

# EMPOWERING PUMPS

Connecting The Global Pump Industry

[www.EmpoweringPumps.com](http://www.EmpoweringPumps.com)

## Empowering Pumps is...

... The information and connection hub for the global pump industry.

... A digital community built through the website, eNewsletters and social media channels

... A platform that allows pump industry professionals to exchange ideas, news stories, product information, case studies, videos, event information and more.

## Empowering Pumps Audience

Designed with the pump industry in mind, EP readers are engineers, consultants, operations & maintenance personnel, contractors, OEMs and suppliers.

## Regular Contributors Include:



**Ross MacKay**

Practical Pumping Reliability



**Terry Harris**

Reliability Solutions



**Frank Taaning-Grundholm**

Pump Control

The screenshot shows the homepage of Empowering Pumps. At the top, there is a yellow banner for U.S. MOTORS with the text "The Difference is U.S. MOTORS" and a logo. Below this is the main header with "EMPOWERING PUMPS" in large blue letters and the tagline "Connecting The Global Pump Industry". Navigation links include "About", "Directory", "Pump Topics", "White Papers", "Industry Pros", "Events & Training", "Resources", "eNewsletter", "Charlie's Blog", and "Contact Us". A "FEATURED" section highlights an article about pump maintenance with a photo of a pump. A "NEWS" section features a headline about the 2013 CHEM SHOW. An "INDUSTRY PROS" section displays four profiles of industry professionals. On the right side, there are three vertical widgets: "4 KEY BEST PRACTICES OF PLAYING BIG WHEN YOU'RE SMALL IN OILFIELD SERVICES" (a Vistavu report), "LINKEDIN CONNECTION" (promoting a LinkedIn group), and "TWITTER CONNECTION" (promoting a Twitter feed).

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The Difference is U.S. MOTORS



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Company Profiles  
Events & Training  
Products  
Videos



Search this website

About Directory Pump Topics White Papers Industry Pros Events & Training Resources eNewsletter Charlie's Blog Contact Us

## FEATURED

An extraordinary Pumping Show at  
Whisper (before the City Show).  
Much like people, pumps have  
distinct personalities. There are  
the great, proper ones with their  
exceptionally precise flow rates  
and almost daily care ...



## Connecting the Global Pump Industry

Empowering Pumps is the information and connection hub for the global pump industry. Our vision is to build a digital community through websites, eNewsletters, and social media channels that allows pump industry professionals to exchange ideas, news stories, product information, case studies, videos, event information and more.

## NEWS

Empowering Pumps announces the 2013  
CHEM SHOW as our favorite insight from how  
to pump success

Process engineers, plant and production  
professionals attending the 2013 CHEM SHOW in  
New York City this December 10-12th can learn  
valuable consulting tips courtesy of the  
Association of Consulting Chemists and Chemical  
Engineers (ACCCE), a top-10 ...

Empowering Pumps, winners

This month I began my second year as a  
business owner. When I started the company, I  
wrote a list of values for myself. I wanted to  
have something I could always look back on and  
see what was, is, and should be important to me.  
They were: Be Positive ...

## INDUSTRY PROS



Expertise: Pump  
Solutions  
Provider



Expertise: Pump  
Engineering



Expertise: Pump  
Reliability  
Specialist



Expertise: Nuclear and  
Mitsubishi

**PROCO**  
PROCO PRODUCTS, INC.

The Expansion Joint and Check Valve People

Industry Links  
Pumps, Valves, Motors  
Pipes, Oil Storage  
Fluid Handling

# EMPOWERING PUMPS

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## Empowering Pumps Targeted Display Advertising Advertising that Works...GUARANTEED!

Advertising that's as reliable as the quality products you design and manufacture; our New Targeted Display program displays your advertising message directly to your target audience while on EmpoweringPumps.com and after they've left across thousands of websites. This new approach exponentially increases your banner impressions while delivering guaranteed click-through traffic back to your website or landing page.

**HEADLINE BANNER (728x90px)**  
\$1500/MONTH

**SQUARE BANNER (250x250px)**  
\$1500/MONTH

**CONTENT BANNER (728x90px)**  
\$1000/MONTH

**FOOTER BANNER (728x90px)**  
\$1000/MONTH

### Target an Industry /Topic

- Chemical & Abrasives
- HVAC
- Mining & Construction
- Oil & Gas
- Power & Energy
- Water & Wastewater
- Sanitary
- Engineering & Design
- Maintenance & Reliability
- Materials & Coatings
- Monitoring & Controls
- NPSH
- Sealing
- Education & Training
- Energy Efficiency
- Life Cycle Costs



### INTERIOR PAGE SPONSORSHIP

Advertise on the sub-pages of Empowering Pumps with three different banners. With this option, you definitely get the bang for your buck.

**\$1,000/MONTH**  
includes:

HEADLINE BANNER  
SQUARE BANNER  
FOOTER BANNER



# EMPOWERING PUMPS

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## NEWSLETTERS

Weekly eNewsletter sent to 13,000+ pump engineers & consultants; Industrial, Mechanical, Petroleum, Operations & Maintenance Engineers; OEMs and Suppliers.

### HEADLINE BANNER

600x90px

Monthly rate - \$1,500/month

### BOTTOM BANNER

600x90px

Monthly rate - \$1,000/month

### FEATURED PRODUCT

60 words & photo

Per issue rate - \$750

### FEATURED VIDEO

YouTube link preferred

Per issue rate - \$750

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June 7, 2013



**PROCO**  
PROCO PRODUCTS, INC. *The Expansion Joint and Check Valve People*  
Visit Proco Products at Booth # 11071

### PUMP INDUSTRY NEWS

- [Free TDH Calculator App from Rain for Rent](#)
- [VistaVu Joins Ranks of Canada's Fastest-Growing Companies](#)
- [PSG Appoints Tomas Valencia VP of Sales & BD - EMEA](#)
- [Bailey's Expanding to the West Coast](#)

[Read More News >](#)

### FEATURED ARTICLES

- [Engineering Solutions to Avoid De-Rating](#)
- [Why do Alignment Tolerances Get Tighter As Speed Increases?](#)
- [To Coat or Not To Coat - Part 1](#)
- [Versatility of AQDD Pumps in Recirculating, Transfer & Process](#)
- [The Reality of RCM for Small Operations](#)
- [Cheat Sheets: The Affinity Laws](#)

**PumpLinX - Virtual Testing for Oil and Gas Pumps and Systems**



PumpLinX, by Simerics, provides a transient 3-D simulation software uniquely suited for the analysis and design of pumps and other fluid devices with rotating or sliding components. Go



**PUMPS**

- [Boeger, LLC](#)
- [essex, Inc.](#)
- [Lutz-JESCO](#)
- [Sims Pump](#)
- [WILDEN](#)
- [CheckPoint Pumps](#)
- [Lutz Pumps Inc](#)
- [Smith & Loveless](#)
- [Weir Minerals](#)
- [Pump Solutions Group](#)
- [GIW Industries](#)
- [KSB](#)
- [Yarler Pumps](#)



**PRECISION SERVICE VALUE**

**2**  
wireless systems

## EMPOWERING PUMPS ONLINE TRAINING

*\$2,000/4 weeks of promotion*

EmpoweringPumps.com also offers online training courses. Present and/or sponsor an Online Training Course.

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## COMPANY PROFILE SPONSORSHIP

**\$6000/year** includes:

Company Profile Page | Home Page Sponsor Link  
Weekly Social Media Mentions | Listing on Bi-Monthly  
Newsletter | Events & Training Page

Your company description includes up to 500 words, product photo, logo, up to 12 customized links to your website, and a customized twitter feed.

We not only repost your existing social media posts, but we also generate new information from EmpoweringPumps.com and your website.

Our newsletter is sent to over 13,000 readers and posted to all Empowering Pumps social media networks

### New Features Now Include:

- Generate Actionable Sales Leads
  - Company Info Request
  - Form-Gated White Paper Downloads



### Social Media that Works!

Have you ever thought, "How do we make Pumps Sexy?" Well, Empowering Pumps has made Pumps Social!



With over 800,000 Impressions per month, Empowering Pumps is showing the pump industry how to use Social Media through building relationships and sharing useful information that our industry needs!



Empowering Pumps is the only Pump Media Source using Social Media to promote YOU!

It is our job to stay connected to your customers, reps, and suppliers! We have created a following of OEMs, Suppliers, Associations, Events, Engineers, Consultants, Publications, so when we promote you, IT IS SEEN by your target market!



Do you want more than social media support? We can provide a complete program of integrated Inbound Marketing services including social media, on and off-site search engine optimization, and content or blog marketing. Our digital marketing experts will help you envision and execute an Inbound Marketing plan that will build your brand and generate leads!





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## EDITORIAL CALENDAR

### NOVEMBER 2013

Coatings Improvements



#### TRADESHOWS

Process Expo, PowerGen Intl  
Intl Assoc. of Amusement Parks and Attractions

### DECEMBER 2013

Chemical Injection Systems

Water Conservation

Balancing & Alignment



#### TRADESHOWS

NGWA Expo 2013, Chem Show

### January 2014

Improvements in Drives Technology

HVAC Pumping Solutions

Fire Pump Systems

Wireless Technology



#### TRADESHOWS

AHR Expo, Unified Wine & Grape

### February 2014

Mining Slurries

Rental Pumps

Market Update

Importance of Employee Training

Maintenance and Repair



#### TRADESHOWS

Pumper & Cleaner Environmental Expo  
2014 SME Annual Meeting

### March 2014

Pumping System Efficiency

Hygienic Standards

Sealing Solutions



#### TRADESHOWS

IFPE, Con Expo/ Con Agg  
Mostra Convegno, Interphex, Aquatech

### April 2014

Power & Energy

Repair or Replace

Environmental Awareness

Pump Design



#### TRADESHOWS

Electric Power  
Fluid Sealing Association Spring Meeting  
Pump Guy Seminar, Reliability 2.0, CoalPrep

### May 2014

Centrifugal vs Positive Displacement

Upstream Pumping

Water and Wastewater

Standards and Guidelines



#### TRADESHOWS

Offshore Technology Conference  
IFAT

### June 2014

Water Solutions

Motors & Drives

Balancing, Alignment, and Vibration Analysis

#### TRADESHOWS



EASA

ACE/AWWA

### July 2014

Power & Energy

Sustainability

Going Global

#### TRADESHOWS



HydroVision 2014

### August 2014

Industrial Pump Design

Pump Control

#### TRADESHOWS



Pump Seminar

### September 2014

Pumping Slurries

Sealing Pumps

Lift Stations

#### TRADESHOWS



Oil Sands

ElectraMiningAfrica 2014

Pump Turbo Symposia

WEFTEC

### October 2014

Production & Completion

Pump Testing

Pump Control

#### TRADESHOWS



Fluid Sealing Association Fall Meeting

Permian Basin, SPE ATCE

### November 2014

Building Efficiency

Water Reuse

Innovations in Sealing Technologies

#### TRADESHOWS



GreenBuild Intl, POWER-GEN

IAAPA, PROCESSEXPO

### December 2014

Sealing Solutions

Water Conservation

Tough Pumps

Maintenance & Reliability

#### TRADESHOWS



NGWA, ChemShow

Pump Seminar and Summit at ValveWorld Expo

WorkBoat, IMC 2014



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This editorial calendar should be considered a flexible guide. Please contact Charli Matthews at [charli@EmpoweringPumps.com](mailto:charli@EmpoweringPumps.com) if you have other topics you would like included in the calendar.