

January 2017 S&V – 50th Anniversary Issue



We will publish the 50th Anniversary Issue of *Sound & Vibration* in January 2017. This issue will mark 50 years of publishing services to the noise and vibration control community. We currently cover: acoustics, noise and vibration control; dynamic measurements; structural analysis; computer-aided engineering; machinery reliability; dynamic testing and related sub-topics.

Our focus has evolved over the years with advances in technology, but our goal of publishing high-quality practical engineering editorial has not deviated from our mission statement of January 1967.

The 50th Anniversary Issue will be perfect bound on high-quality stock. Under the theme “**Ageing Gracefully**,” the issue will provide some very interesting and comprehensive editorial content with long-term practical engineering value. We plan to print sufficient copies to reach our current audience (take a look at the [circulation statement](#)) and to provide a handout to registrants at selected engineering conferences that will take place in 2017.

Estimated Bonus Distribution

Take a look at our [2017 Editorial Program](#) and note the engineering conferences where we will distribute the January issue of S&V.

- IMAC XXXV, 35th International Modal Analysis Conference – 400
- ESTECH 2017, IEST 63rd Annual Meeting – 200
- SAE 2017 Noise & Vibration Conference and Noise-Con 2017 – 400
- 2017 Vibration Institute Training Conference – 100
- Inter-Noise 2017, 46th International Congress & Exposition on Noise Control Engineering – 500
- 88th Shock & Vibration Symposium – 300
- Automotive Testing Expo North America 2017 – 400

The issue will also be distributed at selected training courses and seminars throughout 2017.

Partial Editorial Content

Noise Control Insights and Guidelines, *Alicia Larsen, Benjamin Markham, Jeffrey Zapfe and James Barnes*

The Making of a Great Company – How Spectral Dynamics Came to Be, *Tony Keller*

Vibration Measurement to Condition Based Maintenance – Closing in on a Century of Continuous Progress, *John S. Mitchell*

Our 35 Years with Structural Measurements at Brüel & Kjær, *Svend Gade and Henrik Herlufsen*

The Issue of Health Effects from Wind Turbine Noise, *George Hessler, Paul Schomer, Geoff Leventhall and Bruce Walker*

Beware of these Top Ten Issues in Modal Testing, *Peter Avitabile*

Internet Support

Advertisements, advertorials, and product update ads in S&V all help drive readers to your web site to view product specifications and provide contact information for your marketing staff to follow up. In addition, the www.SandVinfo.com inquiry service is always available to efficiently assist S&V readers to quickly display an advertiser's web page that best matches a listed reader-service number. [Check it out](#) to see how well it works. The 50th Anniversary Issue listings will be posted under the "Reader Service" tab for the entire year along with each of the remaining monthly issues following publication. This lead-generating mechanism will work for you throughout all of 2017.

Advertorials

We are offering advertorial opportunities in the 50th Anniversary Issue of S&V. An advertorial is an advertisement in article format. Take a look at a two-page [advertorial](#) and a full-page [advertisement](#) that were published in the 45th Anniversary Issue of S&V. An advertorial is an excellent way to present your story at lower cost per page compared to regular advertising. Advertorials can take many forms and here are some ideas for consideration . . .

- History of your company
- Review of your products and services
- Short-form catalog
- An application story featuring your products and services
- Testimonials of your company's achievements
- Directory of sales offices/representatives for your company

Advertorial unit dimensions and file specifications are identical to those published in Rate Card No. 18. S&V can prepare your advertorial from a WORD file that you provide with illustrations embedded. Or, advertorials can be supplied as PDF/X-1a compliant files. S&V will e-mail PDF files of all advertorials and advertisements for approval prior to publication.

Extra copies of the January '17 issue will be available to advertisers for promotional purposes (up to 100 copies at no charge, more than 100 copies at cost).

Advertising Rates

Advertising in the special 50th Anniversary Issue of *Sound & Vibration* will consist of **standard display ads** and **advertorials**. Advertising rates for display ads are based on Rate Card No. 18. Please refer to this rate card for ROP (run of pages) and cover advertising. An advertising [rate card](#) may be downloaded from the S&V web site. The most preferential frequency discounts will be based on advertising contracts placed by **December 20, 2016** for the special January and standard February-December '17 issues. Each advertisement and/or advertorial order will count as one insertion for the contract year.

Special advertorial rates for the 50th Anniversary Issue are given below and include display space and four-color process. Advertiser-prepared advertorials will be eligible for a 15% discount of gross billing. Advertorials prepared by S&V will be invoiced at gross:

1/2 page	\$1900
1 to 3 full pages	\$3200/page
4 to 8 full pages	\$2700/page

The January issue will also include a **Product Update** section consisting of 1/15-page advertisements showing a four-color photo of a specification sheet or product and approximately 50 words of ad copy. Only \$374 net/insertion, get more information by downloading the [order form](#).

Please contact your S&V sales representative or our home office to discuss how we can best fulfill your 2017 advertising program including your presence in this very special 50th Anniversary Issue of *Sound & Vibration*.

Advertising Sales

International/U.S. – Jack Mowry, Sound & Vibration, 27101 E. Oviatt Road, Bay Village, OH 44140; Phone: 440.835.0101; FAX 440.835.9303; e-mail: sv@mindspring.com.

U.S. Sales Representatives

EAST – Denis O'Malley, Nelson & Miller Associates, Inc., 5 Hillandale Avenue, Suite 101, Stamford, CT 06902; Phone: 203.356.9694; FAX: 203.356.9695; e-mail: denis@nelsonmiller.com

CENTRAL/SOUTH – Tracey Aaron, Arlington Publishers Representatives, Inc., 303 Main Street, Suite 100A, Antioch, IL 60002; Phone: 847.838.0500; FAX: 877.389.6781; e-mail: taaron@arlpub.com

WEST – Mike Walker, The R.W. Walker Company, Inc., 515 South Flower Street, Suite 3600, Los Angeles, CA 90071; Phone: 925.648.3101; e-mail: mike@rwwcompany.com