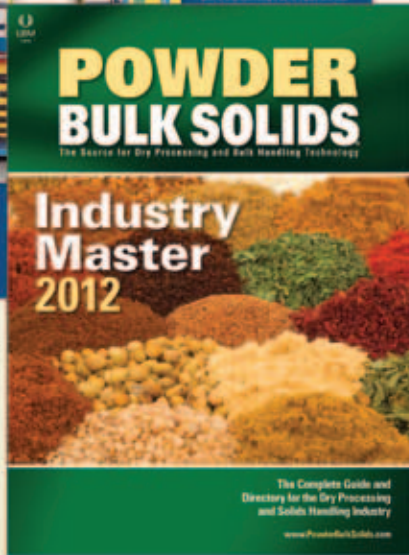




2012 Media Planner

» Reaching Dry Processing Decision Makers
at Every Point of Contact

MAGAZINE • WEB SITE • ENEWSLETTERS • TRADE SHOWS • VIRTUAL EVENTS



Exclusive Powder Show
Ad Packages.
See page 9 for details.



MULTI-MEDIA INFORMATION SOURCE



PBS: Multi-Channel Media That Delivers Solutions

As the best-read, most-referred to publication, and leader with the industry's most valuable range of multi-channel media, *Powder/Bulk Solids* provides more information on new technology, products, equipment, systems, and services than any other media source.

Today's dry processing/bulk material handling professionals are eager for valuable, relevant information that focuses on their challenges and offers solutions to do their job better and more efficiently. They rely on **PBS** to stay current, informed and competitive, and **PBS** delivers the information in media formats they require:

- **PBS** monthly magazine issues
- Online at www.powderbulksolids.com
- **PBS** Weekly News e-newsletter
- Market Focus e-newsletters
- *Industry Master* supplier directory in print and online
- Leading trade shows with PTXi/The Powder Show and PTX regional shows
- Show Daily at PTXi/The Powder Show
- DryPro Virtual Event
- Webinars
- Videos
- Industry White Papers
- Custom media products

PBS: The Proven Media Source

Celebrating our **30th Year of Excellence**, *Powder/Bulk Solids* is devoted to exclusive coverage of the dry processing and bulk solids marketplace. Independent research* provides substantial proof why you should choose **PBS** as your media partner for all media platforms.

- **90%** of **PBS'** audience is involved with product adoption decisions
- **91%** make decisions affecting entire department/division
- More than half impact purchasing decisions at multiple sites—an average of **5.3** plants; **6.6** plants among engineering titles
- **75%** of **PBS** subscribers look into or read all or most of **PBS** magazine issues
- **91%** of **PBS** subscribers have taken action as a result of reading ads in the magazine
- **70%** have gone to a supplier's Web site as a result of seeing an ad
- **PBS** magazine and e-newsletters are highly effective in the early and middle stages of the purchasing process.
- **PBS'** Web site and the *Industry Master* are highly effective for identifying specific suppliers and products for current initiatives.

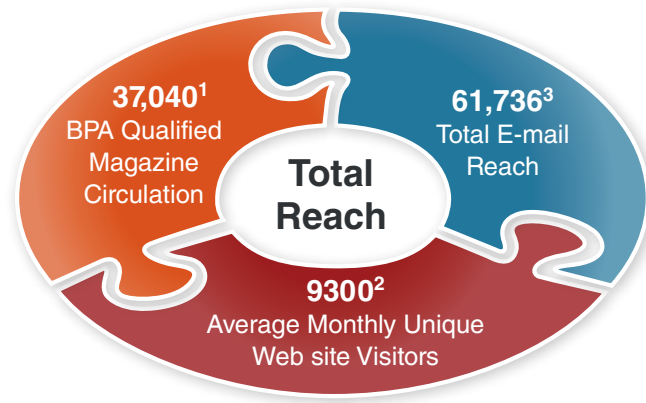
Partnering with **PBS** provides you with a network of marketing solutions to help you target an audience, meet marketing objectives and produce measurable results. Whatever objectives your company may have, **PBS** has multi-channel media solutions to help you connect and sell to the industry's largest and most important decision makers.



*A Purchasing Intention Audit of the Audience of Powder/Bulk Solids, Martin & Akel Associates, 2010

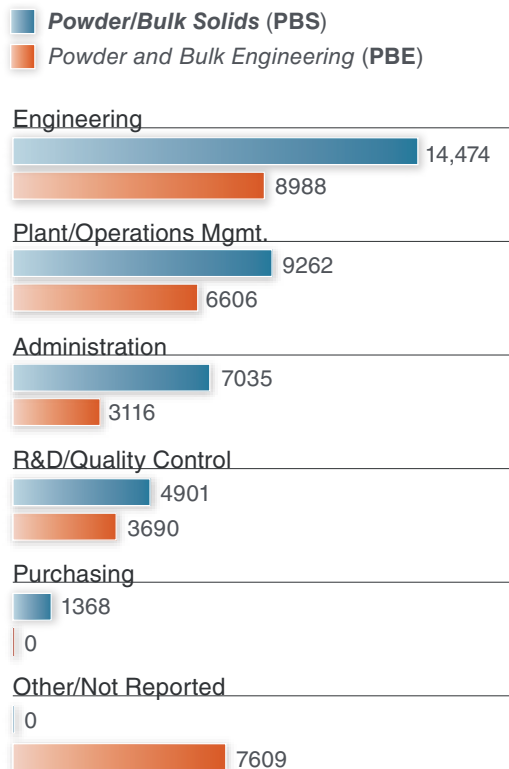
DELIVERING A BUYING AUDIENCE: MAGAZINE ■ ONLINE ■ E-MAIL

Dry processing/bulk solids handling professionals rely on *Powder/Bulk Solids* for information on new technology, products, equipment, systems, and services. In a recent study, **91%** of **PBS'** audience said they are moving forward with investments in new technology and **40%** indicate they will make significant capital improvements to their equipment/systems.* Drive your sales by reaching this powerful audience at every point of contact—magazine, online, and e-mail delivery.

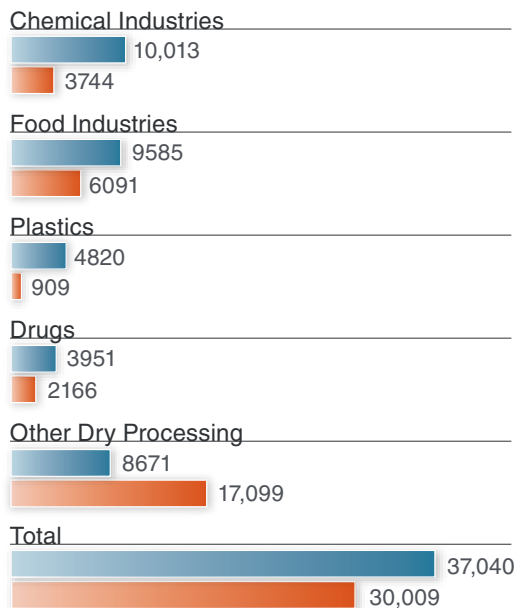


Powder/Bulk Solids vs. *Powder and Bulk Engineering* Magazine Circulation **Audited Facts Are in Our Favor—PBS is #1**

BY JOB FUNCTION¹



BY BUSINESS/INDUSTRY¹



IMPORTANT NOTE:

“Other/Not Reported” is an important category for PBE—7609 of their magazine circulation (26.3%) are given this vague characterization.

BY DIRECT REQUEST¹

How recently did subscribers request/renew their subscriptions?

	Within 1 year	2 years	3 years
PBS	31,000	6,040	0
PBE	21,859	5,196	2,954

- **FACT:** **PBS' ONE-YEAR** direct request (31,000) is greater than PBE's TOTAL circulation (30,009).
- **FACT:** PBE is sent to subscribers that have not requested or renewed the magazine in over two years. There are 2,954 subscribers that fall into this category—**more than 9.8%**.
- **FACT:** **PBS** sends only to subscribers who have requested the magazine within the past two years. In fact, **83.8%** requested the magazine within the last 12 months.
- **FACT:** **PBS** has **12,273** more direct request circulation than PBE. That's a **49.6% advantage for PBS and its advertisers.**

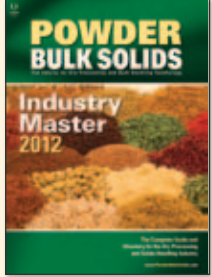

*A Purchasing Intention Audit of the Audience of *Powder/Bulk Solids*, Martin Akel & Associates, 2010

¹*Powder/Bulk Solids* and *Powder and Bulk Engineering* BPA Worldwide Circulation Statements, June 2011

²Publisher's own data

³Publisher's own data, July 2011

2012 EDITORIAL & MARKETING CALENDAR

Magazine	January	February	March	Industry Master	April	May
Issue Close Date	November 18, 2011	December 16, 2011	January 20	10% off Early-Bird Deadline is December 9! February 10	February 17	March 16
Special Emphasis		<ul style="list-style-type: none"> Corporate/ Product Profiles 		Annual Directory/ Buyers Guide (see page 8)	<ul style="list-style-type: none"> PTXi/Powder Show Preview 	<ul style="list-style-type: none"> PTXi/Powder Show Issue
Issue Focus	<ul style="list-style-type: none"> Pneumatic Conveying 	<ul style="list-style-type: none"> Drying & Evaporation 	<ul style="list-style-type: none"> Mixing & Blending 	Reaching more than 37,000 dry processing engineers and managers, this is the complete guide for the dry processing and bulk solids handling market, both in print and online.	<ul style="list-style-type: none"> Mechanical Conveying 	<ul style="list-style-type: none"> Size Reduction
Please submit all editorial materials by issue close date to Kevin Cronin, Editor, at kevin.cronin@ubm.com. Editor's Spotlight	<ul style="list-style-type: none"> Size Reduction Weighing Feeders 	<ul style="list-style-type: none"> Instrumentation Storage Material Handling & Transportation Valves, Gates, & Airlocks 	<ul style="list-style-type: none"> Bin Activators & Dischargers Mills, Granulators, & Crushers Bags, Bagging, & Packaging 		<ul style="list-style-type: none"> Blowers & Fans Dust Collection Pneumatic Conveying 	<ul style="list-style-type: none"> Explosion Suppression & Spark Detection/Extinguishment Vibrators Feeders
Market Showcase <i>Bonus for Advertisers</i>	<ul style="list-style-type: none"> Dust Collection 	<ul style="list-style-type: none"> Mechanical Conveying 	<ul style="list-style-type: none"> Weighing & Batching 		<ul style="list-style-type: none"> Screening & Classifying 	<ul style="list-style-type: none"> Bags, Bagging, & Packaging Storage
Special Products			The Resource March Edition <i>Special insert featuring the industry's latest products</i>		PTXi/Powder Show Preview Section , 10% ad price premium for ads placed within this section	PTXi/Powder Show Daily <i>See page 9 for details.</i>
Value-Added Services	<ul style="list-style-type: none"> Reader Connect Lead Program 	<ul style="list-style-type: none"> Corporate/Product Profiles—free with Standard Page or larger ad; free Web site showcase for fractional advertisers Reader Connect Lead Program 	<ul style="list-style-type: none"> Ad Performance Study Reader Connect Lead Program 	<ul style="list-style-type: none"> Free Enhanced Listing at powderbulksolids.com for all <i>Industry Master</i> display advertisers 10% off B&W space for all Early-Bird advertisers. <i>Early-Bird deadline is December 9!</i> Reader Connect Lead Program 	<ul style="list-style-type: none"> PTXi/Powder Show Exhibitor Highlights Equipment Showcase for all non-exhibiting advertisers Reader Connect Lead Program 	<ul style="list-style-type: none"> PTXi/Powder Show Exhibitor Highlights Equipment Showcase for all non-exhibiting advertisers Reader Connect Lead Program
Bonus Distribution	<ul style="list-style-type: none"> WestPack and PLASTECH West Feb. 14–16 Anaheim, CA 	<ul style="list-style-type: none"> Distributed at leading industry events for six months GEAPS Exchange March 3–6 Minneapolis, MN 	<ul style="list-style-type: none"> Texas Pack March 14–15 Fort Worth, TX 	<ul style="list-style-type: none"> Distribution at leading industry events for 12 months 	<ul style="list-style-type: none"> PTXi/Powder Show May 8–10 Rosemont, IL INTERPHEX May 1–3 New York, NY 	<ul style="list-style-type: none"> PTXi/Powder Show May 8–10 Rosemont, IL EastPack/ PLASTECH East May 22–24 Philadelphia, PA

Editorial calendar subject to change.

Enewsletters	January	February	March	April	May	
PBS Weekly	Industry's most recent news appears in readers' e-boxes every week					
Market/Industry Focus	<ul style="list-style-type: none"> Jan 5 Dust Collection Jan 12 Mechanical Conveying Jan 26 Screening, Classifying, & Separation 	<ul style="list-style-type: none"> Feb 2 Safety Feb 9 Feeders Feb 23 Pneumatic Conveying 	<ul style="list-style-type: none"> Mar 1 Instrumentation & Process Control Mar 8 Size Reduction Mar 22 Bags, Bagging, & Packaging Mar 29 Valves, Gates, & Airlocks 	PXTi/Powder Show E-Showcase April 24 & May 1	<ul style="list-style-type: none"> Apr 5 Food Apr 12 Dust Collection Apr 19 Mechanical Conveying Apr 26 Screening, Classifying, & Separation 	<ul style="list-style-type: none"> May 3 Mixing May 10 Feeders May 24 Pneumatic Conveying May 31 Weighing
E-Product Showcase	Jan 19	Feb 16	Mar 15	Apr 19	May 17	

June	July	August	September	October	November	December
April 20	May 18	June 22	July 20	August 24	September 21	October 19
	• PTXi/Powder Show Review		• Corporate/Product Profiles			
• Valves, Gates, & Airlocks • Material Handling & Transportation	• Weighing	• Dust Collection & Air Pollution Control	• Feeders	• Screening, Classifying, & Separation	• Storage • Bags, Bagging, & Packaging	• Instrumentation & Process Automation
• Vacuum Systems & Cleaning • Mixing & Blending • Screening, Classifying, & Separation	• Level Indicators & Flow Measurement • Piping, Tubing, & Couplings • Bags, Bagging, & Packaging	• Pneumatic Conveying • Particle Analysis • Instrumentation & Process Control	• Size Reduction • Material Handling & Transportation • Mechanical Conveying • Metal Detection & Separation	• Weighing • Heat Exchangers • Drying & Thermal Solids Processing • Safety	• Valves, Gates, & Airlocks • Moisture Analyzers • Dust Collection	• Sifters, Sieves, & Screens • Mechanical Conveying • Mixing & Blending
• Instrumentation & Process Control	• Size Reduction	• Valves, Gates, & Airlocks	• Mixing & Blending	• Pneumatic Conveying	• Feeders	• Drying & Evaporation
	 <p>The Resource July Edition 1/2 price for May issue advertisers</p>			 <p>The Resource October Edition Special insert featuring the industry's latest products</p>		
• Test Facility Profiles • Reader Connect Lead Program	• Post-PTXi/Powder Show booth photos for exhibiting advertisers • Reader Connect Lead Program	• Reader Connect Lead Program	• Corporate/Product Profiles—free with Standard Page or larger ad; free Web site showcase for fractional advertisers • Reader Connect Lead Program	• Reader Connect Lead Program	• Reader Connect Lead Program	• Test Facility Profiles • Reader Connect Lead Program
		 <p>Powder/Bulk Solids Online Conference August 15, 2012</p>	• Distributed at leading industry events for six months			

June	July	August	September	October	November	December
Industry's most recent news appears in readers' e-boxes every week						
June 7 Size Reduction June 14 Bags, Bagging, & Packaging June 28 Instrumentation & Process Control	July 10 Dust Collection July 12 Mechanical Conveying July 26 Screening, Classifying, & Separation	Aug 2 Safety Aug 9 Feeders Aug 23 Pneumatic Conveying	Sept 6 Size Reduction Sept 13 Bags, Bagging, & Packaging Sept 27 Valves, Gates, & Airlocks	Oct 4 Mixing Oct 11 Dust Collection Oct 25 Food Oct 25 Mechanical Conveying	Nov 1 Feeders Nov 13 Pneumatic Conveying Nov 29 Weighing	Dec 6 Size Reduction Dec 11 Bags, Bagging, & Packaging Dec 18 Instrumentation & Process Control
June 21	July 19	Aug 16	Sept 20	Oct 18	Nov 15	Dec 13

E-NEWSLETTER ADVERTISING

E-Newsletter ad space is limited—80% of **PBS** e-newsletters sold out in 2011. Renew by October 14, 2011 to reserve your ad space!

PBS Weekly News



- Delivered every Monday to a 21,000+ e-mail audience
- Single-sponsor e-newsletter that provides you with dominant branding with banner and text ads.
- Supplement your advertising campaign with the weekly frequency of this e-newsletter

2012 Rates (net)

1x	3x	6x	9x	12x
\$2095	\$1885 each	\$1675 each	\$1470 each	\$1045 each

Market Focus



- Delivered to 8,000+ targeted audience of identified buyers and specifiers
- E-newsletter topics include: Bags, Bagging, & Packaging; Dust Collection; Feeders; Food; Instrumentation & Process Control; Mechanical Conveying; Mixing; Pneumatic Conveying; Safety; Screening, Classifying, & Separation; Size Reduction; Valves, Gates, & Airlocks; Weighing
- See 2012 editorial calendar for schedule

2012 Rates (net)

Primary Positions (2)	\$1780
Banner and Product Spotlight	
Secondary Positions (2)	\$1310
Banners	
Tower Ads (2)	\$1545

E-Product Showcase



- Delivered monthly to 26,000+ decision makers
- Product-based ad drives traffic directly to your website
- Cost-effective advertising to showcase your products and technology
- See 2012 editorial calendar for schedule

2012 Rates & Specs (net)

Per Showcase	\$1120
• Positions are available on a first-come, first-served basis.	
• Specifications: Provide 50 words including headline; image at 300 x 300 pixels saved as .GIF or .JPG; URL link.	

DIGITAL MEDIA OPPORTUNITIES

DryPro 2012 Online Conference



Annual virtual event includes expert webcasts, networking lounge and resource center

- **EVENT DATE: August 15, 2012**
- Lead generation: Sponsors receive contact information for conference attendees
- Interact and chat live with conference attendees
- Comprehensive pre- and post-event marketing campaign features your company logo on promotional material

2012 Rates (net)

Exclusive Sponsorship	\$7900
Shared-Sponsorship	\$3000

Webinars



Generate leads, position your company as a thought leader, and make powerful customer connections

- **PBS** editorial staff will work with you to present a compelling topic and will also moderate webinar
- Extensive marketing campaign features your company logo on promotional material
- Participation as an expert panel member is available to you
- Lead generation: Sponsors receive contact information for webinar attendees

2012 Rates (net)

Exclusive Sponsorship	\$8750
Shared-Sponsorship	\$3500

Custom E-Mails



Target your marketing message to PBS' decision-making audience with a custom e-mail campaign.

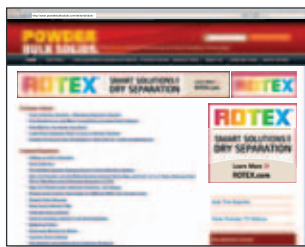
2012 Rates (net)

Targeted E-mail	
20,000+ e-mails	\$200/M
10,000-19,999 e-mails	\$250/M
5000-9999 e-mails	\$325/M
Standard E-mail	\$3750
20,000 PBS e-mail names	
Branded E-mail	\$8400
Transform your message into a specialized e-newsletter co-branded in a Powder/Bulk Solids template	

WEB SITE ADVERTISING—www.powderbulksolids.com

In 2012, **powderbulksolids.com** will unveil a redesigned, state-of-the-art Web site with a wide range of valuable resources. Your advertising will benefit from a rich content-driven Web site, easier navigation, and advanced search capabilities. Better positioning for ad units and new ad sizes deliver high visibility for your ad campaign, increased brand awareness, and more traffic to your Web site.

Equipment Zone Sponsorships



Put your company name out front with an Equipment Zone Sponsorship.

- Your ads appear on selected Equipment Zone page and all corresponding categories in the *Industry Master Online*.
- Positions include a top and bottom leaderboard (728 x 90), rectangle (300 x 250), and medallion logo (220 x 90) ads—your opportunity to dominate your category.

2012 Rates (net)

12 months	\$3675
Maximum three ads in rotation	

Interstitial Ad



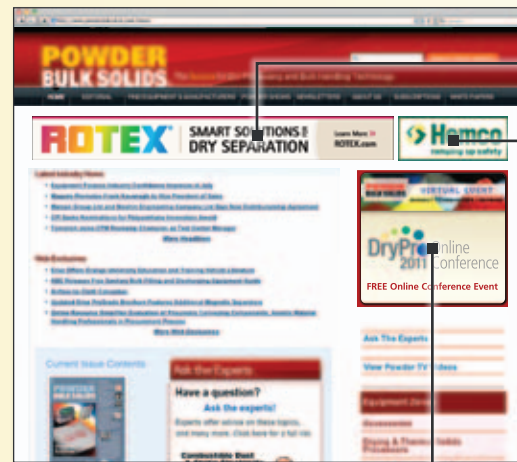
Capture the attention of online visitors in 10 to 15 seconds with this high-impact animated roadblock ad.

- Your ad will display before the home page to every unique visitor that comes to powderbulksolids.com (once per day).
- Flash and static JPEG or GIF; 640x480 pixels; maximum size 35 KB.

2012 Rates (net)

1 week (Monday start)	\$775
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Web Advertising



Leaderboard Ad

728 x 90 pixels; GIF or JPEG; maximum size 39KB

2012 Rates (net)

1 month	\$740
3 months	\$1720
6 months	\$2945
12 months	\$4910

NEW! Medallion Ad

220 x 90 pixels; GIF or JPEG; maximum size 39KB

2012 Rates (net)

1 month	\$270
3 months	\$625
6 months	\$1075
12 months	\$1790

NEW! Rectangle Ad

300 x 250 pixels; GIF or JPEG; maximum size 39KB

2012 Rates (net)

1 month	\$520
3 months	\$1210
6 months	\$2075
12 months	\$3460

White Paper Sponsorship



Post your white papers on **powderbulksolids.com** and make visitors aware that you know how to solve their technical problems. Benefits of a white paper sponsorship include:

- Generate qualified leads
- Leverage your white paper content
- Establish your company as a thought leader/problem solver
- Reach and interact with global dry processing decision makers

2012 Rates (net)

Posting for 6 months	\$250 each
Posting for 12 months	\$350 each

Ask the Experts



Be a respected problem solver and knowledgeable resource to targeted segments of the dry processing market.

- As a resident expert, you will be the exclusive source of information for all industry-related and application-specific questions for your area of expertise.
- PBS** will extensively promote this interactive feature via our Web site's home page, dedicated eblasts, **PBS** e-newsletters, and in-print mentions.

2012 Rates (net)

3 months	\$1605
6 months	\$2840
12 months	\$4730

INDUSTRY MASTER

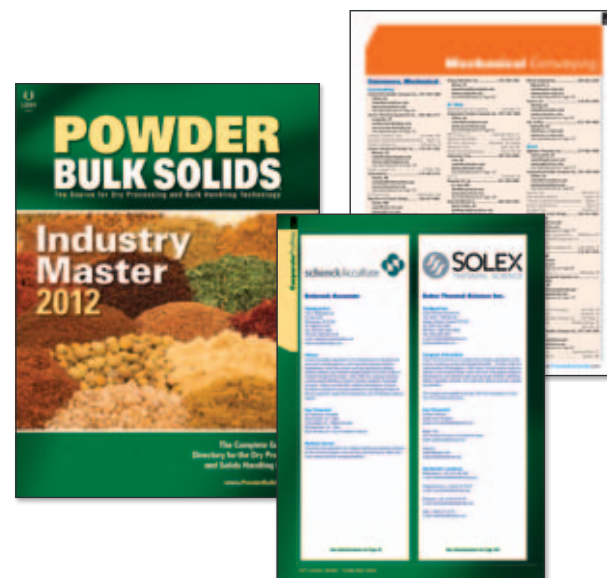
The #1 Supplier Directory for the Dry Processing Market—In Print and Online
Connect with Customers When They're Ready to Buy

2012 Industry Master Print Edition

- Distribution to **37,040¹ dry processing professionals** with the response-driven reach of *Powder/Bulk Solids'* qualified circulation
- Bonus distribution at leading industry events for 12 months
- An easy-to-use format with unlimited boldface expanded listings for advertisers for maximum exposure

Advertiser Bonus

- All display advertisers in the print edition of Industry Master receive a **FREE enhanced listing** on Industry Master Online.
- All display advertisers in the print edition of Industry Master can **upgrade to a premium listing** on Industry Master Online at the discounted rate of \$1795.
- Advertisers that place a standard 7" x 10" ad in the Industry Master print edition receive a **FREE company profile** at the beginning of the Industry Master directory. Profile delivers an immediate snapshot look at your company's offerings and capabilities.
- See page 10 for Industry Master print ad rate information.



2012 Industry Master Online

In 2012, **PBS' Industry Master Online** will get a facelift and powerful directory and search engine, making it easier for decision makers to find suppliers during the all-important purchasing process. New online sponsorship packages allow you to build on your Industry Master Online listing with photos, white papers, brochures/catalogs, lead generation, and much more. A larger presence on Industry Master Online means more visibility for you among an audience who use this online directory again and again.

Industry Master Online delivers

- Keyword search by products, service, application or company
- Best practices in SEO, taxonomy

Industry Master Online Sponsorship Packages

BASIC LISTING...FREE

- Company name, address and contact information
- Limited number of product categories
- Request for information feature on company listing only

ENHANCED LISTING...\$1795 net

Free to display advertisers in the Industry Master print edition

- Your enhanced listing puts your company on top of competitors (after premium listings) within your product listings
- Unlimited product categories, 150 word company description, and up to 3 photos
- Request for information feature on company listing only
- Company name, address and contact information with company web and e-mail address hot-links
- Company logo hot link



PREMIUM LISTING...\$3495 net

Discounted rate of \$1795 for all display advertisers in the Industry Master print edition

- Your premium listing puts your company at the top of competitors within your product listings
- **Unlimited** product categories, company description text, and photos
- **Post unlimited** white papers, videos, and brochures/catalogs to your Industry Master Online listing—every posted item receives a **special lead generating request for information feature available only to Industry Master premium listing sponsors**
- Request for information feature on company listing
- Company name, address and contact information with company web and e-mail address hot-links
- Company logo hot link

Contact your integrated marketing consultant for more information about **2012 Industry Master Online sponsorships**.

¹Powder/Bulk Solids BPA Worldwide Circulation Statement, June 2011

2012 AD PACKAGES

Frequency Ad Packages*

Advertisers who sign up for an annual 2012 print advertising schedule by **January 6, 2012** are entitled to 2011 print ad rates!

3 THREE ISSUE PROGRAM Up to \$3500 in added-value

- One FREE "Resource" Listing
- Three months Free featured supplier hotlink on powderbulksolids.com
- Leads from one product category in the Reader Connect purchasing survey
- 10% off Ask the Experts online
- Free ad creative (valued at up to \$500)

6 SIX ISSUE PROGRAM Up to \$8000 in added value

- Two FREE "Resource" Listings
- Six months FREE featured supplier hotlink on powderbulksolids.com
- One FREE mail or e-mail list of 500 names
- Leads from one product category in the Reader Connect purchasing survey
- 15% off Ask the Experts online
- 10% off any webinar sponsorship
- 50% discount on a custom e-blast to 20,000 e-mail addresses
- Alert letter (1x) announcing your ad campaign to your sales team
- Free ad creative (valued at up to \$500)

9 NINE ISSUE PROGRAM Up to \$10,000 in added value

- Three FREE "Resource" Listings
- Nine months Free featured supplier hotlink on powderbulksolids.com
- Two FREE mail or e-mail list of 500 names
- Leads from three product categories in the Reader Connect purchasing survey
- 25% off Ask the Experts online
- 15% off any webinar sponsorship
- FREE custom e-blast to 10,000 e-mail addresses
- Alert letter (1x) announcing your ad campaign to your sales team
- Free ad creative (valued at up to \$500)

12 TWELVE ISSUE PROGRAM Up to \$15,000 in added value

- Three FREE "Resource" Listings
- 12 months Free featured supplier hotlink on powderbulksolids.com
- Three FREE mail or e-mail list of 500 names
- Leads from three product categories in the Reader Connect purchasing survey
- 30% off Ask the Experts online
- 25% off any webinar sponsorship
- FREE custom e-blast to 20,000 e-mail addresses
- Alert letter (1x) announcing your ad campaign to your sales team
- Free ad creative (valued at up to \$500)

**Industry Master advertisements do not count toward frequency packages. Advertisers must submit request for all featured program elements.*



PTXi/Powder Show Ad Packages

Advertise in multiple issues to reinforce your sales message!

- April 2012/Pre-Show Exposure Issue
- May 2012/Official Show Issue
- July 2012/Post-Show Issue

3 THREE ISSUE PACKAGE Up to \$6500 in value

Advertise in all three show issues and receive:

- FREE 4/color ad of equal size in the Powder Show Daily (up to \$3000 value)
- Exhibitor highlight in April & May issues
- Online Exhibitor Highlights from February through May at powderbulksolids.com
- Powder Show E-Preview—a FREE 4/color ad (a \$2500 value) in **PBS'** E-Preview including complete show information and sent to a list of pre-registered attendees prior to the show
- Post-show booth photo posted online and in print in the July issue

2 TWO ISSUE PACKAGE Up to \$3800 in value

Advertise in May, and either April or July issues and receive:

- FREE black and white ad of equal size (2/color is an additional \$200, 4/color is an extra \$400) in the Powder Show Daily (up to an \$1500 value)
- Exhibitor highlight in your two advertised issues
- Online Exhibitor Highlight from February through May at powderbulksolids.com

Reader Connect Delivers Leads To you!

PBS offers one of the most comprehensive lead generation programs available with **Reader Connect**. You receive reports that:

- Uncover decision makers
- Qualify the buying need
- Define the purchase timeline
- Deliver leads to you in an easy-to-use electronic format
- Follow up with mailing labels, hard-copy leads, and secure access to your personal lead-collection web page

2012 ADVERTISING RATES

Effective with January 2012 issue.

Black & White Unit Rates

	1x	3x	6x	9x	12x	18x
Tab Spread	\$17,715	\$17,395	\$16,795	\$16,170	\$15,750	\$15,410
Tab Page	\$10,275	\$9715	\$9250	\$8820	\$8595	\$8390
2/3 Tab	\$8670	\$8415	\$8120	\$7795	\$7610	\$7385
1/2 hor. Or vert. Tab	\$6180	\$5800	\$5420	\$5175	\$5000	\$4730
1/3 hor. Or vert. Tab	\$5275	\$4985	\$4575	\$4365	\$4210	\$4015
Standard Spread	\$11,155	\$10,480	\$9855	\$9420	\$9140	\$8495
Standard Page	\$8020	\$7790	\$7640	\$7325	\$7040	\$6665
2/3 Standard Page	\$5645	\$5475	\$5300	\$5070	\$4630	\$4670
1/2 Standard Page	\$4450	\$4245	\$4120	\$4035	\$3830	\$3640
1/3 Standard Page	\$3285	\$3030	\$2945	\$2790	\$2515	\$2295
1/4 Standard Page	\$2610	\$2420	\$2255	\$2140	\$1950	\$1860

Color Rates

4A(AAAA) Standard Colors (red, blue, green, yellow)	
1 standard per page	\$915
1 standard per spread	\$1545
PMS Color per page	\$1220
PMS Color per Spread	\$1970
4-color process per page	\$1995
4-color process per spread	\$3000

Industry Master Print Ad Rates/B&W Page Rate¹

	1x	4x	7x	10x	13x
Full Page	\$8650	\$8120	\$7880	\$7595	\$7435
2/3 Standard Page	\$6160	\$5925	\$5635	\$5450	\$5370
1/2 Standard Page	\$4975	\$4625	\$4485	\$4350	\$4260
1/3 Standard Page	\$3395	\$3135	\$3000	\$2920	\$2825
1/4 Standard Page	\$2720	\$2475	\$2425	\$2235	\$2200

¹ Does not count toward frequency ad packages.

Classified Advertising Rates (Per column inch)

1x	3x	6x	9x	12x
\$201	\$191	\$181	\$177	\$172
2-color: \$75 per inch.				
Column-Inch Rates: Minimum one inch. One-half-inch increments are not accepted. Column width is 2 1/4 inches. Ads smaller than 8 inches are not agency commissionable.				

The Resource

\$1260 per spot

Material Submission



We prefer digital files. Acceptable formats are: PDF, EPS, TIFF, or a Postscript file. Files should be 300 dpi, CMYK with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK. Please DO NOT submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi. For more information on electronic ad submission, visit our Web site at www.canonespecs.com or call Ad Management Services: Vanessa Marmon, 310/445-4205 or e-mail to vanessa.marmon@ubm.com.

- Rates earned based on number of insertions within a 12-month period from the date of the first insertion. Each page or fractional page counts as an insertion, as do units within a multiple-page advertisement. Two-page spread counts as two insertions toward the fulfillment of a contract.
- Bleed:** No charge.
- Cover Rates:** Contact publisher for rates and availability. Sold on schedules only.

Print Specifications

Ad size	Size/Live Area	Trim	Bleed
Tab Spread	20 1/2" x 13"	21" x 13 1/2"	21 1/4" x 13 3/4"
Tab	10" x 13"	10 1/2" x 13 1/2"	10 3/4" x 13 3/4"
2/3 Tab vertical²	6 1/4" x 12 1/2"	6 3/4" x 13 1/2"	7" x 13 3/4"
1/2 Tab horizontal	9 1/2" x 6 1/8"	10 1/2" x 6 5/8"	10 3/4" x 6 7/8"
1/2 Tab vertical	4 5/8" x 12 1/2"	5 1/8" x 13 1/2"	5 3/8" x 13 3/4"
1/3 Tab vertical²	3" x 12 1/2"	3 1/2" x 13 1/2"	3 3/4" x 13 3/4"
1/3 Tab horizontal	9 1/2" x 4 5/8"	10 1/2" x 5 1/8"	10 3/4" x 5 3/8"
1/2 Tab square	6 1/4" x 6 1/8"	6 3/4" x 6 5/8"	7" x 6 7/8"
Standard	7" x 10"		
Standard bleed	7" x 10"	7 9/16" x 10 1/2"	7 13/16" x 10 3/4"
Standard spread	15 1/8" x 10"		
Standard bleed spread	14 5/8" x 10"	15 1/8" x 10 1/2"	15 3/8" x 10 3/4"
2/3 Standard vertical	4 1/2" x 10"		
1/2 Standard vertical	3 3/8" x 10"		
1/2 Standard horizontal	7" x 4 7/8"		
1/2 island	4 1/2" x 7 1/2"		
1/3 Standard horizontal	6 7/8" x 3 1/2"		
1/3 Standard square	4 1/2" x 4 7/8"		
1/3 Standard vertical	2 3/16" x 10"		
1/4 Standard	3 3/8" x 4 7/8"		
Bellyband	5 1/2" x 21"		
Classified ads	1 col.=2 1/4" 2 col.=4 5/8" 3 col.=7" 4 col.=9 1/2"		

² These ad sizes are recommended for placement in feature sections only.

General Information

- Established in 1983
- 2012 rate card issued August 2011
- Rates effective with the January 2012 issue
- Published monthly with an additional issue: the 2012 Industry Master, published in April 2012
- BPA audited

For classified advertising information contact:

Beth Berner, 440/209-1478
beth.berner@ubm.com

- Combo Rates:** Substantial savings can be realized on basic rates when ads are also placed in other Canon publications. Contact account executive for details.
- Preferred Positions:** Earned rate plus \$500. Contact publisher for availability of such positions.
- Inserts:** Half-cover ads, belly bands, and inserts are available. Ask your account executive for details.
- Closing Dates:** Reproduction material is due five days after close. **Cancellations are not accepted after closing.** See editorial calendar for exact dates.
- Commissions:**
 - Agency commission 15%.
 - Invoices are due and payable upon receipt. No commission allowed on production charges by publisher.
 - All accounts past 30 days will be assessed a monthly service charge of 1 1/2% of the unpaid balance.

Terms & Conditions

- A. All orders placed by the advertiser and received by UBM Canon (“publisher”) shall be governed by the provisions of the current *Powder/Bulk Solids* media planner, including the general terms and conditions stated below.
- B. Agency and advertiser expressly warrant that they have the right to publish the advertising. Agency and advertiser shall indemnify publisher against any damages and related expenses (including legal fees) arising from the publication of the advertising.
- C. All contents of advertisement are subject to publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word “advertisement” above or below any copy.
- D. The positioning of advertisements is at the discretion of the publisher except when an advertiser has paid the preferred position charge and the availability of this position has been confirmed by the publisher (see item G below).
- E. Publisher is not liable for any costs or damages if for any reason it fails to publish the advertisement. Publisher’s sole liability as to any failure, fault, error, or omission on its part shall be limited to offering a refund of advertising space charges or to publish the tendered advertising in the next available issue. The publisher has no liability for any errors or omissions in key numbers of advertisers’ index listings. Publisher is not responsible for original materials. Publisher is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes—whether legal or illegal, labor or materials shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
- F. Advertising rates are subject to change upon notice from the publisher. Space reserved prior to any rate change may be canceled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellations of space reservations for any other reason, in whole or part by advertiser, will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- G. PAYMENT TERMS: All invoices are due and payable upon receipt. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for all such monies as are due. All unpaid balances 30 days past invoice date will be assessed a monthly service charge of 1½% of the unpaid balance. Advertisers agree to pay all costs of collection, including reasonable attorney fees, in the event of default of payment. This agreement shall be interpreted according to the laws of the State of California. Any dispute arising hereunder shall be subject to arbitration in Los Angeles, California, in accordance with the rules of the American Arbitration Association.
- H. The publisher will not be bound by any terms or conditions, other than those set forth in this media planner, unless specifically agreed to in writing by the publisher. Publisher is not bound by conditions printed or appearing on insertion orders, or copy instructions which conflict with provisions of this media planner. Terms and conditions, other than advertising rates, are subject to change by publisher without notice.

POWDER BULK SOLIDS®



CELEBRATING OUR
30TH YEAR
OF EXCELLENCE

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About UBM Canon

UBM Canon, the leading B2Bmedia company dedicated exclusively to the global \$3.0 trillion advanced manufacturing sector, helps support the flow of information, commerce and innovation in such sophisticated segments as medical devices and pharmaceutical development. UBM Canon also addresses cutting-edge developments in broader areas of manufacturing processes and packaging. UBM Canon is part of UBM plc (UBM.L) a global provider of media and information services for professional B2B communities and markets. For more information visit www.ubmcanon.com.

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