

Industrial Literature Review

Get to the prime mover

The LIT Review For Lead Time

The message from our latest research is loud and clear: The Industrial Equipment News reader is the prime mover. The one who drives processes forward for his company.

Advertising in IEN's **Industrial Literature Review** offers you access to 201,000 chief buying influences in more than 101,000 locations. You'll reach those who can say YES to your product ... *at the early stage of the buying process* ... when identifying and evaluating vendors starts with research ... prompting requests for literature.

Unlike other lit reviews that receive limited distribution or are poly-bagged with another magazine, ILR mails separately to the entire circulation of Industrial Equipment News. There's no better way to start the sales process moving.

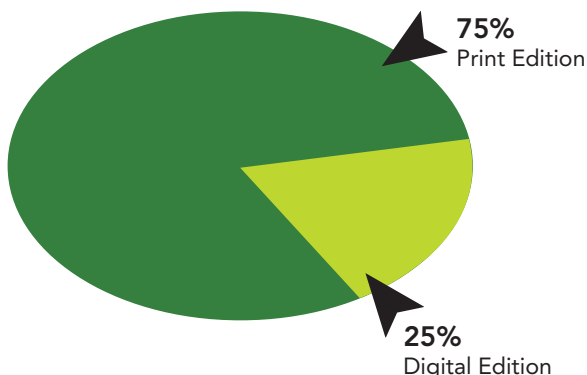


94%

IEN readers are involved in the vendor selection process ... directly impacting whether a product is purchased.

Source: IEN Subscribers: PRIME MOVERS in the Product Adoption Process. Study conducted by Martin Akel & Associates.

RESPONSE SNAPSHOT



Bonus Digital Distribution

The digital edition links 10,000 dedicated users from the image of your catalog cover to your online catalog or website. As the pie-chart illustrates, these digital impressions increase ILR's effectiveness in promoting your catalog when prime movers are online.

Take advantage of all four issues in 2008

March (closes 2/1) June (closes 5/1) September (closes 8/1) November (closes 10/1)

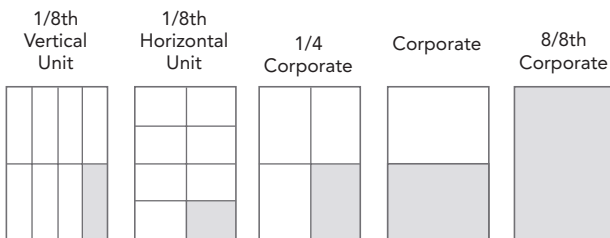
2008 INDUSTRIAL LITERATURE REVIEW RATES

Effective January 2008

Size & Description	1x	3x	6x	9x	12x
1/8th Unit (B/W)	\$1,895	\$1,800	\$1,700	\$1,600	\$1,450
1/8th Unit	\$2,300	\$2,200	\$2,100	\$2,000	\$1,800
1/4 Corporate	\$4,000	\$3,900	\$3,800	\$3,700	\$3,500
1/2 Corporate	\$8,600	\$8,400	\$8,000	\$7,800	\$6,900
8/8th Corporate	\$14,300	\$14,100	\$13,500	\$12,700	\$11,800

All ads are in color unless otherwise specified.

AD FORMATS



Cover Positions (4/C only) subject to availability

Front cover add 30% premium to rate. Back cover add 15%, inside covers and special positions add 10%. Front and back covers have 6 units max each; inside covers, 8 units max each.

DIGITAL FILE SPECIFICATIONS *ILR produced digitally.*

Preferred Digital Ad Specifications	Applications	Format of Files	Proofs
File in a Portable Data Storage format (CD-Rom)	QuarkXPress: Version 5.0 - 6.5	Self-Extracting Archive (SEA) files preferred. Stuffit and zipped files also accepted.	Hard Copy of Catalog or Color Proof
Disk Output or Collect-for-output form	InDesign: CS	Include all supporting images and fonts.	
Will accept via e-mail with prior notification	Adobe Illustrator: 6 - CS2	CMYK, 300 dpi TIFF (preferred), EPS, PDF files	
	Adobe Photoshop: 5.5 - CS2		

MATERIALS SUBMISSIONS GUIDELINES

Size	Units	Description	Ad Shape	Dimensions	Bleed	Materials to be supplied by advertiser
1/8th	1	Unit	Vertical	1-11/16W x 4-7/16H	N/A	70 word copy and image (TIFF files preferred), Color proof of art
			Horizontal: Covers, Free Samples	3-1/2W x 1-15/16H		
1/4th	2	Corporate	Vertical	3-9/16W x 4-7/16H	N/A	Digital file of print-ready art, Color proof of art
1/2	4	Corporate	Horizontal	7-3/8W x 5H	N/A	Digital file of print-ready art, Color proof of art
8/8th	8	Corporate	Vertical	7-3/8W x 10H (for a non-bleed ad)	8-1/8W x 10-3/4H	Digital file of print-ready art, Color proof of art

Contact Information **Industrial Literature Review**

Send all contracts, insertion orders, and reproduction material to:
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