

In a crowd of
flow control industries
and advertising options,

VALVE
stands out.



VALVE Print and Digital Media Products reach exactly the V/A/C professionals you need.

And more of them.



PRINT
MAGAZINE



DIGITAL
MAGAZINE



VALVE MAGAZINE PRINT AND DIGITAL EDITION

The print edition of VALVE Magazine has always had strong penetration in the U.S. and Canadian valve markets—but with the digital edition, we've established a strong reach around the globe. Our foreign readership continues to grow and now slightly more than half (51%) of those who visited during the past year—representing 183 countries—are from outside the U.S. and Canada.

VALVEmagazine.com

VALVEmagazine.com is a vital hub where nearly 15,000 unique visitors a month come to find the industry news, information, and educational content that helps them do their jobs. They come back again and again, because VALVEmagazine.com is the one location where they can find:

- A steady stream of free, original Web-only editorial content
- New products and the latest applications
- The most up-to-date industry headline news
- Complete digital archives of VALVE Magazine and VALVE eNews
- Industry meetings & events

VALVEindustryBuyersGuide.com

A comprehensive online resource to help buyers from around the world locate manufacturers and providers. This one-of-a-kind buyers guide is devoted to all things valve, and includes more than 90 categories of products and services. If you're not listed here, you're missing an important element in your marketing mix!

VALVE eNews

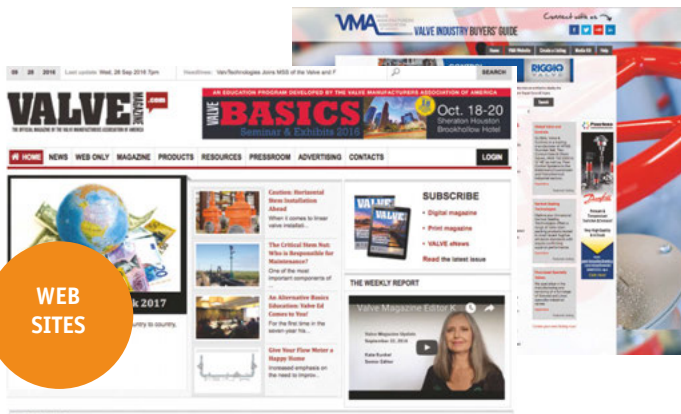
By reaching both opt-in subscribers and visitors from VALVEmagazine.com, eNews delivers timely industry news—and your message—to the widest possible audience of flow control buyers and end-users. VALVE eNews should be an essential part of any multi-media campaign!

All issues are archived on VALVEmagazine.com, and available to anyone, any time.

VMA QUICKREAD*

Rated one of the association's most valued benefits, QuickRead logo sponsorships are available *only* to VMA and VRC members. This popular weekly e-newsletter features news that's hot off the press, from the latest valve industry happenings, current economic forecasts and domestic and international projects to important news about VMA meetings, industry data and other vital association reports.

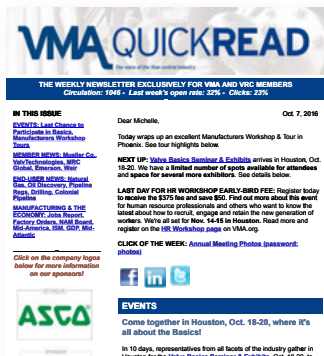
** For VMA/VRC members only.*



WEB
SITES



E-NEWSLETTERS



Reach the people who count...

...by purchasing power

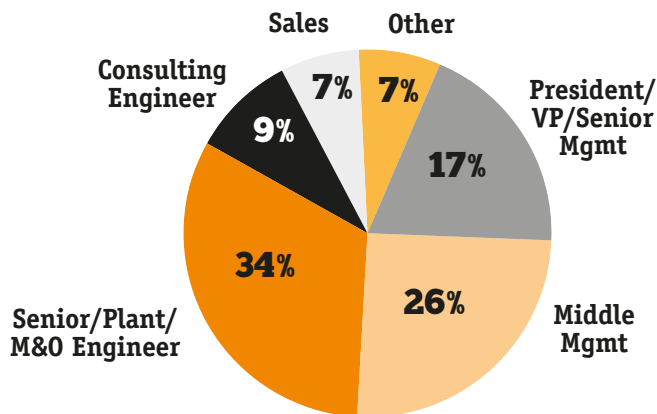


29.9% Make final purchasing decisions for valves, actuators and controls

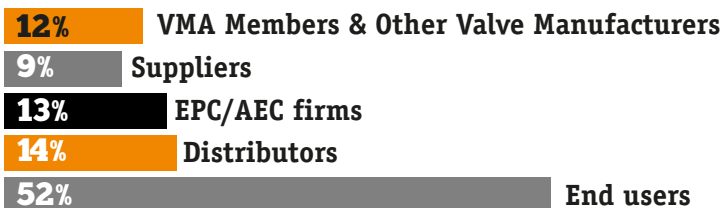
45.7% Recommend specific products and services

10.7% Research products, services

...by job responsibility



...by industry sector

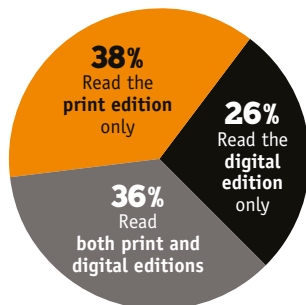


Reach readers who respond to ads

Have you ever called a company or visited a company's website after seeing an ad in VALVE Magazine?



Reach readers multiple times



Reach decision makers across all industrial flow control industries



Oil & Gas

52.8%



Mining & Extraction

18.5%



Refining & Petrochemical

39.7%



Marine & Defense

12.9%



Chemicals & Pharmaceuticals

36.4%



Industrial Construction

22.1%



LNG & Cryogenics

21.8%



Offshore & Subsea

15.5%



Power & Utilities

42%



Pulp & Paper

25.4%



Food & Beverage

22.1%



Water & Wastewater

33.8%

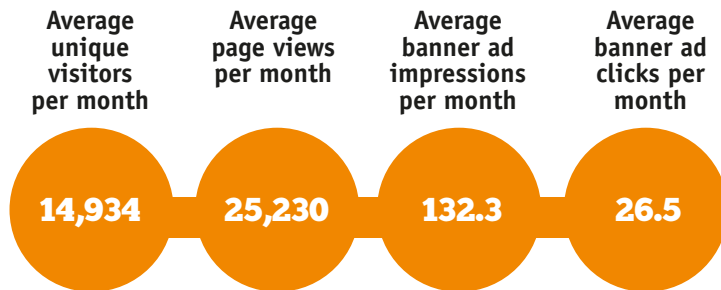
Print and Digital Magazine Readership Reaches Around the Globe.

VALVE's print edition has always had strong penetration in the US and Canadian valve markets. Now with the digital edition, VALVE reaches around the globe.



VALVEmagazine.com is the go-to website for industry professionals.

VALVE Magazine readers are especially familiar with the VALVEmagazine.com site—among the 80% of readers who have visited, nearly half (47%) visit between one and three times a month, 13% visit weekly, and 2.4% daily.

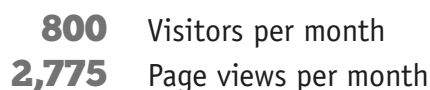


VALVE Magazine readers connect with colleagues and keep up with products and news via social media.

Educational and newsworthy content from the VALVEmagazine.com hub is regularly pushed out to social media. It's actively read and commented on by a growing global audience.

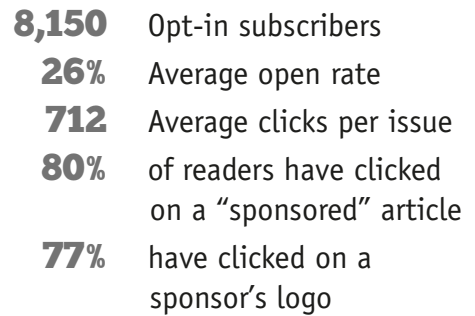


VALVE Industry Buyers Guide by the numbers:

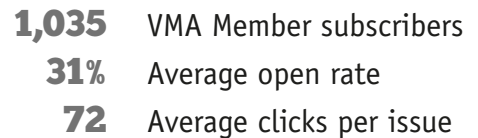


VALVE email newsletters reach your target audience and they are engaged.

VALVE eNews by the numbers:



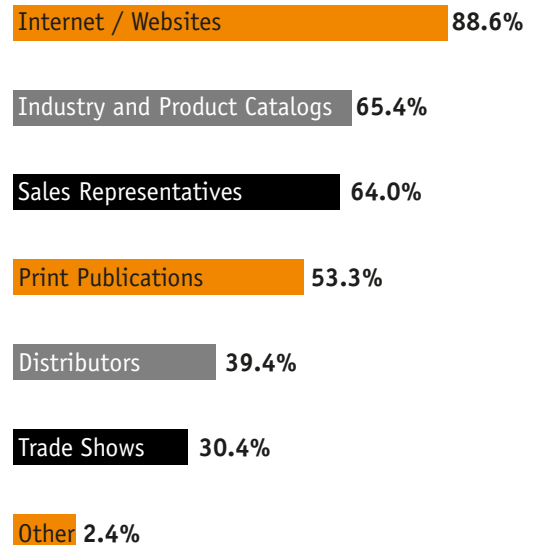
VMA QuickRead* by the numbers:



**available to VMA/VRC members only*

Drive prospects right to your website.

After seeing products and services in the magazine, the Internet is the top "go-to source" to gain additional information.



EDITORIAL LINE-UP *Editorial subject to change. Some articles will appear only on VALVEmagazine.com.*

WINTER	SPRING	SUMMER	FALL
<ul style="list-style-type: none"> » Back to Basics: Fugitive Emissions » Where Valves Are Used: Pulp & Paper » Valves & Climate Change » Pre-project Planning » Changes in Distribution » Offshore Safety » New Approaches to Teaching Valve Basics 	<ul style="list-style-type: none"> » Back to Basics: Noise Control » Where Valves Are Used: Alternative Energy » The Millennial Valve Buyer » Valves & Actuators in the Extreme » When Valves Fail » Smart Water Technology » Valve Lubricants 	<ul style="list-style-type: none"> » Back to Basics: Oil & Gas » Where Valves Are Used: Wastewater Reuse & Recycling » Sizing Valves & Actuators » Internet of Things » Electric Actuation » Valve Warranties » Standards Overview 	<ul style="list-style-type: none"> » 2017 Market Outlook » Where Valves Are Used: Chemicals » What's New in Power Generation » Industrial Network Security » Aftermarket Coatings » Instrumentation
<p><i>SHOW PREVIEWS:</i> VMA Technical Seminar; OTC 2017</p>	<p><i>SHOW PREVIEWS:</i> AWWA ACE17; Valve World Americas</p>	<p><i>SHOW PREVIEWS:</i> VMA Fall Valve Basics Seminar & Exhibits; WEFTEC</p>	<p><i>SHOW PREVIEW:</i> Power-Gen International</p>

PLUS OUR REGULAR COLUMNS: Materials Q&A - Actuators & Controls - Maintenance & Repair - WaterWorks - The Distribution Channel - Beyond Valves - Standards - Education & Training

EDITORIAL GUIDELINES

- » Before submitting an article, please read the complete editorial guidelines on VALVEmagazine.com: www.valvemagazine.com/pressroom/editorial-guidelines.html
- » Please send queries for feature articles and columns 3-4 months in advance of publication dates (Jan. 20, April 20, July 20, Oct. 20).
- » Editorial contacts for print and web articles are: Judy Tibbs, Editor-in-Chief (jtibbs@vma.org); Kate Kunkel, Senior Editor (kkunkel@vma.org); or Genilee Parente, Managing Editor (gparente@vma.org)
- » For editorial consideration of new products and industry news, please email Chris Guy, Assistant Editor (cguy@vma.org)

BONUS DISTRIBUTION

WINTER	SPRING	SUMMER	FALL
<ul style="list-style-type: none"> » VMA Technical Seminar & Exhibits (March 1-3), Nashville » 2017 Offshore Technology Conference (May 1-4), Houston 	<ul style="list-style-type: none"> » Valve World Americas Expo & Conference (June 20-21), Houston » AWWA ACE17 (June 11-15), Philadelphia 	<ul style="list-style-type: none"> » WEFTEC 2017 (Oct. 2-4), Chicago » VMA Valve Basics Seminar (Fall 2017), Houston 	<ul style="list-style-type: none"> » POWER-GEN International (Dec. 5-7), Las Vegas

Exhibitors at the above events who advertise in VALVE Magazine receive a guaranteed Sponsored Product in VALVE eNews AND a laminated "As Seen in VALVE Magazine" placard.

Shipping/Mailing and Contacts VALVE Magazine advises advertisers to ship ad material by traceable mail services. VALVE Magazine cannot be held liable for lost materials or payments. Address all insertion orders, ad materials, Sponsored Product materials, cancellations and ad sales inquiries to: **Sue Partyke**, Advertising Director, VALVE Magazine, 145 Harrell Road, Suite 119, Fredericksburg, VA 22405, phone 540.374.9100, fax 540.374.9265, spartyke@vma.org.

The PR Package

From among the hundreds of releases we receive each year, VALVE Magazine runs just a handful per issue. To make sure your press or product releases are seen by our readers and website visitors, we have an offer just for you...

Choose 1, 2 or 3 of the following—the more you choose, the better the rate! (Rates are net.)

1 One-sixth page 4C ad in VALVE Magazine:

Send your 4C logo and 150 words of text and we'll create an ad that's run opposite the Editor's Picks page. Appears in both print AND digital editions.

2 VALVEmagazine.com:

Your release will appear for 3 months on the Products page of the VALVE website, PLUS it will be included in the Sponsored Products section on the home page.

3 VALVE eNews: Your release (photo or logo + 150 words) will appear in the next issue of eNews, our biweekly e-newsletter with an opt-in audience of 8,000 buyers, end users, VMA members and other valve industry professionals.

1 OPTION

\$550 members

\$750 nonmembers

2 OPTIONS

\$775 members

\$960 nonmembers

3 OPTIONS

\$995 members

\$1,150 nonmembers

VALVE MEDIA PRINT RATES & PACKAGES

VALVE Magazine Print Edition Rates

		VMA MEMBERS			NON-MEMBERS		
		1X	2X	4X	1X	2X	4X
Full Page	4/C	\$5,380	\$5,135	\$4,795	\$6,365	\$6,045	\$5,610
	B/W	\$3,885	\$3,640	\$3,300	\$4,870	\$4,550	\$4,115
2/3 Page	4/C	\$4,420	\$4,315	\$4,030	\$5,145	\$5,015	\$4,675
	B/W	\$2,925	\$2,820	\$2,535	\$3,650	\$3,520	\$3,180
1/2 Island	4/C	\$4,250	\$4,105	\$3,835	\$4,975	\$4,745	\$4,420
	B/W	\$2,755	\$2,610	\$2,340	\$3,480	\$3,250	\$2,925
1/2 Horiz.	4/C	\$4,140	\$3,975	\$3,705	\$4,805	\$4,600	\$4,260
	B/W	\$2,645	\$2,480	\$2,210	\$3,310	\$3,105	\$2,765
1/3 Page	4/C	\$3,365	\$3,250	\$3,190	\$3,825	\$3,690	\$3,495
	B/W	\$1,870	\$1,755	\$1,695	\$2,330	\$2,195	\$2,000

PREMIUM POSITIONS

Per issue rates based on annual contracts.

	VMA MEMBERS	NON-MEMBERS
Cover 2 or 3	\$5,425	\$6,800
Cover 4	\$5,800	\$7,300
Page 1	\$5,425	\$6,790
Opposite TOC or President's Column	\$5,000	\$6,225

ADDITIONAL OPTIONS

Special Ink: 2-color, metallic, neon and 5-color are available. Call 540.374.9100 for pricing.

Inserts: Available. Call 540.374.9100 for pricing and specifications.

Advertising Deadlines

Winter

Reservations	Dec. 16, 2016
Materials	Dec. 28, 2016
Mail Date	Jan. 20, 2017

Spring

Reservations	March 3, 2017
Materials	March 17, 2017
Mail Date	April 20, 2017

Summer

Reservations	June 2, 2017
Materials	June 16, 2017
Mail Date	July 20, 2017

Fall

Reservations	Aug. 25, 2017
Materials	Sept. 8, 2017
Mail Date	Oct. 20, 2017

PLUS
just for PR
professionals!
Look for our
**COST-EFFECTIVE
PR PACKAGE**
on the editorial
calendar
page!

VALVE Cross-Media Advertising Bundles

Platinum

- **FULL PAGE AD** in all four issues of VALVE Magazine print and digital
- **EXCLUSIVE SPONSORSHIP** for one issue of VALVE digital edition
- **600x100 ANNUAL BANNER** on VALVEmagazine.com (incl. 1 month leaderboard)
- **LEADERBOARD BANNER** in 4 issues of Valve eNews
- **ANNUAL SPONSORSHIP** in VALVE eNews or QuickRead*
- **SPONSORED ARTICLE** 3 months on VALVEmagazine.com or in 1 issue of eNews

Member: \$30,113
Nonmember: \$36,330
25% SAVINGS

Gold

- **FULL PAGE AD** in all four issues of VALVE Magazine print and digital
- **BELLY-BAND** in 1 issue of VALVE digital edition
- **600x100 ANNUAL BANNER** on VALVEmagazine.com (incl. 1 month leaderboard)
- **ANNUAL SPONSORSHIP** in VALVE eNews or QuickRead*
- **SPONSORED ARTICLE** 3 months on VALVEmagazine.com or 1 issue of eNews

Member: \$24,703
Nonmember: \$29,515
22% SAVINGS

Silver

- **FULL PAGE AD** in all four issues of VALVE Magazine print and digital
- **600x100 BANNER** 6 months on VALVEmagazine.com
- **ANNUAL SPONSORSHIP** in VALVE eNews or QuickRead*
- **INSERT OR AUDIO/VIDEO CLIP** in 1 issue of VALVE digital edition

Member: \$19,319
Nonmember: \$22,829
18% SAVINGS

Bronze

- **HALF PAGE AD** in all four issues of VALVE Magazine print and digital
- **300x250 BANNER** 3 months on VALVEmagazine.com
- **ANNUAL SPONSORSHIP** in VALVE eNews or QuickRead*

Member: \$15,096
Nonmember: \$17,544
15% SAVINGS

*QuickRead sponsorships are available for VMA members only

VALVE Media print and digital advertising bundles save money and provide your company with maximum exposure for your message.



VALVE Magazine Digital Edition

per issue

Digital Issue Sponsorship

Exclusive; letter opposite cover, belly band and email notification

Belly Band

Banner ad across cover; can be animated

Digital Insert

Inside editorial page or sponsor's ad page; can be animated

Audio or Video

Audio, Video or HTML 5 animation can be added to your digital ad

	VMA MEMBERS	NON-MEMBERS
Digital Issue Sponsorship	\$2,800	\$3,500
Belly Band	\$2,000	\$2,500
Digital Insert	\$1,020	\$1,275
Audio or Video	\$1,020	\$1,275



VALVEmagazine.com

per quarter

VMA MEMBERS NON-MEMBERS

Sponsored Article

500 word limit

\$2,750 \$3,300

Leaderboard Banner

600 x 100; run of site

\$1,920 \$2,400

Horizontal Banner

600 x 100; home page only

\$1,440 \$1,800

Square Banner

300 x 250

\$1,680 \$2,100

Sponsored Products

150-word text + logo or image;
Home and Products page

\$550 \$750

Case Study or YouTube Video

\$500 \$750



VALVE eNews

Leaderboard Banner

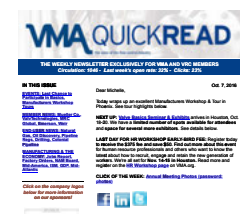
(600 x 100)—per issue

\$1,920 \$2,400

Annual Sponsorship

Linked logo in every issue;
plus six press releases per year

\$1,500 \$1,800



VMA QuickRead

VMA Members only

Annual Sponsorship

Linked logo in every issue;
plus six press releases per year

\$1,250 N/A

Valve Industry Buyers Guide

Basic Listing

Free – includes
vendor's company
name, address and
phone number.



Enhanced Listing

◆ \$399 – Basic

Listing plus
company logo,
tagline, website
URL, email

address, fax, full HTML description with embedded
links, embedded Google map and complete contact
information for the primary contact of the
organization.

◆ Appears in up to 10 categories within the
directory, and in alphabetical order above the basic
free listings.

◆ Enhanced search engine optimization of listing
contents.

Banner Ads

Banner ads available on the homepage and sub-pages:

- ◆ Leaderboard (728 x 90): \$2,500
- ◆ Skyscraper Left Column (120 x 600): \$1,350
- ◆ Skyscraper Right Column (120 x 600): \$1,250
- ◆ Footer (720 x 90): \$1,000

For information on more listing options, or to
place your order, contact: Chad Slager,
cslager@yourmembership.com, 888.777.6578

Address all insertion orders, ad materials, Sponsored Product materials, cancellations and ad sales inquiries to: **Sue Partyke**, Advertising Director, VALVE Magazine, 145 Harrell Road, Suite 119, Fredericksburg, VA 22405, phone 540.374.9100, fax 540.374.9265, spartyke@vma.org.

For editorial consideration, send all news/product releases to:
Chris Guy, Assistant Editor, VALVE Magazine, phone 571.274.5224, cguy@vma.org

View our media kit online at VALVEmagazine.com > Advertising > Media Kit

Print & Digital Edition Magazine Ad Dimensions

Ads will be accepted in the specified dimensions only. Advertisers will be charged cost plus 35% for corrections or alterations for materials that do not meet specifications. Should an advertiser need an ad altered after it has been submitted to **VALVE Magazine**, advertiser must submit new ad, and mark it as "new." **VALVE Magazine** is not responsible for making changes to ads.

Trim size – 8³/₈" x 10⁷/₈" Printing – Web offset
Live area – 7⁵/₈" x 10³/₈" Binding – Saddle-stitch

	AD SIZE	LIVE AREA
Full page bleed	8 ³ / ₈ " x 11 ¹ / ₈ "	7 ⁵ / ₈ " x 10 ³ / ₈ "
Full page non-bleed	7 ⁵ / ₈ " x 10 ³ / ₈ "	7 ⁵ / ₈ " x 10 ³ / ₈ "
2/3 page vertical	4 ¹ / ₂ " x 9 ⁷ / ₈ "	4 ¹ / ₂ " x 9 ⁷ / ₈ "
1/2 page island	4 ¹ / ₂ " x 7"	4 ¹ / ₂ " x 7"
1/2 page vertical	3 ³ / ₈ " x 9 ⁷ / ₈ "	3 ³ / ₈ " x 9 ⁷ / ₈ "
1/2 page horizontal	7" x 4 ¹ / ₂ "	7" x 4 ¹ / ₂ "
1/3 page square	4 ¹ / ₂ " x 4 ¹ / ₂ "	4 ¹ / ₂ " x 4 ¹ / ₂ "
1/3 page vertical	2 ¹ / ₈ " x 9 ⁷ / ₈ "	2 ¹ / ₈ " x 9 ⁷ / ₈ "
Full spread bleed	16 ¹ / ₂ " x 11 ¹ / ₈ "	15 ³ / ₄ " x 10 ³ / ₈ " (1/2" gutter)
Half spread bleed	16 ¹ / ₂ " x 5 ⁵ / ₈ "	15 ³ / ₄ " x 4 ³ / ₄ " (1/2" gutter)

Shipping & Mailing Instructions

Please note: **VALVE Magazine** advises advertisers to ship ad materials by registered mail or traceable mail services. **VALVE Magazine** shall not be held liable for lost materials or payments.

Address all insertion orders, ad materials, cancellations and ad sales inquiries to: Sue Partyke, Advertising Director, VALVE Magazine, 145 Harrell Road, Suite 119, Fredericksburg, VA 22405; phone 540.374.9100; fax 540.374-9265; spartyke@vma.org

File Preparation Instructions

PDF Files (preferred): PDF/X-1a or high-resolution, CMYK composite PDF files are acceptable. All colors and continuous-tone images must be converted to CMYK, offset crop marks by 12 points, embed all fonts. DO NOT downsample. Compression should be set at JPEG-high quality.

Live File Formats: QuarkXpress, Adobe Photoshop, Adobe Illustrator and Adobe InDesign files are acceptable. Please include all fonts and placed images with live files.

Proofs: Supply two hard-copy, full-color proofs.

Additional Rates, Commissions, Discounts, Billing

Short Rates & Rebates

Advertisers will be short-rated if, within a 12-month period from date of first insertion, they fail to use the amount of space on which billings have been based. Rate protection will not apply in short-ratings. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have purchased sufficient additional space to warrant a lower rate.

Agency Commissions & Billing

A 15% commission on space, color, and position rates will be given to bona fide ad agencies only. No cash discounts. No agency commission on production or mechanical charges. There will be a 2% per month charge on all accounts more than 30 days past due. If payment is not received within 30 days of billing, agency commissions are forfeited. Advertiser and its agency are jointly responsible for payment to **VALVE Magazine**.

Advertising Policy

VALVE Magazine accepts advertising from valve and actuator manufacturers, and from suppliers who are VMA members, at a discounted rate. The advertising must be related to valves, actuators or related products, or their applications. The publisher reserves the right to reject any advertisement that is not related.

VALVE Magazine also accepts advertising from non-VMA member valve and actuator manufacturers that qualify for VMA membership under its by-laws. This advertising must be related to valves, actuators or related products or applications that meet VMA criteria for membership. The publisher reserves the right to reject any advertisement that is not related.

VMA will also consider accepting advertising from non-member, "supplier" companies for products and services that are not similar to primary valve, actuator, or service products of VMA member companies. Allowed "supplier" advertising includes items or services purchased essentially in their final form and used to sell, manufacture, or apply to valves or actuators. Terms or services that appear to duplicate proprietary parts, accessories, or designs of VMA member company products or services are specifically excluded from "supplier" advertising. The publisher reserves the right to review any supplier advertising before accepting it, as well as reject any advertisement that is not in compliance with **VALVE Magazine** advertising policy.

Advertising is separate from the editorial process. When appropriate information originating from, or authorized by, advertising company representatives is included as editorial content, the content is considered on its merit, and the source of the information and/or the affiliation is clearly identified.

VMA/affiliate members may advertise in their own name. Units or divisions must advertise in the name of their parent company. A member in good standing is defined as a company whose annual dues are not more than 60 days in arrears.

Except for reserved covers or opposite Table of Contents space or opposite VMA President's Letter, positioning of advertising within the magazine is at the discretion of the editors. Every attempt will be made to comply with placement requests.

Advertisements are not acceptable if they compare the cost, attributes, deficiencies, or applications of one company's products to another's by name.

Advertising accounts must be kept current within 30 days. Companies whose accounts fall more than 60 calendar days past due (from invoice date) will be ineligible to advertise until their account is paid in full. Advertising agencies will lose their 15% ad agency commission if account is not paid by 30 days from invoice date. After 90 days, the unpaid balance will be sent to collection.

No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.

Advertiser and agency agree to indemnify and hold harmless the publisher from and against any claims resulting from design, patent or copyright infringement, libel, violation of privacy, plagiarism or any other suits based on the contents or appearance of the advertisement.

Although every effort is made to ensure a high level of print quality and to notify advertisers when inferior materials are received, the publisher is not liable for poor print quality resulting from problems with the supplied materials. No make-goods will be given to advertisers who do not supply a hard copy proof of ads submitted digitally.

The publisher reserves the right to hold the advertiser and/or agency responsible for any monies due.

Proper notification will be given of any rate change. Space orders may be canceled at the time the rate change becomes effective without a short rate adjustment on space already run, provided the contract has been earned up to the date of cancellation.

“Great journal! I’ve cut many articles out and sent them to colleagues. You cover all of our markets, and enhance our knowledge of common and esoteric matters.”

“Great publication that is passed through our office staff and sent to purchasing.”

“I have been receiving this magazine since 1986. My personal opinion: BEST magazine for the industry.”

“Keeps me abreast of changes in the valve industry, both products and business.”

“VALVE Magazine is one of the best magazines for the valve users community. You as a team are doing a great job with your efforts.

“VALVE Magazine is one of the few industry newsletters/magazines that I make sure to at least scan for new information. I regularly find the content relevant and useful.”

Sue Partyke
sales
spartyke@vma.org

Jill Lenahan
production
jill.pcomm@gmail.com

145 Harrell Road, Suite 119, Fredericksburg VA 22405
540.374.9100 fax: 540.374.9265

