

Kane's Rotating Machinery Packs

Put your company's banner ad alongside the definitions that engineers rely on. 15 themed packs with 10 words per pack. One High Flow word guaranteed in every pack.

15

PACKS AVAILABLE

10

WORDS PER PACK

150

TOTAL WORDS

1

HIGH FLOW PER PACK

What is it?

kanesdictionary.com is the online companion to *Kane's Rotating Machinery Dictionary*, the world's premier rotating machinery dictionary. The site features more than 2500 terms and 200 illustrations that engineers use to settle definitions on the job. A block of 150 words has just been released in 15 separate packs of 10 words each. Each pack is organized by theme, so you can purchase the pack that best matches your audience.

How does it work?

You select your desired pack(s). Each pack is organized by theme and sits under one of the dictionary's four categories: Components, Equipment Type, Practice, or Theory and Analysis. Your banner ad is assigned exclusively to the 10 words in the pack, and rotates with two other ads on the category page and on the corresponding subcategory pages.

One ad per word

Your ad stands alone with all 10 words in your pack. There is no rotation and no competitor.

Three ads per category

On the category and subcategory pages, your ad appears in a rotation of three.

Pricing

US\$100

PER MONTH, PER PACK

US\$1080

PER YEAR, PER PACK

Save US\$120 on 12 months compared to the monthly rate.

Ad specifications: 728 x 90 pixels, supplied as a JPEG, PNG or GIF file.

The three traffic tiers

High Flow

1 PER PACK

The dictionary's highest-traffic terms. Words like **Valve**, **Compressor** and **Stainless Steel** draw readers from well beyond this field. Every pack is built on one.

Controlled Flow

2–5 PER PACK

Steady, established terms that engineers search by name. They carry real volume and give each pack depth behind its headline word.

Precision Flow

4–7 PER PACK

Narrow, specific terms looked up by a practitioner already working the problem. Lower volume by design, and the most precisely targeted reader you can reach.

To reserve a pack, contact Sarah Gonzalez

sgonzalez@thirdcoastpublishing.net

kanesdictionary.com · Packs are sold on a first-come basis. Words cannot be purchased individually, only as packs.

A search engine hands an engineer a definition and sends them somewhere else. Kane's is a destination instead. It is a standalone resource built by industry experts, with more than 200 illustrations that show what the words actually describe. Readers arrive to look up a word, and stay on the website to broaden their understanding, getting in touch with your banner ad along the way.

A learning resource for tomorrow's operators

New hires and engineers getting acclimated to the industry turn to Kane's because it teaches the vocabulary of the trade rather than merely defining it. **During that process they are introduced to your advertisement, which establishes your company as an industry leader.** No other platform makes a lasting connection with a potential employee or customer that early. The impression lasts for a career rather than a quarter.

Written by industry experts

Every definition comes from people who work on this equipment, and the illustrations were drawn to explain it. Readers trust what they find here, and that trust carries to the name sitting beside it. A banner ad on an authoritative page is read differently from a banner ad on a content farm.

One organized reference, not 15 stale tabs

Words are grouped into categories and subcategories, so a reader moves from one term to a related term instead of leaving to search again. That is the difference between a dictionary and a search box, and it is why a visit here means several pages rather than one. Your banner ad is positioned for more than just one session.

Two audiences, one placement

Experienced engineers use Kane's to settle a question quickly in the middle of a job. Newer people use it to learn the field. A single pack puts your banner ad in front of the person working on equipment today, and the person who will keep that equipment running decades from now.

What that means at US\$100 a month

Your banner ad runs every day of the year, on pages a reader chose to open because they wanted to understand something. There is no bidding, no rotation on your word pages, and no competitor beside you.



Scan The QR Code To See The Available Word Pack