

# MRO Insider

Powering Up Your Operations and Maintenance Efforts

The publisher of CodeWatch, ElectricalZone, E-Train, Product NewsWire, and PQ NewsBeat now offers an e-newsletter focused exclusively on electrical maintenance.

EC&M has once again expanded its coverage of the electrical industry by launching an e-newsletter focused on the topics of maintenance, repair, and operation. **MRO Insider** is a twice-a-month e-newsletter for electrical engineers, plant managers, maintenance engineers, facility and energy managers, maintenance supervisors, electricians, and technicians who work in industrial, commercial, and institutional facilities. The practical maintenance, repair, and operations material presented in this one-of-a-kind product will challenge these individuals to improve their skill set and power up their O&M efforts.



**MRO Insider covers topics such as:**

- Working with management and supervision
- National Electrical Code on the production floor
- Safety procedures & programs
- Troubleshooting techniques
- Equipment maintenance & testing tips
- Managing motors & generators
- Trends in training & education
- Managing energy use

**Reach key decision-makers in industrial, commercial, and institutional facilities.**

Approximately 22,350\* key decision-makers who buy, specify, or approve the purchase of electrical products and services, including:

- Electrical engineers
- Plant managers
- Maintenance supervisors & engineers
- Facility and energy managers
- Electricians and technicians

\*Publisher's own data, September 2008

## Sponsorship Rates

**MONTHLY RATE** (three-month minimum required):

Sponsorship banner + first text position	\$1195 net
Exclusive left-hand tower banner position	\$895 net
Second, third, and fourth text positions	\$695 net

### First sponsorship level:

Banner at the top of the page and a 50- to 60-word text ad with hotlink and logo.

### Second through fourth sponsorship level:

A text ad with a maximum of 60 words, which includes a logo and hotlink.

### Exclusive sponsorship rate:

\$3,499 per month (All ad positions. Lock out the competition!)

**MRO INSIDER WILL DEPLOY TWICE A MONTH.**

**Only five sponsorship positions are available for any single e-mail blast. Become the exclusive sponsor and shut out your competition!**

# EC&M

www.ecmweb.com

# Reserve Your Sponsorship Before It's Too Late!

Sponsorship of the *MRO Insider* e-newsletter is available on a first-come, first-serve basis. To be one of five sponsors featured in each e-newsletter, fill out the form below and fax it to David Miller at 312-840-8470. Determination of sponsorship will be made on the date and time your fax is received.

## MRO Insider Sponsorship Insertion Order:

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Indicate First, Second, Third, Fourth, Fifth, or Tower position \_\_\_\_\_

Or Indicate Exclusive Sponsor option \_\_\_\_\_

Please note which months to reserve (three-month minimum required) \_\_\_\_\_

## AD MATERIALS INFORMATION AND DEADLINES:

**First Sponsor:** Send your banner ad (468x60 pixels, .gif or .jpeg only, max file size of 15K) with 50-60 words of copy (including Web hotlink) for your text ad. Please indicate to what Web site URL the banner should be linked.

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**Tower Sponsor:** Send your tower ad (120 x 600 pixels, .gif or .jpeg only, max file size of 15K) and indicate to what Web site URL the banner should be linked.

### Send ad materials to:

Susan Winters, Ad Production Coordinator, Penton Media  
susan.winters@penton.com  
(913) 967-7520

## MRO Insider 2009 Launch Dates

Jan. 6	July 7
Jan. 20	July 21
Feb. 10	Aug. 11
Feb. 24	Aug. 25
March 10	Sept. 8
March 24	Sept. 22
April 14	Oct. 13
April 28	Oct. 27
May 12	Nov. 10
May 27	Nov. 24
June 9	Dec. 8
June 23	Dec. 22

**Ad materials due minimum  
3 days prior to e-newsletter  
launch date.**

**For More Details, Contact Your District Sales Manager or David Miller  
PH: 312-840-8487 • david.miller@penton.com**

**Insertion Order Due: ASAP! Fax Your Order today!  
Sponsorships Available on a First-Come, First-Serve Basis.**