

# Increase Your Catalog Exposure

## Literature Digest

Your product literature is one of your most effective sales tools, and getting it into the hands of prospective buyers is an important step in the selling of your product. Literature Digest helps you pre-sell qualified buyers – who rank suppliers’ catalogs as one of the most important source for information – by letting them know about your product line through your product literature.



NED’s Literature Digest is polly bagged with the NED magazine which targets individuals within manufacturing companies. Their job functions include engineering, design, maintenance, plant operations, production, corporate management, and purchasing.

### Publishing Dates

Winter: Issued in February – ad close January 19  
 Spring: Issued in April – ad close March 17  
 Summer: Issued in July – ad close June 19  
 Fall: Issued in October – ad close September 20

### Unit Rates (gross)

1 - 3 units - \$2,140  
 5+ units - \$2,000  
 Front Cover - Add \$950 to base rate (1 per company)

### Specifications

**Headline:** The headline will be in boldface, all capital letters, identifying the product line(s) covered by catalog and shall not exceed 40 characters (including spaces).  
**Copy:** Copy will be written in editorial style by our editors, at no extra charge, and consist of approximately 50-60 words. If you prefer, you may write your own copy as long as it conforms to our editorial style and does not exceed 60 words. Your listing may include company name (in bold face type), telephone, fax, URL and/or email address.

Go to [manufacturing.penton.com/litdigest](http://manufacturing.penton.com/litdigest) to view full specifications and material submission details. Materials must be submitted at least seven business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.



EHS Today Literature Digest is within the EHS Today magazine, which reaches environmental, health and safety professionals.

### Publishing Dates

Winter: Issued in February – ad close January 13  
 Spring: Issued in May – ad close April 14  
 Summer: Issued in August – ad close July 21  
 Fall: Issued in November – ad close October 19

### Unit Rates (gross)

1 - 3 units - \$925  
 5+ units - \$885

