

THE GLOBAL JOURNAL OF ENERGY EQUIPMENT

Turbomachinery[®]

AN **MH** life sciences™ BRAND

2021 MEDIA PLANNER



**#1 GLOBAL RESOURCE FOR PRINT, DIGITAL, AND CONTENT
MARKETING SOLUTIONS IN ENERGY EQUIPMENT**



Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision-makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the healthcare and science industries across 50 brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

Partner with us to stay connected with your audience, no matter the circumstances.

56

Brands

3.5M+

Active Reach

7.3M+Unique Visitors
per month**18.7M+**Average Page Views
per Month**1.9M+**

Print Circulation

1000'sKOLs on
Editorial board

UNMATCHED IN GLOBAL ENERGY TECHNOLOGY

Over 60 years

Turbomachinery International Magazine is published seven times a year and covers the latest industry news in the energy and industrial markets, including engineering breakthroughs in gas and steam turbines, compressors, expanders, pumps, combined cycles, instrumentation & control and all associated equipment and services in land, air and marine-based applications. Available in PRINT and ONLINE.

Turbomachinery Supplement

Turbomachinery International editorial team regularly covers a variety of topics in supplements such as: Hydrogen Turbomachinery, Pumps and LNG, as well as custom supplements as requested.

The **Turbomachinery Handbook** is the most complete PRINT and ONLINE reference catalog serving the turbomachinery markets. In addition to in-depth forecasts of turbomachinery markets, it provides a comprehensive list of manufacturer machine specifications and a searchable directory of over 800 product and service vendors. Based on a recent survey of 1,000 subscribers, 78% find the Handbook a valuable source of suppliers and equipment specifications. Some 57% refer to the Handbook 8–15 times annually when researching new suppliers.

To get listed in the online and printed Handbook, go to www.TurboHandbook.com

The **Turbomachinery Newsletter**, published twice weekly, is the definitive aggregated source of breaking news that often scoops the general media. It features technical articles, industry commentary, product announcements and value-added expert opinion in the energy and turbomachinery markets worldwide.

Turbomachinery International's **online resources** host a knowledgeable staff of industry experts, as well as a searchable archive of past newsletters, past issues, sponsored links, new projects and engineering breakthroughs.

OUR EDITORIAL TEAM



Drew Robb

Drew Robb has been Editor in Chief of *Turbomachinery International* for a decade. A 25 year veteran of the energy, oil & gas and engineering sector, he is responsible for the print edition and overall content.

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Rory Pasquariello

Rory Pasquariello is Assistant Editor/Online Editor of *Turbomachinery International*. His duties include social media, online content, industry news, new products and editing.

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THE GLOBAL RESOURCE OF ENERGY EQUIPMENT

"I read the issue from cover to cover. You are doing a great job with these articles."

—Herb Sirois, Foster Cove Engineering

"Turbomachinery International remains my favorite to read by far (there really isn't even a close 2nd)."

—Dave Pincince, Turbocam

"Keep up the good work."

—Dr. Dara Childs, Retired Director, Turbomachinery Lab, Texas A&M

"Congratulations on your Myth Buster Columns. I keep them in a special folder."

—Ron Natole, Natole Turbine Enterprises (retired gas turbine expert)

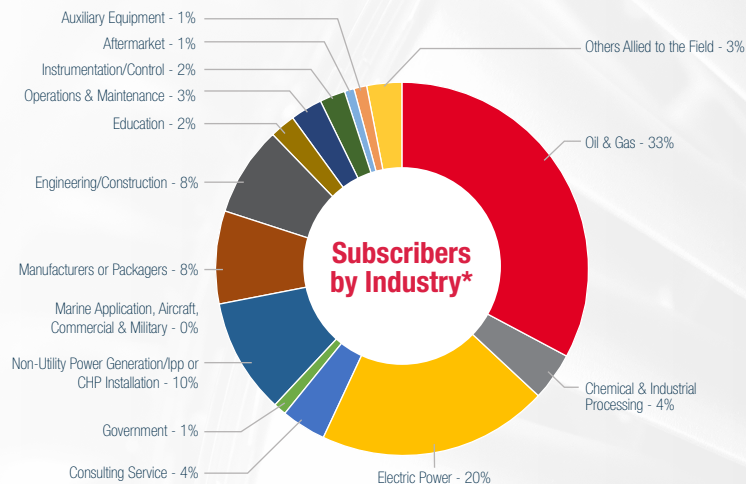
Turbomachinery^{INTERNATIONAL}

**#1 in
Readership**

Decision makers rely on us to keep them informed of the latest engineering feats, technology breakthroughs and new products and services.

Turbomachinery International was rated "very valuable" based on a recent online readership study of 500 readers. No competing industry magazine mentioned in the study attained that level of appreciation.

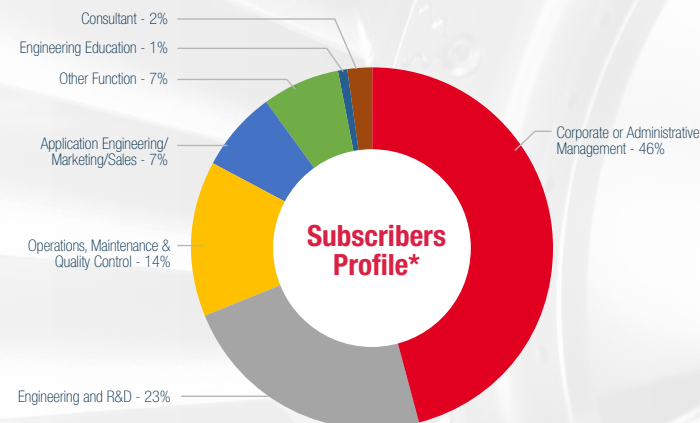
Industry's Technology and Business Beacon for Readers Worldwide



13,000
Print &
Digital
Subscribers

Placing your ad in Turbomachinery International guarantees your message will be seen by industry professionals who read Turbomachinery International regularly in print or online.

21,000
Newsletter
Subscribers
Delivered Weekly**



*Source is AAM Audit, June 2020, as filed with Alliance for Audited Media, subject to audit
**Publishers own data

Website*

turbomachinerymag.com

Average Monthly Page Views

56,726

Average Monthly Average Monthly
Unique Visitors

28,708

eNewsletters*

Average Distribution

21,000



Available Opportunities

Turbomachinerymag.com is designed to serve the information needs of engineers and technical decisionmakers worldwide. It offers excellent opportunities to attract potential customers to your site, and an online audience of more than 29,000 readers.

It includes:

- *Turbomachinery International* magazine and Handbook, searchable editorial archives of past issues of the magazine and Handbook, as well as company news, user groups, white papers and industry links.
- Banner Ads that increase your recognition and link potential customers to your site.

WEBSITE ADVERTISING & SPONSORSHIPS

Partner with the industry's authoritative voice among turbomachinery users and suppliers worldwide. Banner advertising includes standard formats and positions, including Leaderboard and Skyscraper. We support Shockwave, Flash, Complex Animation, and User-Initiated Media and Sound. Sponsorships are available for the Daily E-mail Newsletter and Blog as well as sponsored micro-sites.



Publisher's Own Data

turbomachinerymag.com

Display your ad in front of decision makers in the field by placing your display ad on turbomachinerymag.com

- Banner Ads
- Expandable Video Banner Ads
- Rich Media
- Geotargeting
- Native Advertising

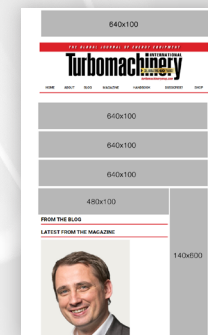


eNewsletters

Newsletters are blasted twice weekly to global professionals who specify, maintain and purchase equipment and services.

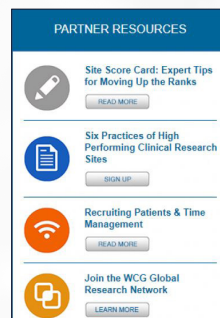
Whitepaper eNewsletters

Participating companies receive instant notification from subscribers who download their whitepaper—registrant's name, company and contact information. Whitepapers will be posted on the *Turbomachinery International* Website for one year following each blast.



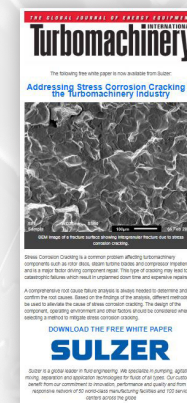
Sponsored Content Block

Exclusive sole-sponsored resource section on *Turbomachinery International's* website where your company can disseminate collateral, videos, whitepapers, and research, to drive website traffic, generate leads, and more. Link up to 4 assets plus your company's logo and website link. For gated assets, all registration information will be provided.



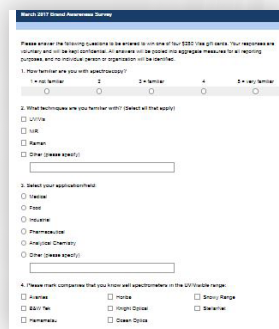
Custom Targeted Email

Emails from our database that contains unduplicated decision makers from global companies involved in industry science industries served by our leading publications.



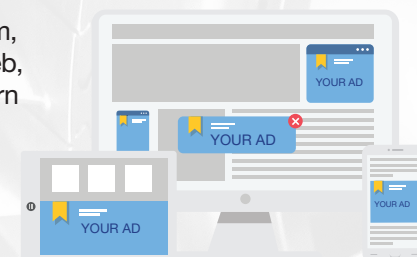
Sponsored Survey Package

Turbomachinery International's sponsored web-based surveys can be used to better understand your client's business issues. These survey projects include a written report of findings, and can provide individual data on each survey respondent's habits and preferences.



Ad Retargeting

Once a visitor leaves turbomachinerymag.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.



As an alternative to tradeshows, conferences and face-to-face events you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state of the art in-house Studios, the transition from in-person to online is seamless and timely.

Virtual Conferences and Symposium

Virtual Conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live tradeshaw or meeting, including a lobby, auditorium, exhibit hall, networking lounge, and resource center.



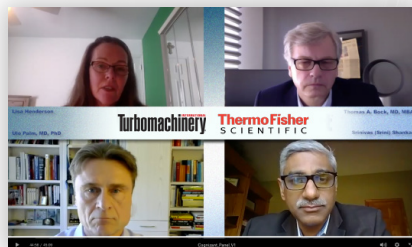
Virtual Presentation Showcase

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.



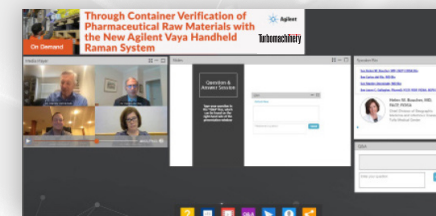
Virtual Thought Leadership Interviews/Roundtable

Using advanced video conference technology, our internal Studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



Virtual Press Conference

Turbomachinery International's will give your company the opportunity to deliver the press conferences your company planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring, or market trends. Each program includes promotion to our audience.



Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *Turbomachinery International* and audience engagement with the *Turbomachinery International* community.

Presentation Showcase

Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

Thought Leadership Interview

Our internal Studios team will coordinate a interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

Exhibit Booth Interview

Extend your ROI at industry tradeshows with custom video content that can strengthen your brand reach post show. We'll conduct an interview at your booth and edit it into a 3-5 minute video with promotions to the *Turbomachinery International* community.



Live Events

Partner with *Turbomachinery International* to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *Turbomachinery International* your partner of choice?

Content Development:

The *Turbomachinery International*'s team works with your team to produce a program based on your needs.

KOL Recruitment:

We find the speakers that will attract your target attendees at the event as well as post event.

Attendee Recruitment:

Using our extensive databases and relationships with our audiences, *Turbomachinery International* will find and attract the people you want to attend your live event.

Post-Event Content:

Our team will create video, audio and written content based on the program. And not only do we create the content, we provide marketing programs to get the content out to both attendees and non-attendees.

TurnKey Logistics:

Besides the expertise of *Turbomachinery International*, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



Custom Content Creation

Demonstrate thought leadership

Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as, but not limited to:

- Whitepapers
- Webcast summaries
- Conference presentation overviews
- Case studies
- Technical articles
- Roundtable discussions
- Infographics
- Thought leadership interviews
- Digital primers
- Product profiles
- Market research reports
- Company profiles
- Dedicated Dialogues

Front & Center

A member of *Turbomachinery International's* team will attend your company's conference presentation and conduct an in person interview with your presenter. The Q&A will be published as a 2-3 page interview in a print/digital issue of *Turbomachinery International* and broadcasted as a video if desired. Front & Centers are aggressively promoted through multi-channel marketing for one full year.



Sponsored eBooks

We will integrate your Articles, Case Studies, Whitepapers, Videos, Website Links, Webcasts and other digital resources. And then deliver them digitally to 21,044 subscribers.



Lead Nurturing

Topic-driven programs that capture prospects and nurtures them by deploying high-quality content via strategically-timed communications. These programs are designed to deliver sales-ready leads.



Audio Podcast

Turbomachinery International's podcasts provide insights on current news, new products, applications and important trends. Our staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s).



Position your company as a thought leader with interactive web technology.

Turbomachinery International educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

Experience — More than 500 educational webcasts produced by our group each year

Credibility — *Turbomachinery International* has been in the industry for over 60 years

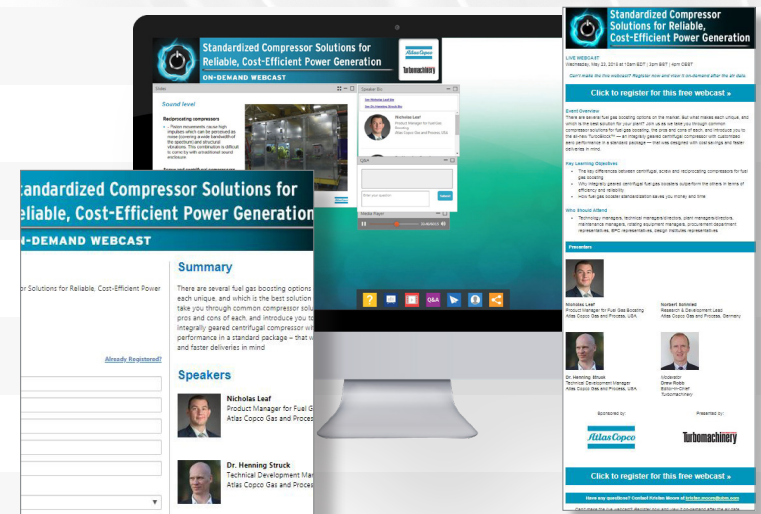
Talent — Respected speakers, producers as well as moderators from our editorial team

Audience/Reach — Select from qualified industry professionals

Marketing & Promotion — Targeted audience development: print, digital, and social media

Analytics — Comprehensive lead capture and data reporting for every event

Turnkey — Full service management, marketing, training, production, and hosting



Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program

Extend the reach of your webcast. We transcribe the webcast and write a comprehensive technical brief which we promote through our online channels. We also provide you with a PDF of the paper.

Standardized Compressor Solutions for Reliable, Cost-Efficient Power Generation

An Executive Summary

Boosting fuel gas to feed gas turbines in power plants can be accomplished by various technologies, which all have their pros and cons. The most common are reciprocating, screw, and centrifugal compressors. The best solution from a technical standpoint depends upon various factors. The economically best solution is determined by the resulting cost. Particularly the standardization of the packaging options offered a significant reduction in the CAPEX of centrifugal compressors.

Overview
Choosing the best compressor for a gas power plant is a multi-criteria decision. These criteria include initial investment (CAPEX), operating costs (OPEX), and reliability (operating cost during down time). Three different compressor types are usually used for fuel gas boosting: piston compressors and screw compressors are both positive displacement compressors. The gas is trapped within a closed space, which is then reduced in volume. This compresses the gas and releases it at a higher pressure. Centrifugal compressors are working on a kinetic principle. The gas is continuously accelerated by impellers. The kinetic energy is then converted into pressure when the gas is decelerated. Whereas positive displacement compressors have a fixed volume flow and pressure ratio for a given driving speed, the flow and the outlet pressure are interrelated at centrifugal compressors.

Considerations when Choosing a Compressor
The results of the various forms of compressor can be broken down into several categories. However, the bottom line is the total cost of ownership. Some aspects of which are listed below. The elements are general guidelines for power plants starting at 500 MW. They are meant to be re-evaluated during each project.

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ability is crucial to modern power plants and with OPEX and opportunity costs. **Figure 1** lists comparing the types of compressors. If fuel gas boosting centrifugal compressors have services and trading services, depending on the gas. Some compressors for fuel gas supply are listed.

In between the compressor types become (even looking at the opposite of "availability") a lifetime. Centrifugal compressors have the life cycle. They are often between 10% and 15%, while other solutions are not operating at 10% failure time between failure and the time maintenance, repair, and overhaul are much for centrifugal compressors and their OPEX.

Compressors increase the pressure of the gas pipeline. To this end, energy is needed, affects the operating costs. The efficiency not depends upon the expected range of the duration with which the compressors will be displacement compressors are usually available speed drives and have a wide range their peak efficiency. Screw compressor can be efficiencies at higher inlet pressures. They are 2% or more flow bypass under normal operation. Centrifugal compressors only recycle gas when the required flow falls below a certain percentage of the nominal flow.

When comparing the efficiency of compressor solutions, it is important not only to focus on the peak efficiency, but also to compare the power needed at various load cases and how long the compressors are expected to operate at these load cases.

Controllability and stability. Controllability and stability also are important rules for centrifugal compressors. Without control, these compressors can run into surge, which is an unstable operation mode and will damage the machine when operating continuously under the condition.

Control and only pneumatic centrifugal compressors from surge, but they also require the operation of a centrifugal compressor such that minimum energy is needed for operation. The control strategy is influenced by the setup of the compressor in the entire plant. For example, one compressor can feed one or two gas turbines, other control strategies are needed then if any compressor can only feed one gas turbine. (Though not being directly an aspect of controllability, alternative two gas turbines are fed by three compressors where one compressor is redundantly in standby.)

To optimize the total cost of ownership in all its aspects, various status and control strategies and operation modes comparing the types of compressors.

Compressor Type	Reliability (%)	Availability (%)	MOET (yr)	MOET (yr)
Reciprocating screw drive	92.3	91.8	19.1	6.1
Reciprocating piston	97.9	97.3	29.2	6.1
Reciprocating piston - piston	98.3	97.8	29.2	7
Screw compressor	98.8	97.7	19.9	1.5
Centrifugal	99.7	99	30	3
Overall best service	99.5	99	30.6	2.7
Overall best service	99.8	99.7	29.8	3

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Reliability, Cost-Efficient Power Generation

Pulsation. The issues associated with pulsation are well-controlled. However, handling them adds an additional design and maintenance burden to downstream piping because some must be taken. Pulsation dampers are available, but add to the expense of the plant and increase startup and shutdown times. Reciprocating compressors produce a pulsating output by their nature, and require a dampener. Some compressors also produce pulsations, although to a much lesser degree. Centrifugal compressors are largely pulsation free.

When planning a plant, it is important not only to focus on the compressors, but also on the auxiliary equipment.

Temperature. Compressing gas necessarily increases its heat, which is a useful phenomenon for fuel gas boosters. However, in screw compressors, the lubricating oil requires a large portion of the heat generated by the compression. Additional heating of the gas prior to the turbine may be necessary for this type of compressors. This is not necessarily the case for reciprocating and centrifugal compressors, in which the discharge temperature is a result of the inlet conditions, the pressure ratio and efficiency, and can be easily controlled.

Noise. Noise levels are subject to regulatory requirements. For much of the industry, the acceptable long-term noise exposure is 85 dBA. The noise levels of reciprocating compressors are difficult to mitigate because the piston discharge pulses create high sound levels across a wide range of the acoustic spectrum, which leads to both noise and structural vibrations. Dampening and isolation need special focus because of the broad frequency range and the contribution of structural vibration and noise. Many facilities report to placing the compressor in a dedicated building.

ing filters and separators, creating extra costs on the mounting sliding inlet valve, creating

interference (replacement of piston rings, control devices), creating downtime and

coalescing filter elements, creating extra

Special replacement of one of the dual-element down is required

Your opportunity to share a point of view

Industry Insights is a native marketing programme that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best with articles by your subject experts, integrated alongside valued content in *Turbomachinery International*.

A native, branded content opportunity

- Articles, press releases, videos, etc. are included within the digital content feed and and/or the print edition of *Turbomachinery International*
- An expandable offering from one article to a complete content center with your branding
- Featured on the turbomachinerymag.com home page as well as in appropriate topic areas
- An integrated promotional programme provides significant exposure to our audience

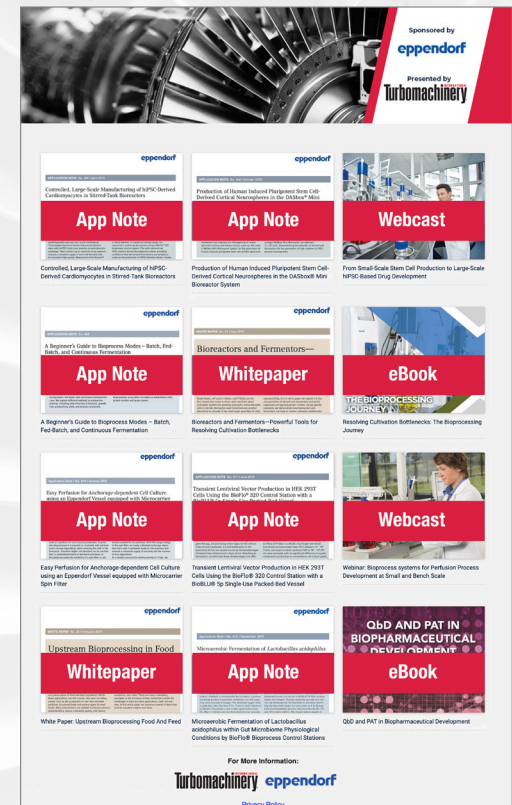


Content Engagement Hub

Showcase a key topic and promote your brand

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. Driven by a multi-touch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion, and reporting
- 6-12 related assets, including white papers, app notes, videos, webcasts, research and web links
- Hosted and promoted for 3 months
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.



Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience

REACH TURBOMACHINERY BUYERS ALL YEAR LONG

The Turbomachinery International® handbook is the #1 digital and print source that provides over 100,000 buyers of turbomachinery technology, products, and services worldwide a searchable source of suppliers.

What's in the Handbook?

A detailed Company Directory, complete with:

- Contact information
- Text description of each company
- Categories providing a cross-index of market segments and related equipment and services
- Machinery specifications for all the major OEMs
- Market analyses by experts in the field

Benefits of being listed:

- Your company's contact information and description will be in front of industry decision makers
- Distributed at EVERY major Turbomachinery Industry tradeshow, conference, exhibition, and group meeting we attend
- 12 months of exposure - the Handbook is used as a reference for industry professionals throughout the year
- Immediate Online Handbook exposure for the next two years and the ability to update your listing at any time

To get listed in the online and printed Handbook, go to www.TurboHandbook.com or contact Bob Maraczi at RMaraczi@MJHLifeSciences.com or (203) 810-5277



Each issue, the magazine includes the following topics as well as special features, show reports, news, products and columns, with categories covering a wide range of topics:

Turbines: gas turbines, steam turbines, power generation, combined cycle plants, aeroderivatives, simple cycle plants, turbomachinery controls, combined heat and power (CHP), packaging, blades and vanes, IGCC, microturbines, uprates and retrofits, hydrogen, supercritical CO₂

Compressors: Centrifugal compressors, centrifugal fans, oil & gas, LNG, enhanced oil recovery, offshore technology, expanders, mechanical drive,

Maintenance and Repair: Parts and service, turbomachinery maintenance, plant maintenance, inspection, borescope, lubrication, water washing

Auxiliaries and Components: Magnetic bearings, seals, bearings, actuators, turbine inlet cooling, filtration, silencers, Heat Recovery Steam Generators (HRSGs), sensors, valves, gears, VSDs, materials and coatings, pumps, vibration,

Software and Controls: turbomachinery controls, big data, digitalization, analytics, seals, motors, computer-aided engineering, CAD/CAM, digital twin, FEA, instrumentation, industrial internet

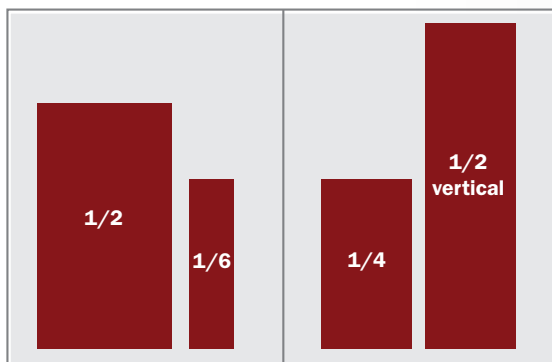
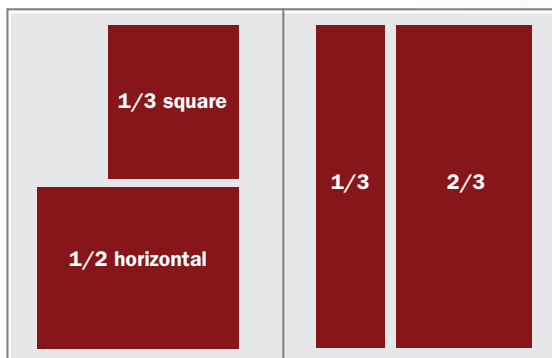
JANUARY FEBRUARY	MARCH APRIL	MAY JUNE	JULY AUGUST	SEPTEMBER OCTOBER	HANDBOOK 2020	NOVEMBER DECEMBER
Ad Close January 26	Ad Close March 12	Ad Close April 23	Ad Close June 16	Ad Close August 10	Ad Close October 1	Ad Close November 2
Ad Due February 3	Ad Due March 18	Ad Due May 3	Ad Due June 25	Ad Due August 18	Ad Due October 11	Ad Due November 11
Gas Turbines	Oil & Gas	Steam Turbines	Centrifugal Compressors & Fans	HRSGs	Specifications Gas & Steam Turbines	LNG
Hydrogen	Compressors	Power Generation	Gas Turbines	Maintenance	Compressors	Offshore Technology
Maintenance and Repair	LNG	Combined Cycle	CHP	Lubrication	Expanders	Centrifugal Compressors & Expanders
CHP	Auxiliaries and Components	Aeroderivative Gas Turbines	Blades & Vanes	Seals, Valves, Bearings & Actuators	Combined Cycle Mechanical Drive	Power Generation
Software and controls	Outages and shutdowns	Parts & Service	Simple Cycle Maintenance	Big Data Analytics	Marine	Microturbines
Free half-page corporate profile with every full-page ad	Combined cycle	Inspection & Borescope	Materials & Coatings	Controls	Market Analyses Gas Turbines	Uprates and Retrofits,
	Digital twin	Water Washing & Inlet Cooling	Vibration	Combined Cycle	U.S. Power Industry Compressors	Parts & Service
	Remote monitoring	Filtration	Instrumentation	Oil & Gas	Directories Manufacturers	Magnetic Bearings
	Augmented reality	Controls	LNG	Gears & VSDs	Supplier & Service Providers	HRSGs
		Lubrication	Carbon Capture	CAD/CAM	Product Categories	Pumps
		Digitalization		Industrial Internet		Digital Twin
				Pump Supplement		Instrumentation
POST SHOW REPORTS						
PowerGen International	Baker Hughes, GE Annual Meeting	Western Turbine Users, Inc.	Turbo Expo	HRSG Forum	ASME/IGTI Turbo Expo	Turbomachinery & Pump Symposia
VALUE ADDED						
Free Whitepaper or Button Ad in Turbo e-Newsletter	Free Whitepaper or Button Ad in Turbo e-Newsletter	Free Whitepaper or Button Ad in Turbo e-Newsletter	Free Whitepaper or Button Ad in Turbo e-Newsletter	Free Whitepaper or Button Ad in Turbo e-Newsletter	Free Whitepaper or Button Ad in Turbo e-Newsletter	Free Whitepaper or Button Ad in Turbo e-Newsletter
IN EVERY ISSUE:						
Executive Q & A Industry News Turbo Tips Myth Busters New Products & Services						
BONUS DISTRIBUTION						
Western Turbine Users Inc.	PowerGen India	Heat Recovery Steam Generator Forum	Asia Utility Week and Clarion Power & Energy Series	Turbomachinery & Pump Symposia	Every major turbomachinery trade show, conference & exhibition and user group meeting we attend in 2020	PowerGen International
Asia Turbomachinery & Pump Symposia				European Utility Week and Clarion Power & Energy Series		Turbomachinery & Pump Symposia

*Subject to change

MAGAZINE AND HANDBOOK

MECHANICAL REQUIREMENTS

AD UNIT	Width		Depth	
Space	(inches)	(mm)	(inches)	(mm)
Full Page	7.0	178	9.75	248
Two-page spread	16.0	406	10.75	273
2/3 vertical	4.75	121	9.875	251
1/2 island	4.75	121	7.5	190
1/2 horizontal	7.25	184	4.75	121
1/2 vertical	3.5	89	9.875	251
1/3 square	4.75	121	4.75	121
1/3 vertical	2.25	57	9.875	251
1/4 page	3.5	89	4.75	121
1/6 page	2.25	57	4.75	120



BLEED (Actual magazine size)

2 page spread bleed:

(U.S.) 16.5" width x 11" length trims to 16" x 10.75"

(Metric) 420 mm width by 280mm length trims to 407mm by 273mm

1 page bleed:

(U.S.) 8.25" x 11" trims to 8" x 10.75"

(U.S.) Leave 0.25" safety all around the live matter

(Metric) 210 mm width by 280mm length trims to 203mm by 273mm

PRODUCTION & PRINTING INFO

Format:

Hi-Res, printer-ready, **PDFx1a:2001** files ONLY.

One ad ONLY per PDFx1a:2001 file accepted.

(Spreads must be separated as two separate PDF files and marked for left and right with bleed on all four sides, a combined file must also be sent.)

Naming Requirements:

When naming your ad file for your company, for example, name it with the magazine name and issue date, i.e. Company Name_Turbomachinery International_January 2018.pdf. Ensure that your file name does NOT contain any spaces or special characters.

Hi-Res PDFx1a:2001 files must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale) Never RGB or LAB or embedded color profiles.
3. All spot colors MUST be converted to CMYK. NO file with PMS colors accepted.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.

ONLY ACCEPTED PROOFS for 4 color ads:

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP Standards, Density max 260%–280%. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color of proof.

Publication is not responsible for files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and/or problems with supplying a digital format, please contact the Production Dept. Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention. A color/content proof must be supplied.

EMAIL Advertising Materials to:

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MFlick@MJHLifeSciences.com

Insert Rates On request

List Rentals

E-mail your message to a targeted, pre-specified list of qualified professionals worldwide. It's a fast, easy and inexpensive way to broaden your exposure and recognition.



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Location	Size	Notes
Interstitial	640x640px	Exclusive
Top Leaderboards	940x100px	Exclusive
Leaderboards	940x100px	All pages (Up to 3 advertisers rotate)
Skyscraper	240x600px	All pages (Up to 3 advertisers rotate)
Banners	620x150px	Homepage Only (Up to 3 advertisers rotate)
Big Box	300x250px	Homepage Only (Up to 3 advertisers rotate)
In Blog Banner	620x150px	Blog Only (Exclusive)

Speak to your local sales representative and find out which opportunities best suit your needs.

Privacy Statement
"LIST DESCRIPTION"
Unsubscribe "EMAIL" from this list.
Copyright (C) "CURRENT_YEAR" All rights reserved. "HTML LIST ADDRESS HTML"



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