

ROTATING MACHINERY Dic·tion·ary

MEDIA PLANNER 2026

What is it?

www.kanesdictionary.com is the online companion to *Kane's Rotating Machinery Dictionary*, the world's best-selling rotating machinery dictionary.

How does it work?

You pick the specific words and/or category page(s). Your banner ad is assigned to those designated pages.

- One ad per **word** — Your ad is the only ad to appear with the words you choose.
- Three ads per **category** — Your ad will rotate between two other ads on the category AND corresponding subcategory pages.

Individual Word Sponsorship Options (10-word minimum)				
Words	Cost Per Month	6 Month Total Cost*	Cost Per Month	12 Month Total Cost*
10	\$100 (\$10 per word)	\$600	\$90 (\$9 per word)	\$1080
25	\$225 (\$9 per word)	\$1350	\$200 (\$8 per word)	\$2400
50	\$400 (\$8 per word)	\$2400	\$350 (\$7 per word)	\$4200
100	\$700 (\$7 per word)	\$4200	\$600 (\$6 per word)	\$7200
250	\$1500 (\$6 per word)	\$9000	\$1250 (\$5 per word)	\$15,000

*Invoiced Monthly (US\$, net pricing)

Category Sponsorship (US\$, net pricing)
\$475 per month
Maximum Rotation Is Three Ads



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Visualize your advertisement
in one of the most cohesive
and comprehensive
educational documents for
the chemical, petrochemical,
and gas processing industries!

Visit kanesdictionary.com today.

Ad Placement Options:

Category Page

- Includes subcategory pages within that category, meaning even more exposure!
- Ads rotate between a maximum of three ads.

Individual Word Page

- Only one ad will appear per word page. You have exclusive exposure each time your word definition is displayed!

An example of your ad placement on a category page.

Components

Click on a subcategory below to see relevant terms.

Auxiliary System	Foundation/Base Plate
Auxiliary system	Gears
Bearing	Impeller
Belt	Instrumentation
Blading	Packing
Casing	Piping & Supports
Coating	Piston
Controls	Rod
Cooler/Condenser	Rotor
Coupling	Seals & Flush Plans
Crankshaft	Shaft/Crankshaft
Cylinder	Tank
Drive	Valve
Driver	Vessel
Filtration	Vibration Sensor
Flow Element	

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CATEGORIES

Components

Equipment Type

Practice

Theory & Analysis

NAVIGATE

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An example of your ad placement on a word page.

C, RECIPROCATING COMPRESSOR, VALVE

Compressor Valve

A specially designed **check valve** that controls the flow of gas into, known as suction, and out of, known as discharge, a reciprocating **compressor cylinder**. Valve sealing elements may be single plates, multiple poppets, rings, or reed strips.

Reciprocating Compressor Plate Valve Assembly

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