

2012 MEDIA KIT

Your Guide to Reaching Power Transmission
& Motion Control Components Buyers

Hit Your Target with Power Transmission Engineering® and powertransmission.com

... Reaching Decision Makers

Power Transmission Engineering® and **powertransmission.com** help you reach buyers and specifiers of power transmission components across a wide spectrum of industries and job responsibilities, giving you a targeted, efficient solution to communicate with your potential customers.

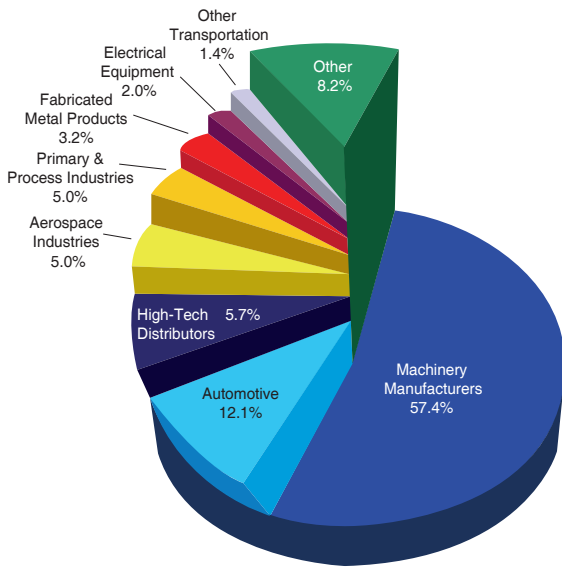
... Across All Industries

PTE and **powertransmission.com** reach power transmission component buyers and specifiers in the following industries: aerospace/defense, agricultural equipment, automotive, chemical processing, construction equipment, food/beverage, industrial machinery, machine tools, marine, mobile/off-highway equipment, medical, oil & gas, packaging, paper & pulp processing, pharmaceutical, primary metals and many more.

... Throughout Your Products' Life Cycle

PTE and **powertransmission.com** provide valuable articles and resources for power transmission and motion control professionals involved with every phase of your products' life cycle—from the design engineers who specify your products in OEM equipment, to the plant engineers who develop assembly lines, packaging equipment and other industrial machinery involving power transmission and motion control components, to the maintenance professionals responsible for keeping that equipment running at end-user facilities.





Power Transmission Engineering® is mailed to 15,000 engineers, purchasing agents and MRO (maintenance, repair & operations) professionals each issue.

Power Transmission Engineering® subscribers recommend, specify and buy gears, gear drives, actuators, adjustable/variable speed drives, couplings, hydraulics, linear motion, sensors and other power transmission and machine components.

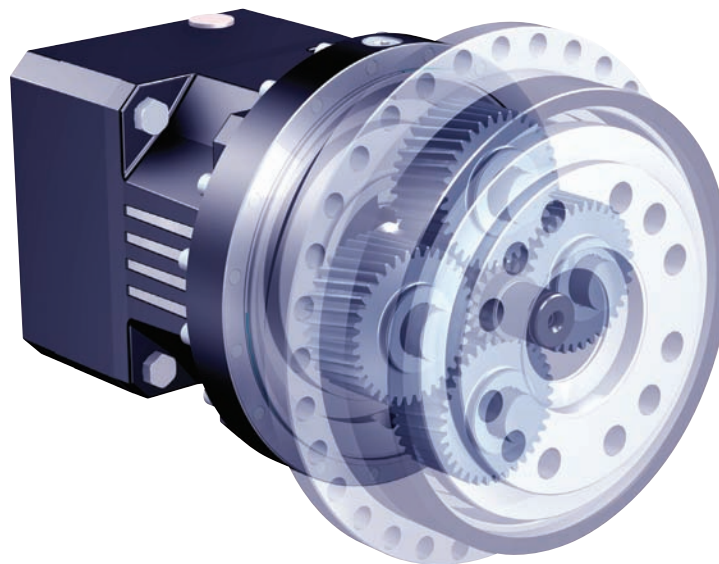
Our Audience

Power Transmission Engineering® attracts designers, specifiers and buyers of power transmission components and equipment.

Our MRO (maintenance, repair and operations) subscribers work in steel mills, power generation facilities, chemical processing plants, mines, oil fields and many other operations where power transmission products are used.

Our plant engineering subscribers are responsible for material handling, packaging, assembly line and other functions at major factories for a wide variety of consumer goods and manufactured products. These engineering and purchasing professionals are responsible for maintenance and upgrade of motors, gear drives, sensors, controls and other motion control components that help keep their factories running.

Our design engineering subscribers are responsible for specifying gears, bearings, motors, clutches, brakes and other power transmission and motion control components into all types of machinery and equipment, including aerospace/defense, automotive, off-highway equipment, home appliances, power tools, medical devices and many other product categories.



- **65.6%** of **PTE** subscribers recommend, specify or purchase **BEARINGS**.
- **58.6%** of **PTE** subscribers recommend, specify or purchase **GEAR DRIVES**.
- **73.9%** of **PTE** subscribers recommend, specify or purchase **GEARS**.
- **56.6%** of **PTE** subscribers recommend, specify or purchase **MOTORS & CONTROLS**.

Power Transmission Engineering® is aimed at design engineers, maintenance professionals and purchasing agents involved with the buying, specifying and recommending of power transmission products. Our readers want to know how things work, so they can make intelligent decisions about which power transmission and motion control components to incorporate into their equipment.

That's why **PTE** takes an in-depth approach to articles. We take the engineering in **Power Transmission Engineering®** very seriously, and our readers do too.

PRINT ADVANTAGE

product news

Silent Innovations

OFFICIAL TRENCH GEOMETRY
DESIGNED MOVED IN EXTERNAL
GEAR PUMPS



External gear pumps are rugged, economical, efficient and compactly sized. Additionally, they tend to create a great deal of noise while running. This noise has led to secondary measures for acoustic damping, insulation and encapsulation creating more work and costing more money for construction. Bosch Rexroth has released a new generation of external gear pumps with a low-noise design that means efficiency and long service life called the Silence Plus.

The Silence Plus reduces the noise levels by an average of 15 decibels compared to conventional gear pumps. This ensures a huge reduction in noise and pollution which can lead to lower noise levels throughout the entire hydraulic system. The new pump is characterized by a substantially much more pleasant design sound.

"We've created a gear pump that doesn't lose efficiency or service life even as pressure," says Bill Schuch, Director of Product Development.

The Silence Plus from Bosch Rexroth reduces noise levels by an average of 15 decibels (courtesy of Bosch Rexroth).

Recently we have developed quiet gear pumps since 1998 (silence pump, dual flank concept) and 2008 (Silence Plus pump, hybrid gear concept) and continue to be a market leader in low-noise gear technology. The noise levels are lower for the operator as well as appropriate for the nearby and the gear pump itself. The same limitations set by the Environmental Protection Agency and the...

The key to the Silence Plus design is the non-parallel helical gearing, dual flank concept) and 2008 (Silence Plus pump, hybrid gear concept) and continue to be a market leader in low-noise gear technology. The noise levels are lower for the operator as well as appropriate for the nearby and the gear pump itself. The same limitations set by the Environmental Protection Agency and the...

The Green Spin

BALDOR REDEFINES COOLING TOWER PERFORMANCE WITH MOTOR AND DRIVE TECHNOLOGY



At the recent 2010, Baldor Electric Company and its partner, Emerson Drive, have been working to improve the efficiency of cooling towers. The key to this has been looking at the motor and drive technology used in the towers.

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Product News

Your products are a primary feature of **Power Transmission Engineering®**. No other trade magazine provides a more attractive, in-depth and comprehensive department dedicated to the latest power transmission and motion control technology.

Feature Articles

Our editors connect with your customers by writing about what matters to today's power transmission and motion control engineers and maintenance professionals. Very often, these articles focus on a particular theme and include in-depth interviews with leaders in the industry. Please see our editorial calendar on page 5 for the major topics we plan to cover in 2012.

Technical Articles

We choose the best articles from around the world on subjects related to designing, maintaining and upgrading power transmission and motion control systems. Technical articles provide in-depth explanations of how things work, as well as the latest in research and development from component manufacturers.

Case Studies

These examples show products in action, helping companies become more productive, improve efficiency, reduce down time and enhance their operations. Case studies can also show how individual power transmission or motion control components solve a problem for an OEM or improve a company's product.

Events

Trade shows, seminars and other industry events are given special treatment in our Events section. We send our editors to trade shows and interview exhibitors to keep our readers informed about the latest technologies, products and services in the marketplace. Plus, our technical calendar keeps readers informed about upcoming events.

Industry News

We report on corporate mergers, acquisitions, personnel moves and general information related to the power transmission and motion control industry.

Radial Play

(INTERNAL CLEARANCE) IN BALL BEARINGS



When the shaft is rotated, the balls are forced to move in a circular path. This creates a clearance between the balls and the raceways. This clearance is known as radial play.

Radial play can be defined as the difference between the maximum and minimum radial clearance between the balls and the raceways. This clearance is caused by the manufacturing tolerances of the balls and the raceways.

Radial play is a function of the bearing size and the manufacturing tolerances. It is important to understand radial play when designing a bearing assembly.

Table 1—Metric Design Ball Bearings—Structure and Instrumentation

Series	Ball Type	Ball Material	Ball Diameter	Ball Count	Ball Weight
6000	Standard	Steel	12.7	12	0.13
6200	Standard	Steel	15.875	12	0.20
6300	Standard	Steel	17.78	12	0.27
6400	Standard	Steel	20.635	12	0.36
6500	Standard	Steel	22.525	12	0.45
6600	Standard	Steel	25.4	12	0.54
6700	Standard	Steel	28.275	12	0.63
6800	Standard	Steel	31.175	12	0.72
6900	Standard	Steel	34.125	12	0.81

Table 2—Ball-Design Ball Bearings—Structure and Instrumentation

Series	Ball Type	Ball Material	Ball Diameter	Ball Count	Ball Weight
6000	Standard	Steel	12.7	12	0.13
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Exploring All Motor Options

Matthew Jester, Associate Editor



When you are in the market for a motor, there are many options to consider. It is important to understand the different types of motors and their applications.

There are several types of motors, including AC induction motors, DC motors, and synchronous motors. Each type has its own characteristics and is suited for different applications.

It is important to consider factors such as power, torque, speed, and efficiency when selecting a motor. Consulting with a motor specialist can help you make the best choice for your application.

Power Play

With Power Play, the focus is on fun. Our back-of-the-book column allows us to look at power transmission and motion control applications that are unusual, funny or just plain weird.



Buyers Guide (New in 2012!)

Since 1997, buyers of power transmission and motion control components have relied on the online buyers guide at **powertransmission.com** as the best online source for locating suppliers of gears, bearings, motors, speed reducers, clutches, couplings, brakes, linear motion, fluid power, and hundreds of other types of components.

In the December 2012 issue of **Power Transmission Engineering**®, we're bringing the buyers guide back to print. In cooperation with our industry-leading online buyers guide, we will provide the industry with the most comprehensive sourcing directory available.

Everyone who is interested is welcome to fill out a form for a free listing in the buyers guide (both online and in print). The form is located at www.powertransmission.com/getlisted.php.

But advertising in the printed directory is sure to be one of the best ways for power transmission and motion control companies to attract attention in 2012. For more information about advertising in either the printed directory or the online directory, call Dave Friedman at (847) 437-6604.

See also pages 6-7 for information about online advertising.

We Welcome Your Submissions

Power Transmission Engineering® is always looking for high-quality educational articles and news related to power transmission products. Please contact us with your ideas or send them directly to:

Randy Stott, Managing Editor

Power Transmission Engineering®

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Elk Grove Village, IL 60007 USA

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Fax: (847) 437-6618

E-mail: wrs@powertransmission.com

2012 Editorial Calendar

ISSUE	FOCUS/COVER STORY	PRODUCT SPOTLIGHT	INDUSTRY FOCUS	AD CLOSE
February	Green Design, Sourcing and Manufacturing	Gears & Gear Drives	Off-Highway Equipment	1/20/2012
April	Fluid Power Innovations	Motors	Aerospace & Defense	3/16/2012
June	Maintenance, Repair & Upgrade	Bearings	Oil & Gas	5/11/2012
August	Design Engineering Software	Clutches & Brakes	Transportation	7/20/2012
October	Design Fundamentals	Belt & Chain Drives	Packaging & Material Handling	9/28/2012
December	Buyers Guide	Couplings	Process Industries	11/16/2012

If you are also a supplier to the gear industry, your customers may also be looking for your company in **Gear Technology** magazine and online at geartechnology.com. All of the advertising programs described here are also available in **Gear Technology** and online at geartechnology.com/mediakit.pdf.

E-MAIL NEWSLETTERS

Every month, **Power Transmission Engineering®** will send out an e-mail newsletter to our subscriber base of 8,500 active e-mail addresses. Each newsletter contains online-only exclusive editorial content, focusing on a specific area of power transmission or motion control technology.

Product Focus

The product focus gives you the opportunity to highlight your latest technology with a product photo and short description (up to 100 words with headline). Each product focus can also be submitted as a 500 x 300 pixel image file.

We are happy to host your press release and brochure on our website, or we can link directly to locations on your website.

Video Focus

The video focus is your way to show off your online videos to our audience of power transmission component buyers. Advertisers get a screen capture of the online video and a short description (up to 100 words with headline). We are happy to host your video in WMV or FLV format, or we can link to your video that's already online.

Featured Video (advertisement)

We Move Your Imagination with Actuated LoPro® Linear Guides

Bishop-Wisecarver's LoPro actuated linear motion systems are a tough, cost-effective, low friction, low profile solution built on proven DualVee Motion Technology®. Not only ideal for long lengths, LoPro performs well in extreme temperatures, heavy debris and even cleanroom environments. Actuation options include A1 series belt, ANSI roller chain, lead screw and ball screw. Non-actuated versions and gantry systems are available from Bishop-Wisecarver. [Watch the Video](#)

We can format your ad for you, or you can submit it as an image file (500 x 300 pixels).

Featured Product (advertisement)

ANDANTEX USA Inc.

INDUSTRY LEADER FOR ZERO BACKLASH HIGH-PRECISION MOTION CONTROL COMPONENTS & SYSTEMS

Andantex's integrated business... [Read More](#)

E-MAIL PRODUCT ALERTS

Beginning in 2012, **Power Transmission Engineering®** will send out a monthly e-mail product alert to our subscriber base of 8,500 active e-mail addresses. Each product alert message will contain up to a dozen sponsored alerts.

Each product alert advertisement highlights a company's specific new product or service and delivers to our readers updates on the latest technology available. The product alert advertisement links to an advertiser-supplied press release, which can be hosted either on the advertiser's own website or at **powertransmission.com**.

Within the e-mail message, the product alert advertisement will include a product photo (up to 200 x 135 pixels) and a brief description (up to 350 characters), with a link to the press release.

E-mail product alerts are a great way to announce new products, services or technologies to the marketplace.

PRODUCT ALERT **PTE** powertransmission.com

POWER TRANSMISSION TECHNOLOGY UPDATE

- Aerotech Linear Stages Offer Repeatability and Accuracy**
The MP5000L miniature linear positioning stage is suitable for the confines of the laboratory while retaining the high reliability required in production environments. It is an option for measurement, testing, alignment and component assembly in all scale-conditioned applications whether on the factory floor or in laboratory environments. [Read More](#)
- Siemens Offers 3 Week Delivery on 1FK7 Servomotors**
Siemens Industry, Inc. recently announced today a value-added service for its popular line of 1FK7 servomotors. Using a configurable options menu to build exactly the motor required, customers can now place an order for any Siemens 1FK7 servomotor and have it drop-shipped in three weeks. [Read More](#)
- Mayr Offers Dynamic Safety Brake**
Most of the brake elements available on the market today work purely as clamping units. They are only designed to secure the brake at a standstill and are not suitable for dynamic braking procedures. The R60A-brakestop, however, is a fully adequate safety brake according to... [Read More](#)

2012 E-mail Newsletter Schedule	
\$895 per issue	
ISSUE	AD CLOSE
Jan. 17	1/3/2012
Feb. 21	2/17/2012
Mar. 20	3/16/2012
Apr. 17	4/13/2012
May 15	5/11/2012
June 19	6/15/2012
July 17	7/13/2012
Aug. 21	8/17/2012
Sept. 18	9/14/2012
Oct. 16	10/12/2012
Nov. 19	11/16/2012
Dec. 18	12/14/2012

2012 Product Alert Schedule	
\$395 per issue	
ISSUE	AD CLOSE
Jan. 3	12/30/2011
Feb. 7	2/3/2012
Mar. 6	3/2/2012
Apr. 3	3/30/2012
May 1	4/27/2012
June 5	6/1/2012
July 3	6/29/2012
Aug. 7	8/3/2012
Sept. 4	8/31/2012
Oct. 2	9/28/2012
Nov. 6	11/2/2012
Dec. 4	11/30/2012

DEDICATED E-BLASTS

Do you have a specific message you'd like to send to our subscriber base? We can send a dedicated E-blast to 10,000 recipients for just \$3,600 per blast. Great for promoting special events, auction sales and new product launches.

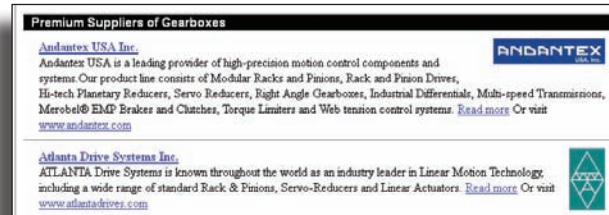
BUYERS GUIDE

Free Listing

The world's most comprehensive directory of power transmission components resides at **powertransmission.com**. Your information is available when potential customers are looking for you. Getting listed in our directory is quick, easy and absolutely FREE. Just visit us online to fill out the form. <http://www.powertransmission.com/getlisted.php>

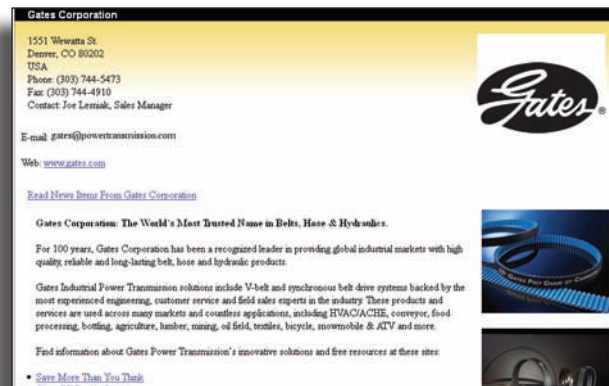
Premium Listings (\$1,795 per year)

Premium Listings appear on every applicable buyers guide category. They are positioned above the free listings, and they include a logo and brief description on every category page.



Premium Listing advertisers also receive a Company Page, which includes:

- Contact Information
- E-mail link
- Company logo
- RFQs from customers
- 250-word description
- Links to your website
- Up to three photos



Sponsor a Category (\$995/year)

To make the biggest possible impact in the buyers guide, advertisers can sponsor one of our main categories for \$995 per year. Available categories include: Actuators, Adjustable Speed Drives, Bearings, Belt Drives, Brakes, Chain Drives, Clutches, Controls, Couplings, Fluid Power, Gear Drives, Gear Manufacturing Services, Gears, Industrial Hardware, Linear Motion, Motors, Seals and Sensors.

As the sponsor, you get a 728 x 90 pixel banner at the top of the main category and each sub-category underneath it.



Also, in any sub-category where your company is listed, your premium listing is automatically moved to the top of the page. Only two sponsorships are available in each main category position.

Banner Ads

Take advantage of the highest-profile spaces on our website with banner ads on the home page. We offer a number of premium banner ad positions in a number of sizes and positions.

Sizes

- Top Banner — 585 x 125 pixels, appearing at the top of the web page, next to the **Power Transmission Engineering**® logo.
- Side Button — 120 x 120 pixels, appearing on the right-hand side of the web page. These can also be stacked to create a skyscraper-type ad.
- Bottom Banner — 585 x 125 pixels, appearing on the bottom of the page. These are rotating ads, with up to five advertisers sharing each position.

Customers Find You Through the powertransmission.com Buyers Guide

Thousands of visitors per month come to **powertransmission.com**, many of them looking for suppliers of gears, bearings, motors, speed reducers, clutches, couplings, linear motion and other power transmission and motion control products.

Being listed in the **powertransmission.com** buyers guide helps those customers find you, contact you and request catalogs, information and quotations—quickly and easily. Also, a **powertransmission.com** listing drives high-quality traffic to your own website.

Banner Ad 2012 Rates	
Size	Home Page
Top Banner (585 x 125)	\$1,000/month
Side Button (120 x 120)	\$500/month
Bottom Banner* (585 x 125)	\$200/month

*Rotating ad. Space at each position is shared by up to five advertisers.

NOTE: Banner positions are available on a first-come, first-served basis. A current advertiser at a given position will have the first right of refusal on that position.

Print Magazine 2012 Rates*

	1X	3X	6X
Full Page	\$3,235	\$2,995	\$2,595
2/3 Page	\$2,325	\$2,160	\$1,945
1/2 Page Island	\$1,895	\$1,750	\$1,645
1/2 Page	\$1,735	\$1,675	\$1,595
1/3 Page	\$1,145	\$1,035	\$945
1/4 Page	\$875	\$795	\$695
Classified (1/9 Page)	\$375	\$350	\$325

* All rates include full color.
 * Premium positions: add 15%.
 * Rates for all online options can be found on pp. 6-7

2012 Deadlines

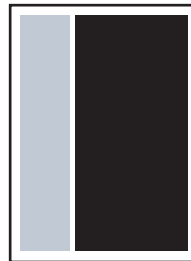
Issue	Ad Space Reservation	Materials Due
February	January 20, 2012	January 27, 2012
April	March 16, 2012	March 23, 2012
June	May 11, 2012	May 18, 2012
August	July 20, 2012	July 27, 2012
October	September 28, 2012	October 5, 2012
December	November 16, 2012	November 23, 2012



Two-Page Spread (2 Units, Non-Bleed)
 7" X 10" each
 178 x 254 mm each



Two-Page Spread (Bleed)
 8 1/4" x 11" each
 210 x 286 mm each

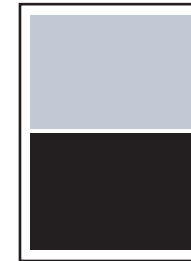


Full Page (Non-Bleed)
 8" x 10 3/4"
 178 x 254 mm

Full Page (Bleed)
 8 1/4" x 11"
 210 x 286 mm



Two-Thirds Page
 4 1/2" x 9 7/8"
 114 x 251 mm

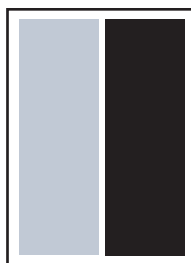


Half-Page Island
 4 1/2" x 7 3/8"
 114 x 187 mm

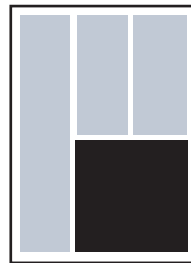
Print Advertising Sizes

Full-Page Trim Size: 8 x 10.75".
 Allow 1/8" extra bleed around all edges. Keep text and other live material 1/4" inside trim.

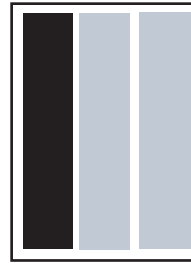
Half-Page Horizontal
 7" x 4 3/4"
 178 x 121 mm



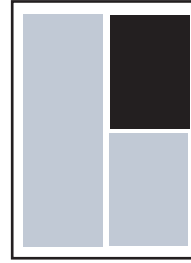
Half-Page Vertical
 3 3/8" x 9 7/8"
 86 x 251 mm



One-Third Square
 4 1/2" x 4 3/4"
 114 x 121 mm



One-Third Vertical
 2 1/8" x 9 7/8"
 54 x 251 mm



Quarter Page
 3 3/8" x 4 3/4"
 86 x 121 mm



One-Ninth Classified
 2 1/8" x 3"
 54 x 76 mm

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