# Power Transmission Engineering

MEDIA GUIDE Sponsored Content (Native Advertising)

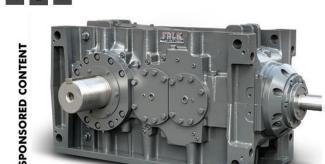
# **Sponsored Content (Native Advertising)**

In addition to our regular banner ads, we also offer sponsored content (native advertising) opportunities, which are great for your white papers, videos, webinars or other technical content that's suited to our audience.

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Place your educational white paper, article or video right on our home page, in the featured content slider alongside our regular articles. There is a maximum of ONE sponsored content slide available on the home page at any given time.



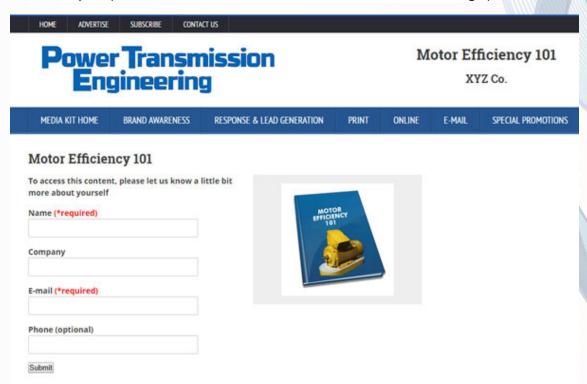
#### Understanding Your Gear Drive Ratings

The power capacity of a gear drive is important to ensure successful operation of driven equipment with minimum downtime. Making sure that the unit is correct for the application can be a difficult task. Download our whitepaper to achieve a better understanding of your gear drive ratings.

Your sponsored content will also appear at the top of our site search results when visitors are looking for related content. (Sponsored search results appear for a period of one year from the date of upload, regardless of the length of sponsorship.)

### motor efficiency **Articles About motor efficiency** (SPONSORED CONTENT) Motor Efficiency 101 Learn how to calculate your plant's total energy efficiency and decide when to buy premium electric motors. Article courtesy of XYZ Co. www.powertransmission.com/articles/motor-efficiency-101 Can't find what you're looking for? Try the Power Transmission Engineering subject index Articles are sorted by RELEVANCE. Sort by Date. 1 Achieving High Electric Motor Efficiency (April 2012) The use of motor structures which can concentrate magnetic flux allows ferrite PM motors to achieve performance and power densities that approach those of PM motors using rare earth magnets, but without the cost penalties and supply source concerns of rare earth magnets. 2 Reducing Food Processing Plant Energy Costs (February 2016) U.S. manufacturers, such as food processors, face an unprecedented competitive environment and must look for ways to be profitable without negatively affecting the quality of finished products. 3 The Race for Efficiency (August 2015)

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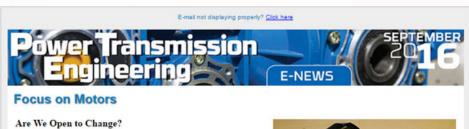
## What Do You Need to Provide?

- The Content This can be a PDF article or a Word Document (we will prepare Word Documents as HTML articles). If your featured content is a video, you should supply us with a YouTube embed code, mpeg or wmv file.
- **Slider Image** 740 × 310 pixels, jpg format preferred. If possible, please keep any pertinent imagery at least 20 pixels away from the left edge, to allow for the "Sponsored Content" tag to be added. Also, note that the right 1/3 of the image (approximately 250 pixels) will be covered up by the slider text.
- **Slider Headline** 10 words or less, please. This will be used on the home page slider and in the search results.
- Slider Blurb 50 words or less. This will be used on the home page slider and in the search results.
- Lead Capture Requirements We will normally capture Name, Title, Company Name and E-mail address. If you require additional fields, please let us know.

Contact Dave Friedman, Associate Publisher & Sales Manager, **friedman@agma.org** for additional information.

# Sponsored Content (Native Advertising) in our E-mail Newsletter (\$995 per issue)

Place your educational white paper, article or video in our e-mail newsletter, and we'll send it to our 11,500+ opt-in subscribers. This native advertising option is new in 2017, and it gives you the opportunity to generate leads and increase your brand's position as a leading expert in our industry.



### George Holling

Today I want to follow up on a discussion of an often debated topic: do you want a custom motor or should you buy a standard (stock) motor? The reasons to purchase a stock motor are simple and convincing, e.g.: stock motors are built in large quantities which means they are typically lower cost than a custom motor...



#### Read More!

#### [Sponsored Content]

#### Motor Efficiency 101

Learn how to calculate your plant's total energy efficiency and decide when to buy premium electric motors. Article courtesy of XYZ Co.

#### Read More

See more of our Editors Choice topics on our homepage at www.powertransmission.com





#### **New Servo Gear Heads**

Diequa introduces their new Sesame line of planetary servo gear heads which offers an extensive range of inline and right angle designs for motion control applications. With 4 different precision



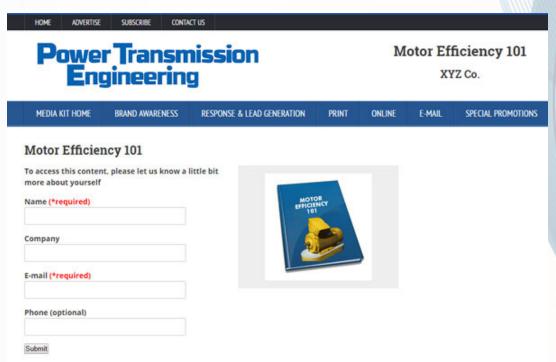
### **Auto Lubrication System**

Flexxpump, a high performance system to automatically lubricate racks and pinions, open gearing, linear guideways, ballscrews, & chain drives is available from Andantex. Available in two sizes

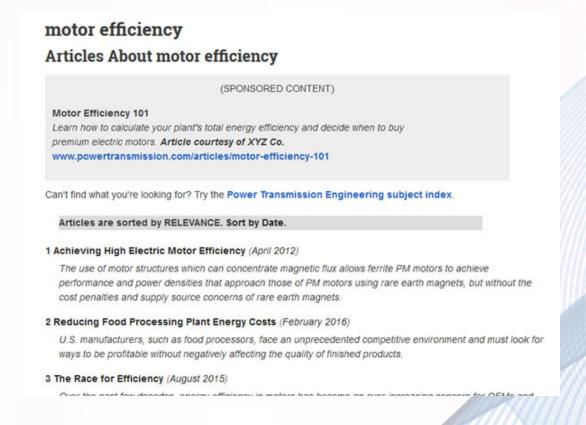


# You will notice when it's too late

DAMAGE. FRUSTRATION. DOWNTIME. HEADACHES. If you're relying on a partial solution provider for drivetrain service, your next problem could cost you. Protect Sponsored content automatically includes lead capture. We'll make sure you know who has looked at your content by asking visitors to fill out a brief form on the way in. (NOTE: Form fields are customizable at no extra charge.)



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- Headline 10 words or less, please. This will be used in the e-mail newsletter and in the search results.
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- Lead Capture Requirements We will normally capture Name, Title, Company Name and E-mail address. If you require additional fields, please let us know.