

MIPT

Modern Pumping Today®

Providing Solutions for the Worldwide Pump Industry

Media Planner 2018

www.modernpumpingtoday.com

SOLUTIONS FOR THE WORLDWIDE PUMPING INDUSTRY

Modern Pumping Today is a publication with solution-based editorial content designed to keep the industrial pump, fluid flow, and rotating equipment markets engaged and informed. Our articles address the key issues for the broad range of pump-reliant industries, from water and wastewater, to specialty concerns like seals and control systems. Our audience consists of what we feel are the key decision makers at all levels in the industry, including engineers, maintenance and operations, municipal and government officials, contractors, and corporate management. For advertisers we offer a competitive rate in a publication designed by the very people you look to influence in the purchasing process.



ADVERTISING OPPORTUNITIES



Modern Pumping Today sends your message to 40,000+ pump industry pros with our printed edition and enhanced digital edition each month. Our print edition offers the traditional longevity one would expect with printed products, allowing engineers, maintenance and operations managers, and corporate executives to keep them at home, in the office, or on the worksite. For our advertisers that means you could get long-term branding opportunities. Our digital edition has its own advantages allowing you to make your products and equipment come to life with streaming videos embedded in your ad. Pump professionals can link directly to your website or email from our enhanced digital edition. For more than five years, *Modern Pumping Today* has established a brand that the industry has grown to trust and rely upon for critical insights needed to get the job done right.

PRINT/DIGITAL EDITION OPPORTUNITIES

PRINT AD RATES

Ad Size	1x	3x	6x	9x	12x
TWO-PAGE SPREAD	\$13,600	\$11,200	\$10,000	\$9,500	\$8,700
FULL PAGE	\$6,900	\$5,850	\$5,200	\$4,550	\$3,950
HALF PAGE	\$4,500	\$3,925	\$3,500	\$2,975	\$2,690
THIRD PAGE	\$3,225	\$2,860	\$2,560	\$2,125	\$1,790
QUARTER PAGE	\$2,250	\$1,960	\$1,660	\$1,460	\$1,225
SIXTH PAGE	\$1,275	\$1,120	\$965	\$810	\$655
TWELFTH PAGE	\$825	\$720	\$635	\$530	\$435

DIGITAL EDITION RATES (VIDEO & ADS)

VIDEO (added to existing print ad)	\$500
"LEADOFF" VIDEO	\$1500
FULL PAGE AD	\$750
HALF PAGE AD (horizontal)	\$400
QUARTER PAGE AD	\$300

AD SIZES

Ad Size	Trim Size (width x height)
TWO-PAGE SPREAD*	16.25" x 10.875"*
FULL PAGE*	8.125" x 10.875"*
HALF PAGE (horizontal)	7.125" x 4.625"
HALF PAGE (island)	4.625" x 7.625"
HALF PAGE (vertical)	3.5" x 9.625"
THIRD PAGE (island)	4.625" x 4.625"
THIRD PAGE (vertical)	2.25" x 9.625"
QUARTER PAGE	3.5" x 4.625"
SIXTH PAGE (horizontal)	4.625" x 2.25"
SIXTH PAGE (vertical)	2.25" x 4.625"
TWELFTH PAGE	2.25" x 2.25"

*For full page ads and two-page spreads, add a bleed of at least .125" (1/8 inch) on all sides



MPT Digital Edition

- PDF is our preferred file format (PDF X-4 export setting).
- Image files (JPG, TIF, PSD) must be 300 dpi, CMYK mode.
- Videos: 5 min. or less, any format, or supply a valid YouTube link.
- Questions concerning ad specs or file transfer? Contact our Art Director, Lisa Avery: lisa@mwsmag.com



Publishers mail date each month is the 20th.

ONLINE OPPORTUNITIES

The *Modern Pumping Today* website offers four ad size opportunities: buttons, banners, skyscraper, and wallpaper. Spaces can be purchased exclusively or be in rotation with a select few to give you the visibility your company deserves. Tell us where you want to be placed and supply a link—start directing decision makers where you want them to go. Combine your print ad with a web banner for maximum exposure.

WEBSITE AD RATES

Ad Size	Placement	Monthly Rate
TOP BANNER*	(home page/static)	\$995/month
TOP BANNER*	(subpages/rotating ads)	\$750/month
BOTTOM BANNER*	(rotating ads)	\$500/month
SKYSCRAPER*	(home page/static)	\$995/month
SKYSCRAPER*	(subpages/rotating ads)	\$750/month
BUTTON*	(home page/static)	\$500/month
BUTTON*	(subpages/rotating ads)	\$275/month
WALLPAPER*	(run-of-site)	\$3,500/month

*JPG, GIF, and PNG file formats supported

BANNER
642 X 90

SKYSCRAPER
300 X 600

BUTTON
300 X 250

WALLPAPER
312 X 647

WALLPAPER
312 X 647



SPECIAL OPPORTUNITIES

Personalized E-Blasts

We offer custom E-Blasts that can put you in front of our large digital audience. Let us help you tailor a specific message and get in front of engineers, maintenance and operations managers, or corporate executives at the right time. Use it to announce new products, as pre-show/post-show marketing, or just to make sure you stay in front of pump industry professionals that need your products and services.

Featured Product

Each month one product from the entire industrial pump industry is promoted in our print and digital editions. This Featured Product is prominently placed on the home page of our website and included in our monthly eNewsletter. Be sure to send us information on your product(s) for possible inclusion in the Products Section of *Modern Pumping Today*.

Special Issues

Modern Pumping Today produces two special issues each year. The April issue "**Products and Services Guide**" and the November issue "**Buyers Guide**." Highly anticipated by the pumping industry each year, the April issue focuses on the products and services for the pump industry. The November issue highlights the manufacturers and includes a company directory that is categorized to help our audience quickly find the options they need. Both special issues allow an elite group of manufacturers to explain about their products or company in an editorial section beside their ad. Don't miss these unique opportunities you can only get in one place: *Modern Pumping Today*.

eNewsletter

The *Modern Pumping Today* eNewsletter is emailed monthly and highlights the current issue of the magazine. Sponsorship opportunities are available with banner links.



CONTACT US

Nowhere will you get a more insightful view of the diverse aspects of the industry than from *Modern Pumping Today*. For advertising opportunities, contact us today.

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