

Answer the Call

About once per year, we make a concerted effort to get you, our readers, to renew your subscriptions to *Power Transmission Engineering*. Well, it's that time again. Those of you who have not renewed within the past year will likely be hearing from us by phone or e-mail.

Believe me, we're not doing it to pester you. We really need your help. It only takes a few minutes, and it's absolutely free.

By requesting to receive or continue to receive our magazine, you provide a vote of confidence in what we're doing and an affirmation that the topics and information we provide are of value. And perhaps most importantly, you help us demonstrate to our advertisers that they're putting their messages in front of people who actually want to see them and who are actively involved in businesses that can make use of their products. On top of that, the post office gives much better rates to publications that can prove their readers have requested the magazine. It's the difference between a periodical and junk mail. We need your help to make sure we're the former and not the latter.

So we're asking you to answer the call when the phone rings. Click on the link in the e-mail. Or just get it over with right now by visiting www.powerransmission.com/subscribe.htm or filling out the simple form on page 63 and sending it in.

No matter which method you choose, you'll be guaranteed to continue receiving *Power Transmission Engineering*, and it will only take a couple of minutes of your time.

Plus, you'll have the option to request delivery of the magazine at your home instead of at your work address. If you don't want the printed version, you can opt to receive the digital version and be notified by e-mail when each issue is available. Or you can opt for both. You can also sign up (or NOT!) to receive our e-mail newsletters, product alerts and targeted messages from our advertisers. We only ask for a minimal amount of personal information, and your privacy is important to us. You can opt out of anything we send you at any time.



When you sign up or renew, you'll continue receiving great issues like this one. We have an outstanding technical article this issue on motors, controls and signal noise from our motors columnist Donald Labriola. Plus, we have additional feature and technical coverage of lubrication, pumps and belt and chain drives. As always, we try to cover the complete spectrum of mechanical power transmission, with technical news and engineering examples to help you understand the best technology for your own applications.

Just as importantly, we have a lot of great information planned for the future, including our annual buyers guide in the December issue and lots of great topics scheduled for 2021.

So please take a few moments and help us ensure that you'll continue to receive *Power Transmission Engineering* without interruption and in the format you prefer. It really does go a long way toward helping us continue to provide – free of charge – the only magazine that focuses on the full spectrum of mechanical power transmission solutions.

Randy Stott