

Hydraulics & pneumatics

Serving fluid power and motion control engineers worldwide

2008 Media Products Insertion Order

Five *Exclusive Advantages HYDRAULICS & PNEUMATICS Offers Its Advertisers That None of Our Competitors Can Match...*

1 *MANY MARKETS, ONE JOB FUNCTION*

Hydraulics & Pneumatics takes your sales message to engineers in vertical markets more efficiently than vertical publications serving individual industries. Whether your markets are in Automotive, Construction & Agriculture, Medical Shipbuilding & Marine, Food & Beverage, Plastics, Machine Tool or Material Handling ... *Hydraulics & Pneumatics* will take it there, including over 2,000 copies to key distributors & systems integrators. A total of over 51,000 copies.

2 *EDITORIAL EXPERIENCE*

Technical education, industrial experience, knowledge of the fluid power community, and the ability to communicate combine to form a unique editorial staff at *Hydraulics & Pneumatics*. Our editors have chalked up many years of experience writing exclusively about fluid power. They have developed an invaluable chain of industry connections across the globe.

3 *LOWER COST*

4 *BETTER ENVIRONMENT*

Hydraulics & Pneumatics' editorial coverage is devoted solely to fluid power technology, which allows us to cover machine automation, mobile & industrial hydraulics and pneumatics in every issue ... and in greater depth!

5 *NO WASTE*

Hydraulics & Pneumatics goes directly to 51,000 engineers who specify and purchase products like yours, who understand the role of technology in building better machines, and who need your products and services to get to market faster and to gain a competitive advantage.

Hydraulics & Pneumatics

Penton Media, Inc. The Penton Media Bldg. 1300 E. 9th St. Cleveland, OH 44114-1503 USA
Ph: 216.696.7000 Fax: 216.696.1819 www.hydraulicspneumatics.com

2008 Print Insertion Order



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1. Check off the box (s) of the month (s) you would like to place an advertisement.
2. In the space provided, fill in the ad headline.
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Month	Ad Headline	New	Repeat	Pick up from (issue/page)
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◇ March	_____	◇	◇	_____
◇ April	_____	◇	◇	_____
◇ May	_____	◇	◇	_____
◇ June	_____	◇	◇	_____
◇ July	_____	◇	◇	_____
◇ August	_____	◇	◇	_____
◇ September	_____	◇	◇	_____
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Please mail or fax order to: HYDRAULICS & PNEUMATICS, 1300 East 9th St., Cleveland OH 44114-1503
 Ph: 216.696.7000 Fax: 216.696.1819
 Digital ads can be FTP'd to www.pentondigitalads.com

2008 eMedia Insertion Order

Hydraulics & pneumatics

Serving fluid power and motion control engineers worldwide

Name: _____ Title: _____
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 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: (____) _____ Fax: (____) _____ E-mail: _____
 Signature: _____ Date: _____

Banners, Buttons, Skyscrapers, Roadblocks, Leaderboards

<input type="checkbox"/> Home Page Banner	\$350 gross per month	(468w x 60h Pixels)	
<input type="checkbox"/> Section Banner	\$115 gross per month	(468w x 60h Pixels)	
<input type="checkbox"/> Home Page Button	\$350 gross per month	(125w x 125h Pixels)	
<input type="checkbox"/> Section Button	\$115 gross per month	(125w x 125h Pixels)	
<input type="checkbox"/> Skyscrapers	\$1,000 gross per month	(120w x 600h Pixels)	
<input type="checkbox"/> Roadblocks	\$1,250 gross per month	(640w x 480h Pixels)	
<input type="checkbox"/> Leaderboards	\$1,000 gross per month	(728w x 90h Pixels)	
			Sub-Total \$:

Fluid Power Monthly E-Newsletter

<input type="checkbox"/> Top Sponsorship	\$1,975 gross per month	Featured Links	
<input type="checkbox"/> 2nd Sponsorship	\$1,500 gross per month	1X	\$ 250
<input type="checkbox"/> 3rd Sponsorship	\$1,125 gross per month	6X	\$ 900
<input type="checkbox"/> 4th Sponsorship	\$ 750 gross per month	12X	\$1,200
			Sub-Total \$:

Product Spotlight

<input type="checkbox"/> Product Spotlight	\$350 gross per month	(max width 125 Pixels)	
Innovations			
<input type="checkbox"/> Innovations	\$350 gross per month	(max width 125 Pixels)	Sub-Total \$:

Online Designer's Guide Enhanced Listings

<input type="checkbox"/> Enhanced Listing	\$600 gross per year		Sub-Total \$:
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eBook "Fluid Power Circuits Explained"

<input type="checkbox"/> Chapter 1: Accumulator Circuits	<input type="checkbox"/> Chapter 13: Intensifier Circuits		
<input type="checkbox"/> Chapter 2: Air Logic Circuits	<input type="checkbox"/> Chapter 14: Proportional Control Valve Circuits		
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<input type="checkbox"/> Chapter 12: Hydraulic Motor Circuits			Sub-Total \$:

Digital Issue Sponsorship

<input type="checkbox"/> Digital Sponsorship	\$1,200 net/1X and \$2,000 net/2X	(560x480/ 336x280/ 300x250 Pixels)	Sub-Total \$:
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Webcasts

<input type="checkbox"/> For details on Webcast Sponsorship Fees, please contact your H&P sales representative.	Sub-Total \$:
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GRAND TOTAL (Add Sub-Totals from far right-hand column)	\$
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ORDERING INSTRUCTIONS

1. Fax (216.696.1819) or mail completed Order Form to Hydraulics & Pneumatics, Penton Media Inc., 1300 E. 9th St., Cleveland, OH 44114.
2. Please send ad materials via e-mail to Catherine Park at: cpark@penton.com.

For H&P Use Only	H&P Sales Representative:
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2008 Order Form



Reserve your conference session and exhibit space

Date: May 13-14, 2008, Hyatt Regency Milwaukee Sub-Total \$: _____

Conference Session #: _____ Conference Session Name: _____

10'x10' Booth Location: 1st Choice _____ 2nd Choice: _____ 3rd Choice: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ E-mail: _____

Signature: _____

Phone: (____) _____ Fax: (____) _____ Web: _____

CONFERENCE DESCRIPTION: _____

Date: November, 2008 Sub-Total \$: _____

Conference Session #: _____ Conference Session Name: _____

10'x10' Booth Location: 1st Choice _____ 2nd Choice: _____ 3rd Choice: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ E-mail: _____

Signature: _____

Phone: (____) _____ Fax: (____) _____ Web: _____

CONFERENCE DESCRIPTION: _____

TOTAL \$: _____

SPECIAL INSTRUCTIONS: _____

Upon completion of this order form, a contract and invoice will be mailed to you.

Please mail or fax order to: HYDRAULICS & PNEUMATICS, c/o Penton Media Inc., 1300 East 9th St., Cleveland OH 44114-1503
Ph: 216.696.7000 Fax: 216.696.1819 Questions about Fluid Power Conference & Expo?
Call Sharon Conley, 216.931.9427, sconley@penton.com