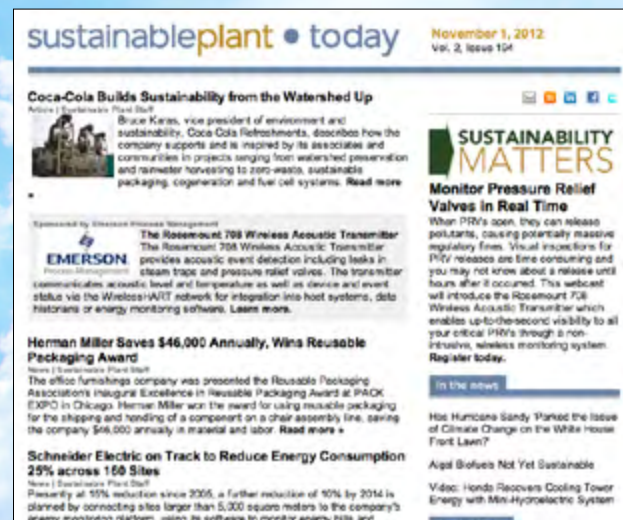


2013 MEDIA KIT



- + Print
- + Digital
- + Enewsletters
- + White Paper Alerts
- + Microsites
- + Events
- + Sponsorships
- + Custom Programs
- + List Rental
- + Lead Generation

By Popular Demand

Sustainable Plant was launched as a digital brand in 2011 by Putman Media, the engineering and process industry B2B publishing house, in response to the requests from readers and advertisers who wanted specific and continuously updated information about sustainability. In short, they wanted a source of information to help them create sustainability programs that would provide responsible ROI for industrial facilities.

Sustainable Plant is designed to help manufacturing professionals measure, benchmark and improve the sustainability of their operations by providing an inventory of best practices, products and services, and methodologies for building information infrastructures that unite real-time plant-floor performance with C-suite dashboards and annual reports.

The bottom-line benefits of a successful sustainability program include increased revenue, direct cost savings and greater market share. Moreover, sustainability drives innovation, learning and employee motivation, as well as company reputation and brand value.

Our Readers:

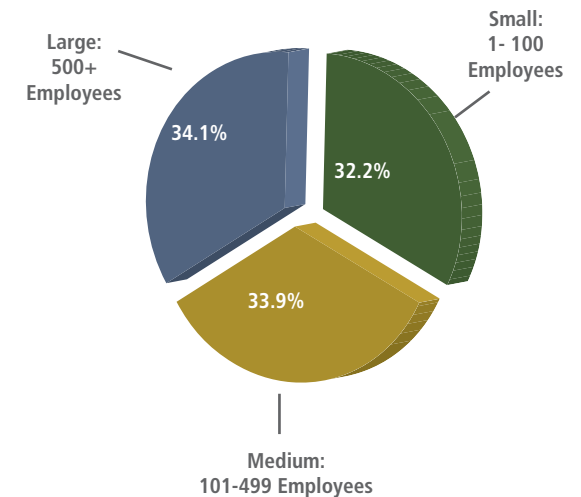
Sustainable Plant readers are industrial professionals from large, medium and small companies and are present on the factory floor in Engineering, Facilities, EH&S, Quality Control and Operations departments, and range up through plant and engineering managers to enterprise, corporate and global C-suite executives. Audience members are working for and with process and discrete manufacturers in the areas of Automotive, Chemical, Electronics, Food & Beverage, Machinery, Oil and Gas, Metals & Mining, Pharmaceuticals and more. They include consultants, trainers, educators, governmental, regulatory and non-profit professionals.

Industry Focus

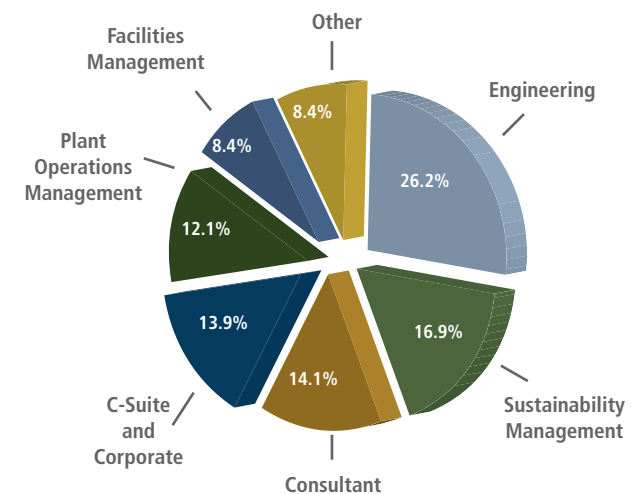
Sustainability, Consulting, Engineering, Risk Mgt, Safety	23.4%	Petroleum, Natural Gas, Coal	6.0%
Food & Bev	15.0%	Pharmaceuticals	5.0%
Machinery & Equipment	11.0%	Metals & Mining	4.7%
Chemicals	10.0%	Renewable Energies	4.0%
Auto/Aeronaut/Transportation	8.0%	Government & Regulatory	3.4%
Utilities	6.5%	Education, Certification, Training	3.0%

Source: 2012 Sustainable Plant Subscriber Study

Company Size



Principal Job Function



Source: 2012 Fall Subscriber Study

Our Audience Leads and Drives Sales

Sustainable Plant connects manufacturers of sustainability-improving goods and services with factory floor, departmental, corporate and global professionals who recommend, specify and purchase these products and services for their companies.

Below are the products and services most frequently recommended, specified and purchased:

MANUFACTURING PROCESSES

Energy Efficient Mfg Equipment	53.2%
Controls & Sensors	48.0%
Motors/Motor-Driven Systems	46.8%
Meters	44.5%
Industrial Automation	44.5%
Process Heating/Cooling Equip	42.8%
Compressors	42.8%
Waste Management	41.6%
Water Recovery, Reclamation	39.3%
Industrial Components	35.6%
Heat Recovery Systems	34.7%
Recycling Equipment	31.8%
Conveyors	28.9%
Ecofriendly Chemicals	26.6%
Ecofriendly Lubricants	25.4%
Cleaners/Cleaning Systems	23.7%
Evaporators	23.7%
Fluid Reclamation	17.3%

FACILITIES

Lighting Systems	46.2%
HVAC	42.8%
Air Quality Equipment/Fans	41.0%
Material Handling	32.3%
Software	30.6%
Maint/Janitorial Products	21.4%

SERVICES

Consultants Education/Training	44.5%
Energy Procurement/Management	33.5%
Wireless Technology	13.7%
LEED Certification	16.2%
Transportation/Logistics	10.4%

ENERGY EMISSIONS

Water Quality	37.6%
Air Quality Emissions	33.5%
Solar Energy	32.3%
Sustainable Building Materials	30.1%
Renewable Fuels	23.7%
Sustainable Packaging	20.2%
Wind Energy	13.7%

The goal is to create a Sustainable Plant that is

- + Clean (non-polluting to the environment and carbon-neutral)
- + Safe (for its workers and neighbors)
- + Efficient (in its use of raw materials, water and energy)
- + Profitable (for its stakeholders)
- + Compliant (with regulatory requirements and customer standards)
- + Closed-loop (wastes are recycled, responsibility is taken for production assets and products throughout their lifecycle).

The Sustainable Plant Media Platform

2013 media kit
sustainableplant

Digital Products

Sustainable Plant TODAY is the Monday - Friday eNewsletter that is sent to 30,000 industry professionals. The issue on Friday is called Friday 5, which features the five most popular stories of the week. Sustainability Matters is our vehicle for White Paper and Webcast Alerts.

Email

eNewsletter Sponsorship	\$1,300.00	120 x 60 pixels non-animated, 40 character headline, 400 character text
White Paper Alert	\$4,000.00	Solo blast to appropriate preselected subscribers; expect 135 leads
Performance Option	\$30 per lead	\$3,000 monthly minimum
HTML Blast/List Rental	Custom pricing	Data Card targeting, third-party eblast from client to SP readers

All dollars are Net

White Paper solo blast

HTML blast to select target

eNews Sponsor

eNews Sponsor



eNews Sponsor



The Sustainable Plant Media Platform

Digital Products

The heart of the Sustainable Plant brand is its website – www.SustainablePlant.com – which has a wealth of content, updated daily, on the freshest thinking, best practices and latest products for improving the sustainability of manufacturing practice. It is organized by Objective, by Sphere and by Solution.

- + Note the Supporters Corner (lower right), which features Microsites from our Gold and Silver Sponsors (see Sponsorship).

Web Ad Formats

Leaderboard web ad (Static)	\$125 cpm	Static 960 x 66, rich media, animation or video
Leaderboard web ad (Expandable)	\$150 cpm	Expandable 960 x 66 to 400, rich media, animation or video
Large rectangle web ad	\$100 cpm	336 x 280 rich media, animation or video, 1st or 2nd position
Performance option	\$15 per Click	

Leaderboard



Large Rectangle

Expandable Leaderboard



Microsites from Gold and Silver Sponsors



The Sustainable Plant Media Platform

2013 media kit
sustainableplant

Print

2013's two Sustainable Plant print issues will be Spring/Summer (April) and Fall/ Winter (October). Each issue will take a deep dive on a specific topic of great interest and importance to the sustainability community. The topic's challenges and opportunities are explored, best practices are shared and a vision of the future is revealed by thought leaders and industrial titans.

Sustainable Plant invites our advertisers to share their case studies with our audience via providing a Success Story with every paid ad. The Success Story page is free and of great value to our readers, revealing real-world results from specific product or service purchasing.

Fifty thousand copies of each issue are distributed to subscribers to Sustainable Plant TODAY, visitors to www.SustainablePlant.com, attendees of relevant trade shows, and selected circulation of Putman Media sister publications Control, Control Design, Plant Services, Food Processing, Chemical Processing, and Pharmaceutical Manufacturing.

Spring/Summer

How Sustainability Reduces Risk (Energy, Safety, Environment, Regulatory, Productivity, Training)

Release: April 10 – EARTH DAY APRIL 22, 2013

Closing Date: February 15, 2013

Page 4/C \$6,000 net (earns free P4/C Success Story)

Fall/Winter

How Sustainability Drives Innovation

Release: October 10

Closing Date: August 15, 2013

Page 4/C \$6,000 net (earns free P4/C Success Story)

Discounted Digital Add-On:

2 eNews Sponsors,

4,000 Web Ad Impressions

\$4,000 (\$7,100 value)



Sponsorship

Sustainable Plant sponsorship is an integrated package that builds awareness for the sponsor's sustainability offerings, cultivates thought leadership within the sustainability space and generates actionable leads for nurturing and follow-up. The elements include:

- + **Microsite** – articles, white papers, webcasts, downloadable tools and content relating to the sponsor's sustainability value proposition. Typically some of the content is gated to generate sales leads.
- + **Enewsletter sponsorships, website ads and premium content alerts** (white papers, webcasts, energy tools, etc.) are used to drive traffic to the microsite, the sponsor's site, other landing pages, etc.
- + **Webcast** – Developed with the Sustainable Plant editorial staff, it is a turnkey program providing all technical expertise, editorial introduction and Q&A, promotion, registration and archiving.

Sponsorship Programs	Solutions Microsite – 15-25 high value content offerings	Webcast Solo Sponsorship – up to 50 minutes	E-news Sponsorship	Website Ad Impressions	Lead Generation	Costs
Gold Level Sponsorship (Value \$118,800)	Yes	2/year	2/mo	4,000/mo	100/mo	Monthly \$5,500, 6 Mo. \$33,000, 12 Mo. \$66,000
Silver Level Sponsorship (Value \$71,400)	Yes	1/year	1/mo	2,000/mo	50/mo	Monthly \$3,500, 6 Mo. \$21,000, 12 Mo. \$42,000
Bronze Level Sponsorship (six alternate months) (Value \$34,350)	Yes	No	Every other month	1,000/mo	25/mo	\$3,500 (6 alternate months) \$21,000 annual

Microsite Landing Page



White Paper Registration Page



Webcast Portal Lobby



Digital Specifications

Website Ad Creative

Leaderboard (static)

Size: 960 x 66 pixels

Hairline border of at least 1 pixel

Rich media, animation, video acceptable

Leaderboard (expandable)

Initial Size: 960 x 66 pixels

Hairline border of at least 1 pixel

Rich media, animation, video acceptable

Expandable ad requirements:

- + Upon click, ad expands, pushing other page content down, to 960 x 400 pixels (done with flash scripting)
- + Include specific "Expand" button with "call to action" on initial ad
- + Include specific "Close" button on expanded ad with "call to action" button that provides click-thru to destination URL
- + For tracking purposes, do not embed the click-thru URL in Flash creative. Create a button that covers the entire creative at the root level or level 0. Enter the following in the "Action" tag: on (release) {get URL (clickTA G, "_blank"); the frame rate for flash files may not exceed 18 frames per second, 12 frames per second is preferred.
- + Any audio must be user activated

Large Rectangle or Boombox

336 x 280 pixels

Hairline border of at least 1 pixel

- + Rich media, animation, video acceptable
- + Any audio must be user activated
- + Include final URL destination for click-through
- + For tracking purposes, do not embed the click-thru URL in Flash creative. Create a button that covers the entire creative at the root level or level 0. Enter the following in the "Action" tag: on (release) {get URL (clickTA G, "_blank"); the frame rate for flash files may not exceed 18 frames per second, 12 frames per second is preferred.

Sustainable Plant E-News Sponsorships and White Paper or Webcast Alerts

The SustainablePlant e-newsletter sponsorship position consists of an image combined with a headline and accompanying text and link:

- + 120 x 60 pixels non-animated image
- + Up to 40 character headline, plus 400 characters of additional text
- + Designate and include destination URL of embedded hyperlinks

Print Specifications

Format

Trim: 7-7/8" x 10-1/2"

Live Area: 7"x10"

Non-Bleed Space Units

	Width	Depth
Full page	7"	10"
Two-thirds page	4-8/16"	10"
One-half page (vertical)	3-1/8"	10"
One-half page (horizontal)	7"	4-7/8"
One-half page (island)	4-8/16"	7x1/2"

Bleed Space Units*

Full page plate size	8-1/8"	10-3/4"
Full page trim size	7-7/8"	10-1/2"
Bleed spread, each plate	8-1/8"	10-3/4"
Bleed spread trim size	16"	10-1/2"
Gutter bleed spread, each page	7-1/8"	10"

*To bleed an ad, add 1/8" to each side of ad.

Binding

These books are saddlestitched.

Color Density

Two-color process wet printing: the sum percentages of tone values should not exceed 300% and no more than one solid should be used. The maximum screened tone value for any color should be 85%; a required value over 85% should be made solid. A 5% to 8% reduction in dot size (film vs. prog) should be made on furnished film to allow for dot gain when running on a production web press.

Shipping

Please upload your high resolution PDF to our FTP site.
www.putmanftp.com

For additional information, contact Anetta Gauthier at 630/467-1300 x 371. Email: agauthier@putman.net

Sponsor Microsite Landing Page

Sponsors are entitled to a landing page on SustainablePlant.com that features a summary statement of the company's value proposition in terms of sustainability as well as a range of viewable and/or downloadable support assets—some of which will be gated behind registration—in order to generate leads for the sponsor organization. White papers, webcasts, online calculators and other high-informational-value assets are suitable for promotion and gating.

To get the microsite started, an initial inventory of 10+ pieces of content related to the sponsor's sustainability offering is suggested. Not all of these will need to be gated, of course, and the addition/refreshment of new content is suggested on at least a quarterly basis.

In addition to the pieces of content themselves—or links to them—please provide a spreadsheet including the following elements for each piece of content:

- + Asset filename
- + Asset type (video, PDF, etc.,)
- + To be gated? (yes or no)

The Sustainable Plant staff will present a recommended

organization and display of the supplied content around suitable themes, content types, etc., for approval.

For gated assets, our standard demographic form includes name, company name, title, physical address, email address and phone. If desired, up to three custom questions can be added to the registration form to further qualify the prospect for appropriate follow up.

Finally, please supply a company logo (at least 300-dpi resolution), together with a 200-word summary of the sponsor's range of sustainability offerings. (Alternatively, the Sustainable Plant staff will draft one for approval.)

How to Submit

Email all assets (or links to them) to klarson@putman.net. Alternatively, upload large files to our FTP server at <http://putmanftp.com> (directions for use are posted on the site).

If you have any questions, please contact Keith Larson at 630.625.1183; klarson@putman.net.



Success Story Production Specs

The template for Success Stories has three copy blocks – Problem, Solution and Result. Submit 50-80 words of copy for each component. We will edit it to fit and write the overall headline for the Success Story.

The template allows for up to 3 images, charts, tables or graphs. For images, provide minimum 1,000 pixels width or height in a high-resolution jpeg. Charts, graphs and tables will be re-created from your source materials.

Each image can have a caption, with up to 100 characters.

Materials are due on the ad close date.

Send to the publisher, Keith Larson: klarson@putman.net



sustainableplant

Putman Media, Inc.
555 W. Pierce Road, Suite 301
Itasca IL 60143
Main: 630.467.1300
Fax: 630.467.1124

Keith Larson, VP Content
klarson@putman.net
630.625.1129

PUTMAN SALES:

Jerry Burns
jburns@putman.net
704.999.9681

Michael Connaughton
mconnaughton@putman.net
513.543.6432

Faith Dalton
fdalton@putman.net
216.229.1358

Polly Dickson
pdickson@putman.net
630.625.1176

Dave Fisher
dfisher@putman.net
508.543.5172

Jeanne Freedland
jfreedland@putman.net
212.665.3197

Jim Maddox
jmaddox@putman.net
630.467.1300 x363

Laura Martinez
lmartinez@putman.net
310.406.6820

Matt O'Shea
moshea@putman.net
630.467.1301

Greg Zamin
gzamin@putman.net
630.551.2500

MAGAZINE STAFF:

Paul Studebaker,
Editor in Chief
pstudebaker@putman.net
630.625.1130

Brian Wright,
Digital Editor
bwright@putman.net
630.625.1182

Keith Larson
VP Content
klarson@putman.net
630.625.1129

Steve Herner
VP Creative Services
sherner@putman.net
630.625.1119

Paul Way
VP Marketing and Digital Strategy
415.913.7731
pway@putman.net

Jane Volland
VP CFO
jvolland@putman.net
630.467.1301 x 405

Anetta Gauthier
Production Manager
agauthier@putman.net
630.625.1154

Lori Goldberg
Operations Manager
lgoldberg@putman.net
630.625.1128

New for 2013

- + Events and Sponsorships
- + Social Media Programs
- + Custom Programs

Contact the publisher
for details.