

Power Transmission Engineering

MEDIA GUIDE
E-mail: Newsletters

E-mail: Newsletters

Power Transmission Engineering's E-mail Newsletter is delivered the first four Tuesdays of each month to more than 12,500 opt-in subscribers. The E-mail Newsletter brings our readers the latest news and exclusive articles. Each issue can accommodate one Sponsor Banner, up to six Impact Blocks and one Sponsored Content (native advertising) white paper or video.

Sponsor Banner (\$995 per issue)

The E-mail newsletter sponsor banner is at the top of the newsletter, guaranteeing you the most prominent position available. Sponsor banners measure 728 x 90 pixels, and can be in JPG or GIF (no animation allowed) formats. Only one sponsor banner position is available in each issue.

Impact Blocks (\$495 per issue)

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[Light Weight Reducer Gives Heavy Duty Performance](#)

The Varvel die cast aluminum helical speed reducer from Diequa provides high reliability, superior performance and cost effective operation. They include a flexible input adapter for NEMA or IEC motors that eases mounting and reduces maintenance. 5 sizes, in 2 or 3 stages, offer torque capacity from 200 - 4,000 in-lbs. and are available with inch or metric series output shafts.

[Read More](#)

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 12,500+ opt-in subscribers. This native advertising option gives you the opportunity to generate leads and increase your brand's position as a leading expert in our industry.

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.)

Your article or video will automatically appear in our editorial search results. Also, these articles and videos will become a permanent part of our online archive and accessible to our website visitors.

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.
- **Newsletter Image** – 300x200 pixels, jpg format preferred.
- **Headline** – 10 words or less, please. This will be used in the e-mail newsletter and in the search results.

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Power Transmission Engineering

SEPTEMBER 2016 E-NEWS

Focus on Motors

Are We Open to Change?

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...

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[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.powerttransmission.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

Flexxump, a high performance system to automatically lubricate racks and pinions, open gearing, linear guideways, ball screws, & 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

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Power Transmission Engineering

Motor Efficiency 101
XYZ Co.

MEDIA KIT HOME BRAND AWARENESS RESPONSE & LEAD GENERATION PRINT ONLINE E-MAIL SPECIAL PROMOTIONS

Motor Efficiency 101

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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.

2022 E-MAIL NEWSLETTER SCHEDULE

ISSUE	FOCUS	IN EVERY ISSUE	ADVERTISING DEADLINE
January 4 E-News	Gears	Bearings, Gears, Gear Drives, Motors	December 30, 2021
January 11 E-News	Bearings	Bearings, Gears, Gear Drives, Motors	January 6
January 18 E-News	Chain Drives	Bearings, Gears, Gear Drives, Motors	January 13
January 25 E-News	Clutches & Brakes	Bearings, Gears, Gear Drives, Motors	January 20
February 1 E-News	Gearmotors	Bearings, Gears, Gear Drives, Motors	January 27
February 8 E-News	Motion Control	Bearings, Gears, Gear Drives, Motors	February 3
February 15 E-News	e-Mobility	Bearings, Gears, Gear Drives, Motors	February 10
February 22 E-News	Motors	Bearings, Gears, Gear Drives, Motors	February 17
March 1 E-News	Clutches & Brakes	Bearings, Gears, Gear Drives, Motors	February 24
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March 15 E-News	Fluid Power	Bearings, Gears, Gear Drives, Motors	March 10
March 22 E-News	Couplings	Bearings, Gears, Gear Drives, Motors	March 17
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August 16 E-News	e-Mobility	Bearings, Gears, Gear Drives, Motors	August 11
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December 6 E-News	Gear Drives	Bearings, Gears, Gear Drives, Motors	December 1
December 13 E-News	Linear Motion	Bearings, Gears, Gear Drives, Motors	December 8
December 20 E-News	Couplings	Bearings, Gears, Gear Drives, Motors	December 15
December 27 E-News	Bearings	Bearings, Gears, Gear Drives, Motors	December 22



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