

Hydraulics & pneumatics

Serving fluid power and motion control engineers worldwide

2010 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 46,000 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 46,000 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

2010 Print Insertion Order

**Hydraulics
& pneumatics**
SERVING FLUID POWER AND MOTION CONTROL ENGINEERS WORLDWIDE

Date: _____

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Signature: _____

Phone: (____) _____ Fax: (____) _____ E-mail: _____

Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Signature: _____

Phone: (____) _____ Fax: (____) _____ E-mail: _____

AD SIZE: _____

COLOR: _____

RATE: _____

SPECIAL INSTRUCTIONS: _____

Please Complete:

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.
3. Indicate if this a new ad, or repeat, and which issue/page number to pick up from.

Month	Ad Headline	New	Repeat	Pick up from (issue/page)
◇ January	_____	◇	◇	_____
◇ February	_____	◇	◇	_____
◇ March	_____	◇	◇	_____
◇ April	_____	◇	◇	_____
◇ May	_____	◇	◇	_____
◇ June	_____	◇	◇	_____
◇ July	_____	◇	◇	_____
◇ August	_____	◇	◇	_____
◇ September	_____	◇	◇	_____
◇ October	_____	◇	◇	_____
◇ November	_____	◇	◇	_____
◇ December	_____	◇	◇	_____

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

2010 eMedia Insertion Order

Hydraulics & pneumatics

SERVING FLUID POWER AND MOTION CONTROL ENGINEERS WORLDWIDE

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

<i>Banners, Buttons, Skyscrapers, Roadblocks, Leaderboards</i>			
<input type="checkbox"/> Home Page Banner	\$40 per month	(468w x 60h Pixels)	
<input type="checkbox"/> Section Banner	\$115 per month	(468w x 60h Pixels)	
<input type="checkbox"/> Home Page Button	\$400 per month	(125w x 125h Pixels)	
<input type="checkbox"/> Section Button	\$115 per month	(125w x 125h Pixels)	
<input type="checkbox"/> Skyscrapers	\$1,250 per month	(120w x 600h Pixels)	
<input type="checkbox"/> Roadblocks	\$1,400 per month	(640w x 480h Pixels)	
<input type="checkbox"/> Leaderboards	\$1,000 per month	(728w x 90h Pixels)	
			Sub-Total \$:

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

<i>Product Spotlight</i>			
<input type="checkbox"/> Product Spotlight	\$580 per month	(max width 125 Pixels)	
<i>Innovations</i>			
<input type="checkbox"/> Innovations	\$580 per month	(max width 125 Pixels)	
			Sub-Total \$:

<i>Online Designer's Guide Enhanced Listings</i>			
<input type="checkbox"/> Enhanced Listing	\$600 per year		
			Sub-Total \$:

<input type="checkbox"/> eBook Chapter	\$1,000 one time charge		
<input type="checkbox"/> Homepage Video	\$500 per month		
<input type="checkbox"/> Web Exclusive	\$500 per month		
			Sub-Total \$:

<i>White Paper Library</i>			
<input type="checkbox"/> White Paper Posting	\$1,000 net per year		
			Sub-Total \$:

<i>Video Library</i>			
<input type="checkbox"/> Video Posting	\$500 net per month		
			Sub-Total \$:

<i>Webcasts</i>			
<input type="checkbox"/> For details on Webcast Sponsorship Fees, please contact your H&P sales representative.			
			Sub-Total \$:

GRAND TOTAL (Add Sub-Totals from far right-hand column)	\$
---------------------------------------------------------	----

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 JoAnn Martin at: joann.martin@penton.com.

For H&P Use Only	H&P Sales Representative: _____
------------------	---------------------------------

ORDER FORM

Reserve your conference session and exhibit space today for



April 6-7, 2010

Crowne Plaza Hotel, Cleveland OH

*Fax this Reservation Form to 216.696.1819. Or mail to the address below. Questions?
Call Pat Wroblewski, Conference & Expo Manager, at 216.931.9424.*

Reserve a conference session and 10 x ___ booth at Fluid Power Conference & Expo 2010 for \$2,500.

Conference Session #: _____ Session Name: _____

Booth Location: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Website Address: _____

Brought to you by

**Hydraulics
& pneumatics**
SERVING FLUID POWER AND MOTION CONTROL ENGINEERS WORLDWIDE

Fluid Power Conference & Expo 2010
c/o Penton Media Inc.
1300 East 9th St., Cleveland OH 44114
Attn: Pat Wroblewski