

# 2019 MEDIA KIT

Vibrations & Digital Advertising

**Vibration  
Institute**



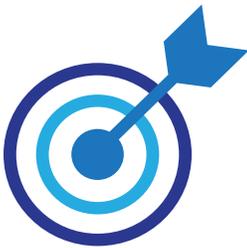
Sean McDonald  
Marketing & Communications Manager  
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[www.vi-institute.org](http://www.vi-institute.org)



Dedicated to the dissemination of practical information on evaluating machinery behavior and condition.

# ADVERTISE TODAY!

## Reach Your Target Audience



Don't miss out on this exciting opportunity to show your support of the Vibration Institute members and advertise. *Vibrations* magazine, the only membership magazine of the Vibration Institute. By advertising in *Vibrations*, you'll reach industry leaders and decision makers, at a fraction of the price of other publications in the field.

Advertising Rates			
Full Color	1x	2x	4x
Full Page	\$2,000	\$1,900	\$1,800
1/2 Page	\$1,800	\$1,700	\$1,600
1/4 Page	\$1,400	\$1,325	\$1,250

### Premium Position

1 page	Inside Cover	Add 10%
1 page	Inside Back Cover	Add 10%
2 page	Center Spread	Add 10%
1/2 Page	Back Cover	Add 10%

### Publishing Dates & Deadlines

- Spring 2019 – Submission Deadline is Feb. 22
- Summer 2019 – Submission Deadline is May 24
- Fall 2019 – Submission Deadline is Aug. 23
- Winter 2019 – Submission Deadline is Nov. 22

### Digital Advertising

	1 month	3 months	Full Year
Banner Ad	\$75	\$190 (15% Discount)	\$675 (25% Discount)



*Vibrations* has a circulation of nearly 2,000 and is published quarterly. Only *Vibrations* offers the trust and credibility of a scholarly, members-only publication. Issues feature technical articles, association communications, case histories feature articles and much more.



Make your advertising work for you! Digital Advertising on VI-Institute.org allows you to interact with and engage customers in a way traditional advertising doesn't.



Need additional advertising opportunities? Contact Sean McDonald, Marketing & Communications Manager, for Annual Conference Training advertising and additional member communications. Call or email for more information or to advertise.

## 2019 Advertising Agreement

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**Insertion Date(s):**

- Spring 2019– Submission deadline February 22  
 Summer 2019 – Submission deadline May 24  
 Fall 2019 – Submission deadline August 23  
 Winter 2019 – Submission deadline November 22

<b>Vibrations Magazine</b>			
<b>Print Rates</b>	<b>1 x</b>	<b>2X * (5% Discount)</b>	<b>4X * (10% Discount)</b>
<b>Full Page</b>	<b>\$2,000</b>	<b>\$1,900</b>	<b>\$1,800</b>
<b>Half Page</b>	<b>\$1,800</b>	<b>\$1,700</b>	<b>\$1,600</b>
<b>Quarter Page</b>	<b>\$1,400</b>	<b>\$1,325</b>	<b>\$1,250</b>
<i>*Discount not applicable if using corporate discount.</i>			

Ad size: \_\_\_\_\_ Frequency: \_\_\_\_\_ Cost: \_\_\_\_\_

<b>Digital Rates</b>	<b>1 Month</b>	<b>3 Months</b>	<b>12 Months</b>
<b>Banner Ad</b>	<b>\$75</b>	<b>\$190</b>	<b>\$675</b>
<a href="http://www.vi-institute.org">www.vi-institute.org</a>			

Frequency: \_\_\_\_\_

**Payment Information:**

- Check Enclosed – Payable to the Vibration Institute (U.S. Currency)  
 AMEX     Discover     MasterCard     Visa

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

\*Gold Corporate Sponsor - 5% (2 ads minimum) • \*Platinum Sponsors – 10% (3 ads minimum)

**Note: for this contract to be valid you must read and sign the Liability Statement and Advertising Policies on the next page.**

## VIBRATION INSTITUTE LIABILITY STATEMENT

The publisher reserves the right to refuse copy deemed inappropriate to the policies and standards of the Vibration Institute. 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 content of advertisement 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 reproductions 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 party 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 default in the payment of invoices, or if in the judgment of the publisher its credit become 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.

### ADVERTISING POLICIES

**Rates:** Rates are based on the number of ads placed in the current calendar year. Advertisers who pay in full by March 1<sup>st</sup> will receive a 10% Discount (in addition to the Corporate Sponsor discount).

**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 Institute, the publisher or magazine for the contents of the advertisement or the product or service advertised. In order to maintain the integrity of *Vibrations*, the Institute maintains a minimum of 75% editorial content to a maximum of 25% advertising ratio.

**Ad Position:** Exact position and order of both print and online advertisement is at the sole discretion of the Institute. Exception made for companies who pay for premium print ad placement for the inside front/back cover of *Vibrations* magazine. The Institute will make every reasonable attempt to place ads in proximity to listing.

**Materials:** Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines, 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. Print advertisements are subject to cancellation 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 signed contract.

### **SIGNATURE:**

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

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Name & Title (print)

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Signature (authorizing officer)

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Date

Direct ALL advertising material or inquiries to: Vibration Institute • (630) 654-2254 • [smcdonald@vi-institute.org](mailto:smcdonald@vi-institute.org)