

# New Equipment Digest's Industrial Products Guide

The Proven Sales-Starter for Industrial Buyers



## IN PRINT AND ONLINE:

### Print

NED's Industrial Products Guide:

- Showcases your innovation in product showcases and spotlights.
- Offers strong print visuals and a clear messaging designed to build your company's brand.
- Delivered to over 77,000 qualified print subscribers\*.
- Reaches the buying teams in engineering, design, maintenance, plant operations, production, corporate management, and purchasing\*.
- Includes multiple branding opportunities from call ads to full-page ads.

\* SOURCE: BPA Worldwide, December 2016.

### Front Cover Sponsor

Maximum your exposure as a front cover sponsor. Sold on a first-come, first-serve basis. Cover Sponsor Rates: Add \$4,770 gross.

### Online

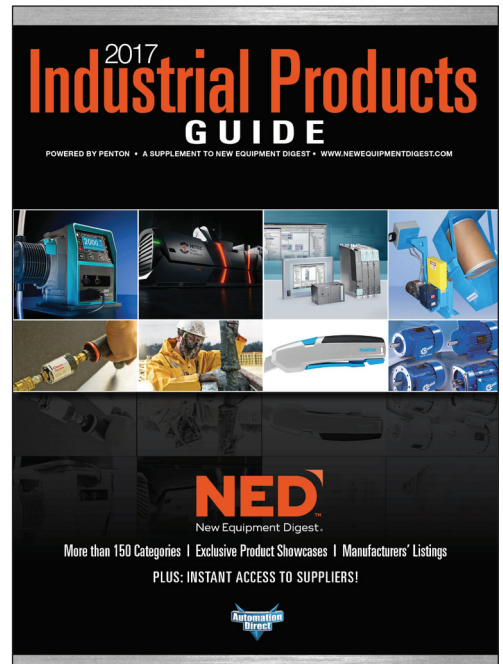
Our newly designed online directory provides valuable information to your prospective customers and places your website one click away. NED's Online Directory features an easy-to-use database and is searchable by company name, product, category or keyword. Delivered to over 165,000 digital subscribers.

### Enhance Your Listing for Maximum Exposure

For as little as \$1,200 (gross), your listing includes:

- Complete contact information, including active website and email links
- Company logo and description
- Unlimited online categories
- Three product postings
- Premium listing in our supplier directory.\*

\*All packages 2 through 7 will receive the Enhanced Online Listing.



# Contact Your Local NED Sales Rep Today



**The listing form deadline is December 22, 2017.**

Make sure your company is listed in the New Equipment Digest's 2018 Industrial Products Guide. This print and online directory gives industrial buyers a fast and easy way to reach industrial suppliers and research new products. Simply complete this listing form by December 22, 2017 to appear in the 2018 Industrial Products Guide.

## STEP 1 – Enter Your Listing Information

Please complete all of the listing information fields below.

### Published Information

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_

E-Mail \_\_\_\_\_

### Unpublished Information

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Website \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Email completed forms to [IPGlistings@penton.com](mailto:IPGlistings@penton.com) or fax them to **(913) 514-9047**.  
Questions? Contact your local NED sales representative for more details.

# Integrated Media for Maximum Results

Reaching industrial buyers at all stages of the buying process is crucial to your company's success. Depending on the stage, buyers turn to either print or online resources for information. NED's Industrial Products Guide reaches these buyers in both places, ensuring that your company is represented whether they are looking in print or online.



## STEP 2 – Choose Your Package

	Package 1	Package 2 Enhanced Listing	Package 3	Package 4	Package 5	Package 6	Package 7 Premier Product & Supplier Exposure
	Free Listing	\$1,200 gross	\$3,900 gross	\$6,500 gross	\$7,640 gross	\$9,900 gross	\$14,500 gross
<b>ONLINE DIRECTORY</b>							
Company Listing: Logo/Company Description	●	●	●	●	●	●	●
Priority Listing on Supplier Search Results		●	●	●	●	●	●
Products Posted on Client Page and Product Directory		3 Products	3 Products	3 Products	3 Products	10 Products	25 Products
Three Posted White Paper/Case History			●	●	●	●	●
Sponsored Products within Research Results			●	●	●	●	●
Banner ads on Enhanced Client Page						●	●
Online Categories	3 Categories	3 Categories	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Hot Product in Industry Insider eNewsletter Includes 50-words, product image, URL			1 Hot Product	2 Hot Products	3 Hot Products	4 Hot Products	5 Hot Products
<b>PRINT GUIDE</b>							
Listing in Annual Print Guide	●	●	●	●	●	●	●
Categories Placement	3 Categories	3 Categories	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Product Showcase (Headline, Product Image and 50 Words Text). One Selected Category		1 Product	1 Product	1 Product	1 Product	2 Product	3 Product
<b>Bold</b> Listing					●		
<b>Red Bold</b> Listing						●	●
1/4 page, 4-color ad			●				
1/3 page, 4-color ad				●			
1/2 page, 4-color ad in Annual Print Guide					●		
Full page, 4-color ad in Annual Print Guide						●	●

## Post up to 25 Products - Generate Leads, Build Brand Awareness

New Equipment Digest has always focused on new products, but now we are giving you an opportunity to promote your product lines. NED has created a single, online resource where industrial buyers can research products and services through our product catalog database. Your products will be included in an online searchable catalog that showcases:

- Title and part numbers
- Description, features and benefits
- Multiple images
- Videos
- Specifications
- Links to technical documentation or whitepapers
- Premium supplier and product placements

# Category Selection

The listing form deadline is December 22, 2017.

Below is a list of the categories that you may choose to list under. Package 1 listers may choose up to 3 categories as part of their listing package. Package 2 through 6 clients may choose unlimited categories.

## STEP 3 – Select Your Category Listings

### 3D Printing

- Metal Printers
- Modeling & Software
- Plastic Printers

### Adhesives/Sealants/Lubricants

- Adhesives
- Dispensers/Applicators
- Epoxies
- Film
- Finishes/Coatings
- Lubricants
- Lubrication Systems
- Sealants

### Assembly/Fastening

- Bolts
- Clamps
- Fasteners
- Hardware
- Handles
- Joining
- Screws
- Seals & Rings
- Tape
- Washers

### Automation

- Automation Systems
- Robots
- Sensors

### Controls & Instrumentation

- Actuators
- Analyzers
- Calibration Equipment
- Control Systems
- Controllers
- Counters & Recorders
- Data Acquisition
- Data Recorders
- Gauges
- Indicators
- Inspection Equipment
- Laboratory Equipment
- Limiters
- Measurement Equipment
- Meters
- Monitors
- Quality Control
- Regulators
- Relays
- Starters
- Switches
- Test Equipment
- Thermometers
- Timers

### Electrical

- Batteries

- Battery Chargers
- Cables
- Circuit Breakers
- Circuit Protection
- Electrical/Power Distribution
- Energy Management
- Fasteners & Contacts
- Fuses
- Generators
- Laser Equipment
- Motors
- Optical Equipment
- Power Transmission
- Reels
- Switches
- Transformers
- Wiring

### Electronics

- Circuit Components
- Connectors
- Control Panels
- Display Components
- Enclosures
- Switches
- Transducers
- Transformers
- Transmitters

### Facility Maintenance

- Air Handling & Cleaning
- Buildings
- Chambers & Enclosures
- Cleaning & Maintenance
- Construction Equipment
- Dock Equipment
- Doors
- Flooring
- Ladders & Platforms
- Mezzanines
- Pest Control
- Vehicles
- Waste / Water Treatment
- Workstations

### HVAC

- Air Conditioning
- Dust Collection
- Fans
- Heaters
- Ventilation

### Hydraulics & Pneumatics

- Actuators
- Filters
- Fittings
- Fluids
- Nozzles
- Rotary Devices
- Seals
- Systems & Assemblies
- Valves

### Lighting

- Bulbs
- Fixtures
- Flashlights
- Lamps
- LED

### Machine Tools & Equipment

- CNCs
- Coolants
- Cutting Tools
- Drills
- Finishing Equipment
- Grinding Equipment
- Lathes
- Metal Cutting
- Metal Removal
- Toolholders / Workholders
- Tool Storage

### Material Handling

- Barcode / Labeling
- Conveyors
- Lift Trucks
- Lifting / Positioning Equipment
- Sorters
- Storage

### Materials & Chemicals

- Abrasives
- Ceramics
- Chemicals and Raw Materials
- Fabricated Materials
- Fluids
- Inhibitors
- Metals/Alloys
- Plastics and Polymers
- Removers and Solvents

### Metalworking

- Casting Equipment
- Dies & Accessories
- Forming
- Joining
- Metal Treatment
- Presses
- Shaping
- Welding Equipment

### Motion Control

- Bearings
- Controllers
- Clutches & Brakes
- Cylinders
- Drives
- Encoders
- Linear Motion / Positioning
- Motors
- Positioning Stages, Slides & Guides

- Power Transmission
- Shock & Vibration Control

### Packaging

- Bagging
- Bar Code Scanners
- Case Sealers
- Containers
- Converting
- Dispensers
- Pallets
- Printers
- Wrapping

### Process Equipment

- Air Compressors
- Flow Meters
- Heating Equipment
- Hose & Tubing
- Metal Casting
- Pipe Tools
- Pipes & Fittings
- Pressure & Temp Indicators
- Process Controllers
- Pumps
- Spraying Equipment
- Tubes & Fittings
- Valves

### Safety

- Electrical
- Emergency Response
- Environmental Management
- Ergonomics
- Eye & Face Protection
- Fall Protection
- Fire Protection
- Foot Protection
- Hand & Arm Protection
- Head Protection
- Machine & Tool
- Noise Control
- Pollution Control
- Protective Clothing
- Security
- Signs & Warning Devices

### Software & Computers

- Computer Peripherals & Accessories
- Computers
- Mobile Devices
- Software

### Tools

- Cutting Tools
- Hand Tools
- Power Tools

# STEP 4 - Select Additional Print Advertising Opportunities

## Print Enhancements - Logos & Call Ads

No matter what package you purchase, you may purchase additional enhancements in the annual Industrial Product Guide! Logos and Call Ads are a great way to increase your visibility and attract customers and buyers to your company and products.

### Logo Spots: Increase Brand Recognition with Your Company Logo!

Include your company logo with your listing in the Vendors Section to attract buyers and increase brand recognition within the industry! See order form for details.



### Call Ads: Showcase Your Products with Call Ads!

Include call ads with your product listings in the product category of your choice to highlight your products and services and help them stand out among the competition! Customers and buyers are much more likely to respond to a listing enhanced with call ads than a regular listing. Increase your customer base and sales with call ads! See order form for details.



### Logo & Call Ad Rates

B/W Logo Placement—\$230 gross

4-Color Logo Placements—\$330 gross

Upgrade to 4-Color Call Ad — \$250 per ad

# of Call Ads	2" x 1" b/w	2" x 2" b/w	2" x 3" b/w
1	\$530 gross	\$825 gross	\$895 gross
2	\$480 gross	\$780 gross	\$875 gross
3	\$460 gross	\$770 gross	\$850 gross
4	\$440 gross	\$750 gross	\$825 gross

### Logo Placements — Vendors Section

- B/W Logo — \$230 gross     4-Color Logo — \$330 gross

### Call Ads — Products Section

#### Size and quantity:

# \_\_\_\_\_ 2" x 1" Call Ad(s) = \$ \_\_\_\_\_

# \_\_\_\_\_ 2" x 2" Call Ad(s) = \$ \_\_\_\_\_

# \_\_\_\_\_ 2" x 3" Call Ad(s) = \$ \_\_\_\_\_

Upgrade to 4-Color ad for an additional \$250 per ad

Product Category Name(s):  
(see enclosed category selection list)

\_\_\_\_\_

\_\_\_\_\_

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Questions? Please contact your local NED sales representative for more details.  
Logo Placements/Call Ads materials must be sent to IPGlistings@penton.com by 12/22/17.