

IDC *Industrial Review*

A man with dark hair, wearing a blue long-sleeved work shirt, safety glasses, and large green earplugs, is leaning over a metal beam in a factory. He is looking intently at the beam, which is part of a larger industrial structure. The background is a blurred industrial setting with various metal parts and machinery.

Connecting
buyers and
sellers

2017 MEDIA KIT

IDC-USA[®]



» CONNECTING BUYERS AND SELLERS



Keeping end-user customers informed about the value of conducting business with the IDC Owner-Distributors and preferred suppliers.

» MISSION

The most effective way to drive business to the IDC Owner-Distributor is by sending **IDC Industrial Review** to their best customers. IDC Owner-Distributors hand select who receives **IDC Industrial Review**. Advertisers receive a greater return on their advertising investment because they are communicating their product message through the distributor to the customers who buy and buy often. All issues are accompanied with a to-from label from the distributor to the recipient.

» REACH 15,000

IDC Industrial Review provides strategic knowledge to help plant managers, maintenance workers, engineering and production professionals operate their businesses more efficiently, effectively and safely. The magazine includes information on a wide variety of power transmission/motion control products, including bearings, chains, clutches and brakes, motors, shaft couplings and U-joints, hydraulics and pneumatics, pumps, speed drives, conveyors and material handling components, gearing, linear motion, accessories and more.

The goal of **IDC Industrial Review** is to provide the end-user customers of IDC Owner-Distributors with the information they need to run a modern manufacturing facility in today's highly competitive global marketplace.

» CONTENT

OUR READERS SPEAK OUT

In a recent survey, readers tell us they value the high-quality design and layout of the magazine. The **Today's Technology** department – which highlights the newest technologies from IDC-USA's preferred suppliers – is the highest rated editorial feature each issue. Nearly half of readers would value more technical articles.

99% of respondents indicated they have learned about new products that have benefited their company by reading IDC Industrial Review.

79% of survey respondents want to see more product information in the magazine.

By including your advertising message, technical articles and new product announcements in the pages of **IDC Industrial Review**, you can be assured that you're getting your brand message into the hands of an audience that perceives value in that message and desires more!



Scheerer Bearing
Manufacturing quality for over five decades

Specialized Solutions
Offering a proven experience of a half century, Scheerer Bearing provides the best products and services to provide the best products and services for your business. Our products and services are designed to meet the unique needs of your business and provide the highest quality and performance.

Product Line:
• Deep Groove Ball
• Angular Contact Ball
• Tapered Roller
• Cylindrical Roller
• Spherical Roller
• Needle Roller
• Worm Gear
• Timing Belts
• V-Belts
• Chains
• Couplings
• U-joints
• Motors
• Pumps
• Speed Drives
• Conveyors
• Material Handling Components
• Gearing
• Linear Motion
• Accessories and more.

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Fax: (918) 438-1112
Website: www.scheerer-bearing.com

» IN EVERY ISSUE

Today's Technology: Submitted by preferred suppliers of IDC-USA, Today's Technology focuses on the latest technologies companies offer to help end-user customers operate their facilities more efficiently.

The Plant Floor: These articles from IDC Preferred Suppliers highlight solutions for improving efficiency, safety and productivity in today's industrial job sites, with a special focus on the products preferred suppliers offer.

Product Profile: A roundup of products in a specific category, Product Profile helps end-users understand how to select the right solution for their particular application.

Manufacturer Profile: An in-depth look at an IDC Preferred Supplier, these profiles explain what manufacturers are doing to develop solutions to help end-users compete in today's global marketplace.

Innovation Center: Each issue of **IDC Industrial Review** features the latest ideas from industry experts on topics such as lean manufacturing, reliability-centered maintenance, overall equipment effectiveness, workplace safety and more.

Employee Empowerment: These articles give production workers, maintenance teams and other employees useful information they require to improve their job performance.

ISSUE CLOSING DATES

Spring/Summer 2017

Ad Close 4/10
Materials 4/18

Fall/Winter 2017

Ad Close 8/9
Materials 8/16

CONTACTS

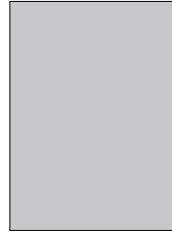
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AD SIZES



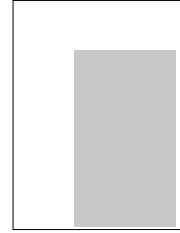
Full Page

Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



2/3 Page

4.5625" x 10"



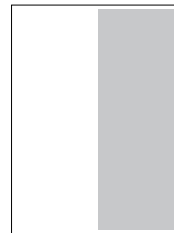
1/2 Page Island

4.5625" x 7.375"



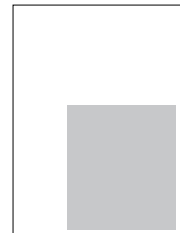
1/2 Page Horz.

7" x 4.875"



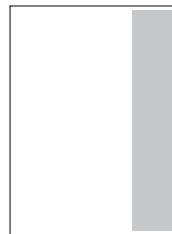
1/2 Page Vert

3.375" x 10"



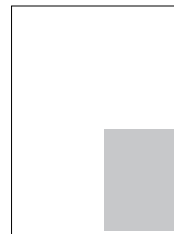
1/3 Page Sq.

4.5625" x 4.875"



1/3 Page Vert.

2.1875" x 10"



1/4 Page

3.375" x 4.875"

Two Page Spread

Trim: 16.75" x 10.875"
Bleed: 17" x 11.125"
Live Area: 7.5" x 10.375"

1/6 Page Horz.

4" x 3"

AD RATES AND PREFERRED IDC SUPPLIER DISCOUNTS

Advertising is available on a first-come, first-served basis up to 18 pages. Those advertisers have first right of refusal for each subsequent issue. Advertisers in **IDC Industrial Review** also qualify for substantial advertising discounts in **Industrial Supply**, the leading publication serving the industrial distribution market.

FREQUENCY	1X	2X
Full page	\$4,420	\$4,180
2/3 page	\$3,810	\$3,620
1/2 page	\$2,980	\$2,860
1/3 page	\$2,260	\$2,180
1/4 page	\$1,740	\$1,640
Cover 2 & 3	\$4,860	\$4,625
Back Cover	\$5,090	\$4,860
Digital edition	\$1,000 (limit 1 per issue)	

All rates include 4/color process.

» MECHANICAL REQUIREMENTS

A. SWOP STANDARDS APPLY

(Specifications for Web Offset Publications)

B. PREFERRED MATERIALS

Electronic file complete with layout, fonts and supporting graphics files in a hi-res PDF format.

C. PDF FILES

PDF files are encouraged and should be created with the following specifications.

1. All fonts should be embedded.
2. No RGB or lab images should be used; make sure all images are 300 dpi CMYK.
3. **Density of tones 300% or less.** Densities higher have potential of blistering on press causing additional charges for down-time.
4. A rich black color should be used to avoid a washed-out appearance whenever large lettering, graphics, boxes or backgrounds are to print as black (*small text should remain 100% black to avoid registration issues on press*). **A rich black should also be used if the color overlaps any other graphic element to avoid ghosting of the overlap.** Use values of 40C/40M/30Y/100K to create a rich black.
5. **Full page ads must be provided with 1/8" (0.125") bleeds on all 4 sides.** Bleed size is 8.625" x 11.125" and the ad will be trimmed to 8.375" x 10.875".
6. Zip compression with down sampling set no less than 300 dpi.
7. Color management set to "none".
8. The "press" preset in the standard Acrobat will usually create an acceptable PDF for both Macintosh or PC.
9. After creating a PDF, **view the file with "Overprint Preview" to verify actual output.**

D. NATIVE FILES

1. Macintosh and Windows-based files are usable. **High resolution files placed by the customer must have all color corrections/alterations done prior to releasing the electronic file to Direct Business Media, LLC.**
2. All images need to be saved in CMYK mode. EPS or TIFF files are preferred. Do not compress images using JPEG or LZW.
3. Provide all supports related to the electronic file (i.e., entire font families, hi-res images and logos). Any third party extension (i.e., Pasteboard) must accompany electronic files. We cannot accept native Corel, Microsoft Publisher or PowerPoint files. These programs are not compatible with high-resolution output equipment. If you create files using one of these programs, please recreate in a program listed above, convert the file to a print-ready PDF.



E. DESIGN RECOMMENDATIONS

1. Spread copy should be laid out to avoid reading matter or any important part of an illustration running into the gutter. Please do not break type on gutter.
2. In preparing copy, restrict thin lines and small lettering to one color. Reproduce all reverse lettering with a minimum of colors. Avoid small letters with fine serifs when using reverse lettering.

ELECTRONIC AD FILES

Adobe Acrobat PDF (high-resolution), InDesignCS5.5*, Adobe Illustrator CS5*, Adobe Photoshop CS5*

*or earlier versions

MEDIA STORAGE | TRANSPORT

Send your high-resolution PDF in one of the following ways:

- Upload your file to the Web-based FTP (www.hightail.com) using the following address:
<https://www.hightail.com/u/DirectBusinessMedia>
- E-mail aroehl@directbusinessmedia.com
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

PRODUCTION CONTACT

MATERIALS

Amy Roehl

866-214-3223 ext. 20 | aroehl@directbusinessmedia.com

FAX: 920-397-7558

When e-mailing photos, graphics or page layout files, please send them as source (not text) files. Any files containing graphics should be saved as a stuffed, self-extracting file that is bin-hex encoded.

TERMS

Payment: net 30 days. Agencies and advertisers are jointly and severally liable. Discount of 15% applies for agency work if paid within 30 days. The publisher reserves the right to reject any advertising deemed inappropriate for the publication's standards.