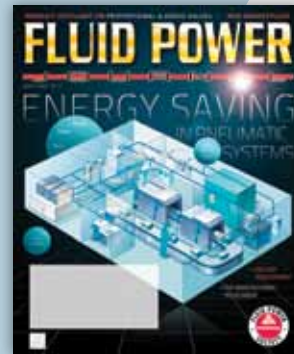
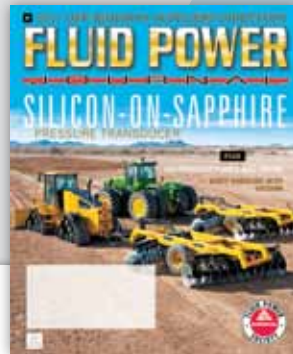
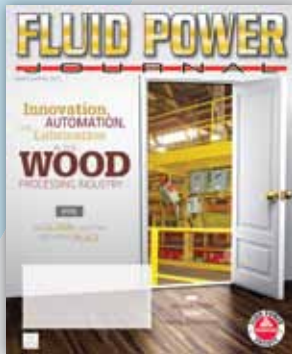
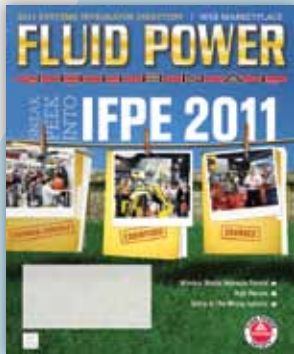
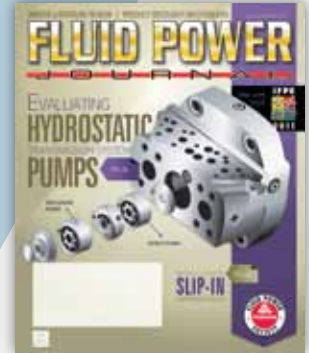


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12

ADVERTISING GUIDE

Why Advertise With Us?

1

Fluid Power Journal is the official publication of the IFPS, providing access to a qualified membership of fluid power professionals and certified individuals.

2

Fluid Power Journal supports your ads with articles written by experts in the industry.

3

Fluid Power Journal offers both a print and digital edition, providing more opportunities for ad exposure.

4

Fluid Power Journal publishes an E-Newsletter every month to thousands of subscribers with exclusive content.

5

Fluid Power Journal targets your primary customers: over 25% of our readers are involved in fluid power engineering.

6

Fluid Power Journal's special advertising sections will bring focus to your new and bestselling products.

7

Fluid Power Journal has four comprehensive directory issues every year that highlight your company listing, products, and services.

The **FLUID POWER JOURNAL** reaches your best customers and prospects – engineers, technicians, managers, and corporate officers involved in hydraulics, pneumatics, vacuum, and electronic control technologies ten times each year. The leads and exposure generated by running your ad in FPJ offers a cost-effective way to launch new products as well as bolster sales of existing product lines. With over 28,000 primary subscribers, pass-along easily increases total reach to more than 60,000 readers. Of these individuals, over 70% specify, select, or influence the purchase of hydraulic components and systems, over 60% for pneumatic, over 46% for electronic control, and over 35% for vacuum control.

SIX REGULAR ISSUES

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

FOUR DIRECTORY ISSUES

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

The Fluid Power Journal is the official publication of the International Fluid Power Society. It contains professional, technical, and referenced articles along with the latest industry news from industry associations. Cover to cover, FPJ is packed with relevant information that assists with professional career growth and corporate profitability, as well as promotes training, education, and the advancement of fluid power society.

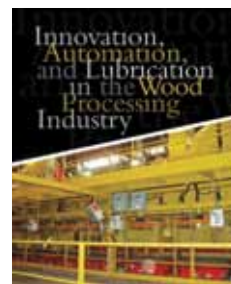


DEPARTMENTS

- Air Teasers
- All About Air
- Association News
- Calendar of Events
- Executive Profile
- Figure It Out
- Industry News
- Math Teasers
- Notable Words
- Product Reviews
- Professional Development

NEWS

- Fluid Power Distributors Association (FPDA)
- Fluid Power Education Foundation (FPEF)
- International Fluid Power Society (IFPS)
- National Fluid Power Association (NFPA)
- American Society of Mechanical Engineers (ASME – 36th Division)
- Compressed Air and Gas Institute (CAGI)
- The Center for Compact and Efficient Fluid Power (CCEFP)
- Newly certified individuals of the industry and certification testing schedule



EDITORIAL CALENDAR

2012

ADVERTISING GUIDE

10 Magazines,
12 E-Newsletters...

Plenty of Opportunities to Advertise.



January/February

SPECIAL FEATURES: Winter Literature Review
EDITORIAL FOCUS: Automation & Electronics
PRODUCT RELEASE: Cylinders, Slides, Clamps, and Vacuum Cups
TRADE SHOWS:
ProMat 2012, Chicago, IL, February 6-9

CLOSING 11-29-2011



Systems Integrator Directory

SPECIAL FEATURES: Web Marketplace
EDITORIAL FOCUS: Mining, Military, and Utilities
PRODUCT RELEASE: Power Units, Bell Housings, Clamps, Couplings, Fittings, Hose, Manifolds, Quick Coupling & Tubing
TRADE SHOWS:
Wood Technology Clinic and Show 2012, Portland, OR, March 13-15

CLOSING 12-31-2011



March/April

SPECIAL FEATURES: Spring Literature Review
EDITORIAL FOCUS: Material Handling & Construction/ Mobile Market Q & A
PRODUCT RELEASE: Accumulators, Heat Exchangers, Grippers, Dampers, & Shock Absorbers
TRADE SHOWS:
SAE 2012 World Congress, Detroit, Michigan, April 24-26

CLOSING 1-27-2012



Off-Highway Suppliers Directory

SPECIAL FEATURES: Company Profiles
EDITORIAL FOCUS: Agriculture, Construction, Utilities
PRODUCT RELEASE: Mobile Control Valves, Quick Connects, Cylinders, Gear Pumps, and Joysticks
TRADE SHOWS:
OTC 2012, Houston, TX, April 30 – May 2
ATX Automation East, Philadelphia, PA, June 9-11

CLOSING 2-27-2012



May/June

SPECIAL FEATURES: Web Marketplace
EDITORIAL FOCUS: Power Units and Pneumatic Assemblies & Sensors
PRODUCT RELEASE: Proportional & Servo Valves, Fluid Power Software
TRADE SHOWS:
Sensors Expo & Conference 2012, Rosemont, IL, June 6-7

CLOSING 3-30-2012



July/August

SPECIAL FEATURES: Summer Literature Review
EDITORIAL FOCUS: Marine and Offshore, Gear Pumps in Off-highway/Mobile Applications
PRODUCT RELEASE: Pumps & Motors

CLOSING 5-28-2012



Manufacturers Directory

SPECIAL FEATURES: Company Profiles
EDITORIAL FOCUS: Automotive & Aerospace
PRODUCT RELEASE: Vacuum & Medical Components
TRADE SHOWS:
International Manufacturing Technology Show 2012, Chicago, IL, September 10-15

CLOSING 6-29-2012



September/October

SPECIAL FEATURES: Fall Literature Review
EDITORIAL FOCUS: Wind Power and Green Initiatives
PRODUCT RELEASE: Filtration, Fluids & Seals
TRADE SHOWS:
Pack Expo 2012, Chicago, IL, October 26-28

CLOSING 7-30-2012



Tech Directory

SPECIAL FEATURES: Web Marketplace
EDITORIAL FOCUS: Trends in Fluid Power Electronic Technology
PRODUCT RELEASE: Gauges, Flow-meters, Instrumentation, and Electronic Controls
TRADE SHOWS:
ISA EXPO, Houston, TX, October 6-8

CLOSING 8-29-2012



November/December

SPECIAL FEATURES: Web Marketplace
EDITORIAL FOCUS: Entertainment & Simulation
PRODUCT RELEASE: Repair and Re-conditioning of Fluid Power Components, Conventional Valves

CLOSING 9-28-2012

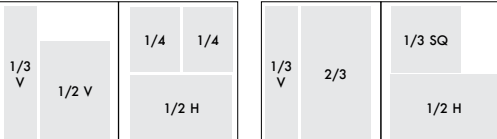
PRINT RATES

2012

ADVERTISING GUIDE

4-COLOR RATES	1x	3x	6x	10x
FULL PAGE	\$6,870	\$6,195	\$5,885	\$5,695
2/3 PAGE	\$5,470	\$4,965	\$4,715	\$4,545
1/2 PAGE VERTICAL	\$4,955	\$4,470	\$4,235	\$4,099
1/2 PAGE HORIZONTAL	\$4,115	\$3,725	\$3,550	\$3,440
1/3 PAGE SQUARE OR VERTICAL	\$2,870	\$2,605	\$2,495	\$2,385
1/4 PAGE	\$2,260	\$2,035	\$1,975	\$1,910

COVER RATES	
INSIDE FRONT	\$7,045
INSIDE BACK	\$6,695
OUTSIDE BACK	\$7,545



4-COLOR CLASSIFIED AD RATES				
	1x	3x	6x	10x
1"	\$262	\$246	\$233	\$200
2"	\$495	\$462	\$429	\$373
3"	\$725	\$633	\$599	\$551
4"	\$980	\$875	\$832	\$726
5"	\$1,199	\$1,118	\$1,066	\$925

* All Classified Ads are 2.25" in width

2012 ADVERTISING SPACE DEADLINE AND ARTWORK DUE DATE		
ISSUE	AD CLOSE	MATERIAL DUE
January/February	11/29/11	12/2/11
Systems Integrator Dir.	12/31/11	1/4/12
March/April	1/27/12	2/2/12
Off Highway Dir.	2/27/12	3/1/12
May/June	3/30/12	4/2/12
July/August	5/28/12	5/31/12
Manufacturers Dir.	6/29/12	7/2/12
September/October	7/30/12	8/2/12
Tech Dir.	8/29/12	8/31/12
November/December	9/28/12	10/2/12

FILE SPECIFICATIONS

SPECS AND MECHANICAL INFORMATION

	WIDTH	HEIGHT
Full Page	8"	10"
Full Page (Bleed)*	9.25"	11.125"
2/3 Page (Vertical)	4.875"	10"
1/2 Page (Vertical)	4.875"	7.5"
1/2 Page (Horizontal)	7.625"	4.875"
1/3 Page (Vertical)	2.5"	10"
1/3 Page (Square)	4.875"	4.875"
1/4 Page	3.75"	4.875"

*Magazine Trim Size: 9 x 10.875 (width x height)
All live matter must be 0.125" from trim
Bleeds should extend 0.125" on all sides

COLOR AND RESOLUTION

All colors appearing in your ad must be built from process colors CMYK or Grayscale. Innovative Designs and Publishing will make reasonable efforts to match color specifications. However, it does 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 and paper stock.

HOW TO SEND YOUR MATERIALS

If artwork is under 20MB, e-mail it to art@fluidpowerjournal.com.

Otherwise, go to this link:

http://www.fluidpowerjournal.com/html/submit_art.html.

Follow the instructions. Email art@fluidpowerjournal.com letting us know you've submitted the file and where to locate it.

If you have further questions or concerns, please call the production department at 610-923-8000, ext. 8111.

Web Banners

Standard web banners promote your Web site and products to thousands of visitors to our Web site monthly! As readers migrate more and more to the web for information on products and services, you can be one of the many companies already taking advantage of what online advertising has to offer. Visit www.FluidPowerJournal.com to view banner placement.



BANNERS (2 month time span on our Web site)	
PRIME	\$995
SKYSCRAPER	\$895
STANDARD	\$795
SIZES (pixels)	
PRIME	210 x 50 (width x height)
SKYSCRAPER	120 x 200 (width x height)
STANDARD	120 x 100 (width x height)

With new products, professional development and the latest happenings in the fluid power industry our E-Newsletter brings these to you and more 12 times per year. Take advantage of our countless readers and quick-read format to get your products and web-based media noticed. E-News banners that link back to your Web site or specific url give you center stage in front of certified fluid power professionals who help make decisions as to what products to purchase. Speak with your region's account representative to find out how you can take advantage of E-Newsletter marketing opportunities.

Visit www.FluidPowerJournal.com for a sample of one of our E-Newsletters.

E-News Banners

BANNERS (2 month time span on our Web site)	
PRIME	\$495
STANDARD	\$350
SIZES (pixels)	
PRIME	260 x 60 (width x height)
STANDARD	124 x 124 (width x height)

Note: E-News Banners cannot be animated



Not actual size



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

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

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2012 ADVERTISING GUIDE

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Industry News, Personnel Promotions
(Photo Required), Article Submissions,
Product & Literature Releases
Send To: News@fluidpowerjournal.com

ARTWORK:

Advertisements
Send To: Art@fluidpowerjournal.com

The International Fluid Power Society



Education, Certification, Professionalism

CERTIFICATION

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 & 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 industry-wide. Certification offerings keep pace with changing fluid power and motion control technologies. Certifications are available at various skill levels including mechanic, technician, and specialist and are valid for five years at which time recertification is required. Individuals who master an IFPS Certification are issued a credential that is recognized throughout the industry. Certification tests shown on the right are currently available through IFPS.

MEMBERSHIP

IFPS Membership provides the benefit of IFPS' 50 years of expertise and supports a non-profit organization dedicated to the unique interests of fluid power engineers, specialists, technicians, and mechanics throughout their careers. The International Fluid Power Society has chapters in major cities and student membership in leading fluid power educational institutions.

The International Fluid Power Society offers technical fluid power fundamental training, certification review training sessions, seminars, instructor accreditation, and customized training.

For more information: 1930 East Marlton Pike, Suite A2
Cherry Hill, NJ 08003
800-308-6005 • www.ifps.org

CERTIFICATION LEVELS AVAILABLE:

CFPAI Certified Fluid Power Accredited Instructor	CFPMHT Certified Fluid Power Mobile Hydraulic Technician
CFPAJPP Certified Fluid Power Authorized Job Performance Proctor	CFPPT Certified Fluid Power Pneumatic Technician
CFPAJPPCC Certified Fluid Power Authorized Job Performance Proctor Connector & Conductor	CFPMM Certified Fluid Power Master Mechanic (Must Obtain CFPIHM, CFPMMH, & CFPPM)
CFPE Certified Fluid Power Engineer (Must Obtain CFPS)	CFPIHM Certified Fluid Power Industrial Hydraulic Mechanic
CFPS Certified Fluid Power Specialist (Must Obtain CFPHS, CFPPS)	CFPMMH Certified Fluid Power Mobile Hydraulic Mechanic
CFPHS Certified Fluid Power Hydraulic Specialist	CFPPM Certified Fluid Power Pneumatic Mechanic
CFPPS Certified Fluid Power Pneumatic Specialist	CFPMIH Certified Fluid Power Master of Industrial Hydraulics (Must Obtain CFPIHM, CFPIHT, & CFPPC)
CFPECS Electronic Controls Specialist	CFPMMH Certified Fluid Power Master of Mobile Hydraulics (Must Obtain CFPMMH, CFPMT, & CFPPC)
CFPMEC – in development Mobile Electronic Controls	CFPMP Certified Fluid Power Master of Industrial Pneumatics (Must Obtain CFPPM, CFPPT, & CFPPC)
CFPIEC – in development Industrial Electronic Controls	CFPPC Certified Fluid Power Connector & Conductor
CFPMT Certified Fluid Power Master Technician (Must Obtain CFPIHT, CFPMT, & CFPPT)	
CFPIHT Certified Fluid Power Industrial Hydraulic Technician	