

# ADDITIONAL OPTIONS

# 2012 ADVERTISING GUIDE



## PRODUCT SPOTLIGHT OPTIONS

SIZE	DIMENSION	PRICE
Medium	4.5" x 1.5"	\$325
Large	2.5" x 4.75"	\$425

## Product Spotlight Section

Include your products in our Product Spotlight Section which is featured in our 6 bi-monthly issues of the *Fluid Power Journal*. This high profile section is located in the middle of the magazine and offers unique layout choices and audience specific advertising. If you want to take advantage of this opportunity, simply provide us with a 300 dpi image (size appropriate) and a 50 word description.

\$895



## Literature Reviews

Move your brochures and catalogs off the shelves and into the hands of your customers. Send us a copy of your brochure and catalog along with a 60-word description, and we'll give you high visibility and weekly reader inquiries. If you have several product brochures and catalogs, you can group them together or scatter them throughout the section for added impact.

\$895

## Web Market Place

Move your website into full view and onto the computers of potential customers with Web Market Place (formerly Cyber Spaces), a high-visibility section that directs qualified fluid power & motion control professionals to your latest products and services. Send us your URL, along with a 60-word description, and we'll publish a full-color photo of your company's homepage.



## Company Profiles

Extra Bang in Directory Issues! Gain exposure to thousands of buyers and designers nationwide as they look for the latest specifications and availability of your products. All types of OEM's and end-user's will use the System Integrator Directory, Off-Highway Suppliers Directory, Manufacturers Directory and Tech Directory time and time again to access the best products our industry has to offer.

The Fluid Power Journal is the official publication of the Fluid Power Society: the organization that directly addresses the motion control engineer for over 50 years. This spectacular issue will feature hundreds of listings and is highly recognized as the source for motion control components and systems.

Your display ad, along with your listings, will be viewed by thousands as they page through this extraordinary reference guide. This is the only issue to offer such high visibility and brand awareness for our readers.

### PROFILE OPTIONS

<b>FULL PAGE AD + FULL PAGE PROFILE</b>	<b>\$6,990</b>
<b>1/2 PAGE AD + 1/2 PAGE PROFILE</b>	<b>\$4,750</b>
<b>1/4 PAGE AD + 1/4 PAGE PROFILE</b>	<b>\$2,975</b>