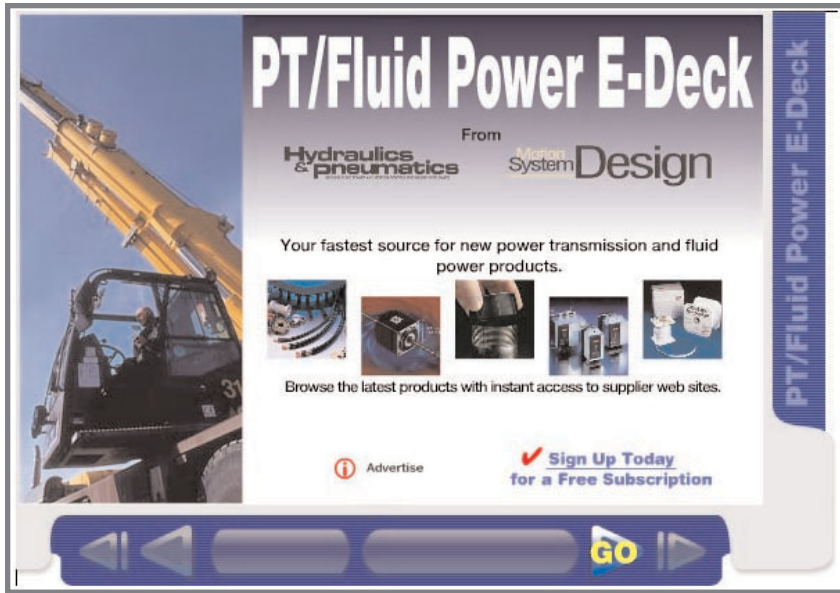


# 30,000 PT/Fluid Power E-Deck buyers are just

# ONE CLICK AWAY



The e-mail action cards that drive new customers to your web site.

**PT/Fluid Power E-Deck™** is changing how power transmission and fluid power technology is communicated to design and in-plant engineers with buying and specifying authority. Using patent-pending technology, the **PT/Fluid Power E-Deck** is the fastest way to bring your products to the power transmission and fluid power marketplace. Unlike websites, these decks are delivered via e-mail, directly to the desktop of thousands of engineering professionals. In fact, the **PT/Fluid Power E-Deck** puts specifiers and buyers who demand instant information just one click away from your website.

### How the PT/Fluid Power E-Deck™ works.

Essentially, it is an enhanced, electronic version of the familiar “postcard” deck that is delivered to subscribers via e-mail. Subscribers easily and QUICKLY click-through one at a time, ensuring valuable impressions for advertisers. When readers find something of interest, they can simply click a “Tell Me More” button that launches a direct link to your desired URL or home page. There is simply no faster, more convenient way to convert readers to prospects, or even customers!

**The missing piece in your Internet strategy.** Looking for more direct online results? The **PT/Fluid Power E-Deck** is the answer. It takes advantage of electronic information delivery and patent-pending technology to fulfill the promise of the Internet with state-of-the-art, graphically-enhanced, targeted advertising delivered right to the desktop of qualified engineering professionals.

From your PT/Fluid Power E-Deck ad... to your website in one click!

To see how **PT/Fluid Power E-Deck** works . . . go to [www.fpweb.com/edeck](http://www.fpweb.com/edeck)

# Target 30,000 Qualified Buyers of PT/Fluid Power products and components.

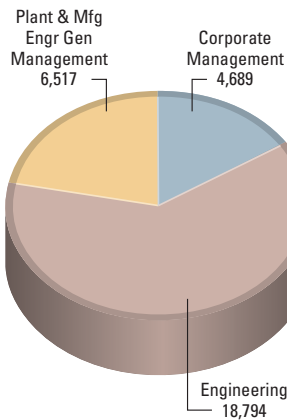
## PT/Fluid Power E-Deck Circulation Breakdown

Business Classification	Corporate Management	Engineering	Plant & Mfg Engr Gen Management	Total
Agriculture Equipment	118	328	244	690
Appliance Industry	117	158	158	480
Automotive Industry	203	2,359	828	3,390
Aviation/Aerospace	211	1,600	199	2,010
Electronic Mfg/Semiconductor	458	1,878	544	2,880
Industrial Machinery	1,083	5,344	893	7,320
Machine Tool/Forming Equipment	405	798	297	1,500
Marine/Shipbuilding	148	182	150	480
Mobile/Off-Highway/Construction Equipment	169	608	333	1,110
Medical/Bio-Medical	136	1,323	191	1,650
Transportation (Non-Automotive)	272	263	305	840
Oil/Gas Industry	150	364	206	720
Food/Beverage	417	614	679	1,710
Packaging	187	573	410	1,170
Pharmaceutical	116	440	194	750
Pulp/Paper/Processing Industry	116	356	338	810
Other Industries	383	1,559	548	2,490
<b>Total</b>	<b>4,689</b>	<b>18,794</b>	<b>6,517</b>	<b>30,000</b>

By Industry

TOTAL CIRCULATION..... 30,000

By Principle Job Function



## Why the PT/Fluid Power E-Deck™ is the next generation of targeted advertising media:

- **Rich, graphic e-mails** are delivered right to the desktop of thousands of qualified subscribers.
- **Bonus circulation** in the form of links to *Hydraulics & Pneumatics and Motion Systems Design* eNewsletters and web site.
- **Drives interested subscribers** directly to your website in one click!
- **Faster reader response** actions and instant information fulfillment; subscribers are already connected!
- **Simple format** presents information in digestible portions with an easy option to learn more.
- **Easy to use**, with intuitive click-through navigation.
- **Continuously updated database** ensures maximum delivery and penetration to qualified subscribers.
- **Fast and easy digital production requirements** with one click uploading.

### PT/Fluid Power E-Deck™ 2004 Advertising Rates

Quantity	Advertisers	Non-Advertisers
1 card	\$1,075	\$1,500
2 cards	\$ 975	\$1,400
3 or more	\$ 875	\$1,300

**Frequency:** April, June, September

**Quantity:** Number of cards in each deck

Prices quoted in U.S. dollars, prepayment or insertion orders, and are subject to change unless contracted.

- **Cost effective.**
- **Short lead times,** PT/Fluid Power E-Deck is the FASTEST WAY to reach the design engineering audience with your product or information.

### Production Requirements

Mechanical Specs: Submitted files must be sized to **536 pixels wide by 356 pixels high at 72 pixels per inch** resolution. Files must be saved in JPEG file format, medium quality, in baseline or "standard" formatting. No progressive JPEG files are permitted. To ensure optimum performance of the media, Publisher reserves the the right to compress files to optimum levels without notification of proofs. Files submitted in any other format or manner may be subject to rejection or fees at an hourly rate for conversion to the JPEG format.

User display limitations can render small text difficult to read, and large amounts of information and text is best provided by your website at your advertiser-supplied URL. Rather than linking to your home page, we recommend supplying a URL that points directly at specific information designed to fulfill the product or service featured on your PT/Fluid Power E-Deck card.

### Closing date, Space and Materials

**12th of the month prior to month of issue**

### Place your ad today:

Contact Shelley Aigner, saigner@penton.com

Tel: 216.931.9972 or call your Hydraulic & Pneumatic representative.

**Hydraulics & pneumatics** **Motion System Design**

### Send materials to:

**REGGIE HALL**

PT/Fluid Power E-Deck

Penton Media Bldg., 1300 E. 9th Street  
Cleveland, OH 44114-1503

Phone: 216.931.9873 Fax: 216.696.1819

e-mail: rhall@penton.com

