

# SOLUTIONS

## 2009 Publication and Rate Information

SMRP *Solutions* is published bi-monthly (six times per year) by the Society for Maintenance and Reliability Professionals, exclusively for SMRP members. *Solutions* articles focus specifically on the SMRP body of knowledge, each newsletter's feature article will focus specifically on one of the five elements of the body of knowledge: business management, manufacturing process reliability, equipment reliability, people skills, work management and a special annual conference issue. *Solutions* is shipped 3<sup>rd</sup> class via USPS and has a circulation of 3000+!

## One-Color Ad Member Rates

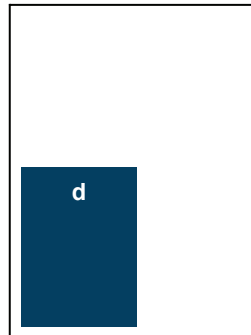
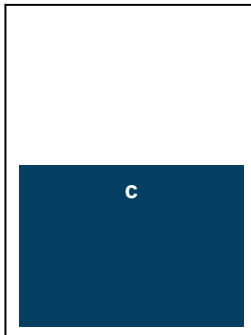
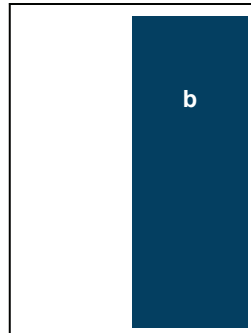
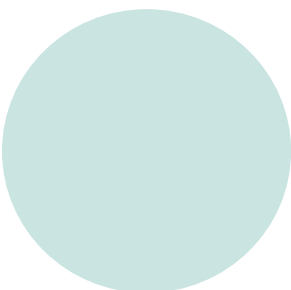
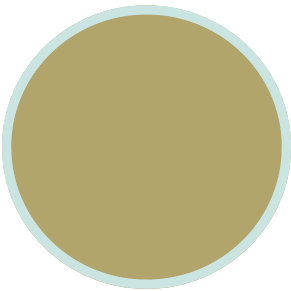
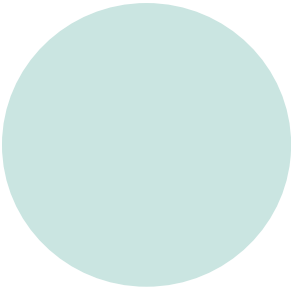
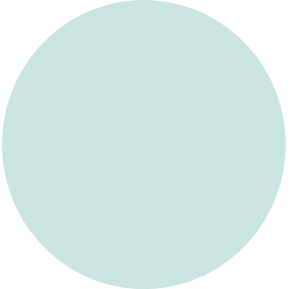
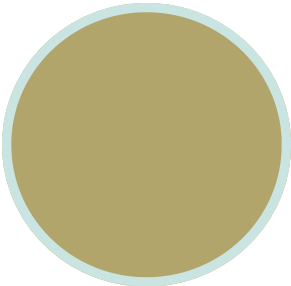
Size	1x	3x (5% discount applied)	6x (10% discount applied)
Inside Front Cover	\$1000	\$ 2850	\$ 5400
Inside Back Cover	\$1000	\$ 2850	\$ 5400
Full Page	\$850	\$ 2425	\$ 4590
½ Page	\$675	\$ 1925	\$ 3645
¼ Page	\$550	\$ 1570	\$ 2970

\*Non-member rates are an additional 50% of member rates.

## Four-Color Ad Member Rates

Size	1x	3x (5% discount applied)	6x (10% discount applied)
Inside Front Cover	\$1800	\$ 5130	\$ 9720
Inside Back Cover	\$1800	\$ 5130	\$ 9720
Full Page	\$1500	\$ 4275	\$ 8100
½ Page	\$1000	\$ 2850	\$ 5400
¼ Page	\$ 800	\$ 2280	\$ 4320

\*Non-member rates are an additional 50% of space rates.



### Mechanical Requirements

**Publication Trim Size**      **8 ½" x 11"**

- a. Full Page      7 ½ x 10
- b. 1/2 Page Vertical      3 ¾ x 10
- c. 1/2 Page Horizontal      7 ½ x 5
- d. 1/4 Page      3 ¾ x 5

### 2009 Deadlines

#### August

Editorial: June 15th

Advertisements: June 25th

#### October

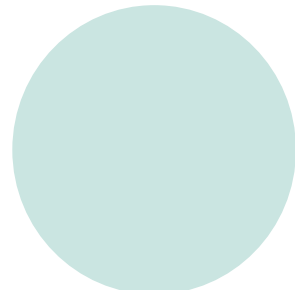
Editorial: Aug. 15th

Advertisements: Aug. 25th

#### December

Editorial: Oct. 15th

Advertisements: Oct. 25th



# SMRP Liability Statement

The publisher reserves the right to refuse copy deemed inappropriate to the policies and standards of the Society of Maintenance & Reliability Professionals.

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

The advertiser and agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising or any part of the advertising, but this right does not imply that publisher has reviewed or assumes any responsibility for advertisement content, and publisher does not assume any such responsibility. This right, and the above indemnity, shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

The publisher reserves the right to cancel this contract at any time upon default by the advertiser and/or its agency in the payment of bills or in the event of any other substantial breach of this contract. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the advertiser and its agency upon rendition of invoices.

If the advertiser and/or its agency defaults in the payment of invoices, or if in the judgment of the publisher its credit becomes impaired, the publisher shall have the right to require payment for further advertising under this contract upon such terms as the publisher may see fit.

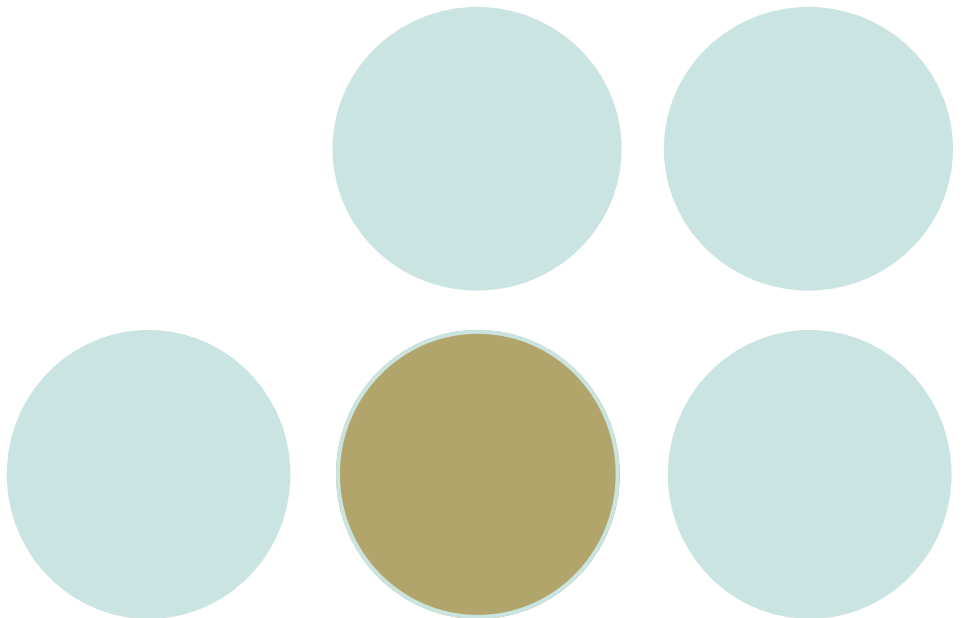
If the publisher is unable to set any advertisement in the type or style requested, it may set such advertisement in such other type or style as in the publisher's opinion most nearly corresponds, and the advertisement may be inserted without submission or proof.

Where cuts, electrotypes, or material furnished by the advertiser or its agency occupy more space than specified in the contract or insertion order, the publisher should immediately communicate with the advertiser or its agency for definite instructions. If the publisher is unable to secure definite instructions, the advertisement shall be omitted.

Failure by the publisher to insert an advertisement in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract.

Unless otherwise stipulated, the publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, and also to limit the amount of space an advertiser may use in any one issue.

A waiver by either party of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions.



## SMRP Solutions Advertising Contract

Advertiser			Agency Name		
Contact			Contact		
Title			Title		
Mailing Address			Mailing Address		
City	State	Zip	City	State	Zip
Daytime Phone			Daytime Phone		
E-mail Address			E-mail Address		
Website			Website		

SMRP Membership Number \_\_\_\_\_

INSERTION DATE:     ~~February 2009~~                       ~~April 2009~~                       ~~June 2009~~  
                                   August 2009                       October 2009                       December 2009

### ADVERTISING POLICIES

**Rates:** SMRP Members in good standing may advertise in the SMRP *Solutions* publication. Rates are based on the number of insertions during the current calendar year. Advertisers will receive a 10% discount for advertising in all six (6) issues of *Solutions* in the same calendar year, or a 5% discount for advertising in three (3) issues in the same calendar year. Non-SMRP Members may advertise in SMRP *Solutions*. Rates for non-members are an additional 50% of members' rates.

**Approval:** All advertising is subject to publisher's approval and publisher reserves the right to reject, or cancel any advertisement or insertion order at any time, with or without notice to the advertiser or advertising agency. Acceptance of the advertisement by the publisher shall in no way constitute endorsement or recommendation by the SMRP, the publisher or newsletter for the contents of the advertisement or the product or service advertised. In order to maintain the integrity of the *Solutions* Newsletter, SMRP maintains a minimum of 75% editorial content to a maximum of 25% advertising ratio.

**Ad position:** Exact position of advertisement is at the discretion of SMRP, except those who have paid for either an Inside Front Cover or an Inside Back Cover.

**Materials:** Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines of issue in which space has been ordered, one of two actions will be taken: (1) the last published advertisement available will be repeated, or (2) if no advertisement is available, the space will be forfeited. In either case, the advertiser will be billed for the space reserved. Advertising materials will be stored for 12 months and will then be discarded unless otherwise requested by the advertiser.

**Cancellation:** All cancellations must be received in writing no later than the space closing date. After the closing date, the advertiser is responsible for 100% payment of the ad space for that issue as per the contract.

### SIGNATURE

Signature below constitutes advertiser/agency agreement to terms, conditions, and regulations specified above.

Name (print)	Title (authorizing Officer)
Signature (authorizing officer)	Date

### CONTRACT CALCULATION

Frequency (*circle one*) 1x 2x 3x 4x 5x 6x

Rate \$ \_\_\_\_\_

Frequency Total (*base rate x freq.*) \$ \_\_\_\_\_

**Grand Total:** \$ \_\_\_\_\_

**Direct all advertising material or inquiries to:**  
*Solutions* Advertising  
 The Society for Maintenance & Reliability Professionals (SMRP)  
 8400 Westpark Drive, 2<sup>nd</sup> Floor  
 McLean, VA 22102  
 Phone: 800-950-7354 or 703-245-8011  
 Fax: 703-610-0249  
 Email: equinn@smrp.org

### PAYMENT Total \$ \_\_\_\_\_

Check enclosed (*Make payable to SMRP*)  
 Please charge my:  
 American Express    MasterCard    VISA

Exp Date \_\_\_\_\_

Card Number \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_