy and our Creative Services team will create something for you.*

*Additional rates apply

Targeted Marketing



TARGETED EMAIL SOLUTIONS

“Email marketing is targeted, accountable, measurable, cost efficient and effective.”

» **FIND. GET. KEEP CUSTOMERS.** Place your message in the inbox of thousands of potential new customers that directly mirror your best prospects. Customize your audience by zip code, county, state, age, gender, income, personal interests and almost limitless characteristics!

CRAFT THE RIGHT MESSAGE

Being able to precisely target your customers allows you to strategically craft your message to engage the recipient. Design your own email and we'll deliver it - or work with our creative team to customize and launch your email campaign.

PRECISELY TARGET YOUR BEST PROSPECTS BY...

- Location
- Industry segment
- Markets
- Products
- Large-scale trade show events
- And More!

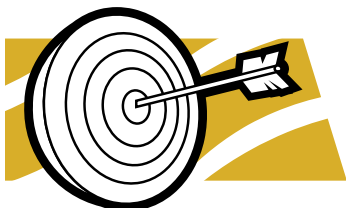
BETTER RESULTS

- Higher guaranteed click-through
- Additional traffic to your website
- Increased conversion rates
- Improved analytics



» AUDIENCES START AT 25,000 AND CAN REACH UP TO

400,000



TARGETED DISPLAY ADVERTISING (PROGRAMMATIC)

Most packages start with a minimum 100,000 impressions per month!

» **DIGITAL ADS** that help you reach your customers and also increase your audience reach on desktops, laptops, tablets and smartphones.

REACH THE RIGHT CUSTOMERS WITH GEO-TARGETING

If they've been to your website, searched for your products and services, or they're reading content relevant to what you offer, we'll help get your message in front of them today! Plus all campaigns are geo-targeted, ensuring that we only share your ad with potential customers in your defined service area. Reach out to people who have attended trade shows and conferences.

- Deliver your ad and leave an impression on potential customers who have visited your website, but then left.
- Win the attention of consumers searching for your competitors online and send your ad to them when they are physically visiting your competitors.
- Deliver your ad to consumers who are reading online content that includes your type of product or service.
- Deliver your ad to potential customers who are searching for your products and services online. We also offer Social Media and video options.
- Boost your print ad response in Fluid Power Journal by up to 400%.
- Drive more relevant traffic to your website by targeting people based on their specific online behavior.
- Strengthen your brand and target more potential customers to search for your business online.
- Deliver your ad to potential customers within your service area who use laptops, desktops, tablets, and mobile devices.
- Have visitors stay longer and view more pages on your website.

Additional Print Options



GATEFOLD COVERS

Add a gatefold to the Journal's front or back cover to accommodate a double-page ad or just to give yourself some much needed space.

BARN DOOR COVERS

A barn door cover gives you a very unique ad position on our front cover that attracts the reader's attention.

BLOW-INS

Cards or inserts can be blown loose into the magazine.

INSERTS

We can print a variety of inserts of varying sizes and shapes, including gatefolds, double gatefolds, business reply cards, postcards and brochures.

BELLYBANDING

Bellybands offer premier ad space to reach your customers. Add a quality wrap to our publication that will immediately catch the reader's attention.

TIP-ONS

We can tip-on a variety of printed materials, including sales sheets, booklets, and brochures. The tip-ons attach using a removable glue that allows you to easily remove the insert without damaging the publication and your ad.

COVER TIP-ONS

We can add a single sheet tip-on to our front cover with removable glue.

COVER WRAPS

We can create an "extra cover" that binds around the actual cover.

POLYBAGGING

We can insert a variety of collateral pieces into a polybag, including sales sheets, brochures, catalogs and CDs. In addition, we can inkjet directly on the polybag.

INKJET A MESSAGE

We can inkjet a message above the mailing address directly onto the magazine.

PLAQUES

A beautiful and unique presentation of an ad, feature, or profile that has been published in the magazine. Plaques are custom and come designed to your preference. Different colored finishes are available on a variety of wood plaques.

SUPPLEMENTS

Supplements get bound directly into the magazine. Essentially a supplement is a several paged section, within the publication itself. Supplements can then be reprinted for distribution. This is a great way for your company to reach our demographics.

REPRINTS

We can take your article and provide you with single to various page reprints of an article, your ad, or even a profile. Reprints can also be reformatted from the artwork that was originally published.

Please contact us for packages and rates.

Creative Services

TAP INTO OUR CREATIVE RESOURCES

*You have the engineering down. You know your products inside and out. You can talk about them, explain them, sell them, and do the system integration. But when it comes to showcasing them in a sell sheet, brochure, or catalog, you could use some help. That's where our **creative services** team comes in. We'll take your vision and products to paper and make them shine!*

Contact us for your next project!



DESIGN

- Annual Reports
- Collateral
- Editorial
- Experience
- Identity

ADVERTISING

- Brand Strategy
- Direct Mail
- Media Planning
- Outdoor
- Point of Sale
- Print
- Signage
- Trade Show

DIGITAL MARKETING

- Digital Advertising
- Digital Strategy
- Mobile Sites
- SEO
- Social Media
- Website

Contact Us

CERTIFICATION EMPOWERS OPPORTUNITY

Through its multifaceted work in education, training, and certification, the International Fluid Power Society strengthens and advances professional careers in the fluid power workforce. The Society is committed to facilitating and promoting the advancement of technology and professionalism of the fluid power and motion control industry through awareness, education, and certification. IFPS certification tests provide an objective, third-party assessment of an individual's skill level and are recognized industrywide. Certification offerings keep pace with changing fluid power and motion control technologies. Certifications are available at various skill levels for engineers, specialists, technicians, and mechanics and are valid for five years, after which time recertification is required. Individuals who master an IFPS certification are issued a credential that is recognized throughout the industry. Membership IFPS membership provides the benefit of 60 years of expertise and supports a nonprofit organization dedicated to the unique interests of fluid power engineers, specialists, technicians, and mechanics throughout their careers. IFPS offers technical fluid power training, certification review training sessions, seminars, web seminars, and customized training.

Visit www.ifps.org for more information.

AVAILABLE IFPS CERTIFICATIONS

CFPAI

Certified Fluid Power Accredited Instructor

CFPAJPP

Certified Fluid Power Authorized Job Performance Proctor

CFPAJPPCC

Certified Fluid Power Authorized Job Performance Proctor Connector & Conductor

CFPE

Certified Fluid Power Engineer

CFPS

Certified Fluid Power Specialist
(Must Obtain CFPHS & CFPPS)

CFPHS

Certified Fluid Power Hydraulic Specialist

CFPPS

Certified Fluid Power Pneumatic Specialist

CFPECS

Certified Fluid Power Electronic Controls Specialist

CFPMT

Certified Fluid Power Master Technician
(Must Obtain CFPiHT, CFPMT, & CFPPT)

CFPIHT

Certified Fluid Power Industrial Hydraulic Technician

CFPMHT

Certified Fluid Power Mobile Hydraulic Technician

CFPPT

Certified Fluid Power Pneumatic Technician

CFPMM

Certified Fluid Power Master Mechanic
(Must Obtain CFPiHM, CFPMM, & CFPMP)

CFPiHM

Certified Fluid Power Industrial Hydraulic Mechanic

CFPMHM

Certified Fluid Power Mobile Hydraulic Mechanic

CFPPM

Certified Fluid Power Pneumatic Mechanic

CFPMIH

Certified Fluid Power Master of Industrial Hydraulics
(Must Obtain CFPiHM, CFPiHT, & CFPCC)

CFPMMH

Certified Fluid Power Master of Mobile Hydraulics

CFPMIP

Certified Fluid Power Master of Industrial Pneumatics
(Must Obtain CFPMP, CFPPT, & CFPCC)

CFPCC

Certified Fluid Power Connector & Conductor

CFPSD

Fluid Power System Designer

CFPMEC (In Development)
Mobile Electronic Controls

CFPIEC (In Development)

Industrial Electronic Controls

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