

SPONSORSHIP INCLUDES

- Two fixed positions on all article (community) pages within specified category
- Minimum 40,000 impressions per month per category
- Full tracking of impressions and clicks
- **Flat Rate:** \$1,500 gross per month

SPECS

- 100 x 20 logo, .jpg or .gif,
- 15K max
- Linking URL

MAILING INSTRUCTIONS

Insertion Orders:

designnewsorderentry@reedbusiness.com
Fax: (303) 265-3716

Ad Creative:

Please mail materials to both of the following email addresses

- rbi-ads@adconductor.com
- adselectronic@reedbusiness.com

When sending materials, clearly state the name of your company and note that you are advertising on the *Design News* website. If submitting Flash format, please include swf, .fla, and alternative .gif files.

For more information please call the Production Associate at: (781) 734-8322.

5 EXCLUSIVE SPONSORSHIPS AVAILABLE BY CATEGORY

The "Article Tools" feature will appear on the top and bottom of every *Design News* article in 2009 and will offer readers two options: The first, allows them to produce a "Print Friendly version" of the article; The second option, will allow them the opportunity to "Email the Article to a Friend." The sponsor will own two fixed position logos on each article page within the specified E2E community.

- Electronics/Test
- Materials Fastening Joining
- Motion Control/Automation
- Design Tools
- Automotive

The screenshot shows the Design News website interface. At the top, there's a navigation bar with 'design news' logo and 'Accelerating Engineering Innovation' tagline. A banner for '60 YEARS OF INNOVATION' (1946-2006) is visible. Below the banner, there's a search bar and a 'Subscribe Now!' button. The main content area features an article titled 'Massa Products Releases M-300 Ultrasonic Sensors' by Sean Snyder, dated November 7, 2007. The article text describes the M-300 family of ultrasonic sensors. To the right of the article, there's a 'RELATED ARTICLES' section with several links. The sidebar on the left includes a 'TALK BACK' section with a 'Comments' form and a 'Blogs' section with a link to '787 and Boeing Juggernaut Keeps Rolling from Design engineering at large Despite a six mont...'. At the bottom of the page, there's a footer with contact information for Brian McAvoy.

FOR MORE INFORMATION: Contact your *Design News* representative or Brian McAvoy, Internet Sales Director, at 781-734-8191 or email at brian.mcavoy@reedbusiness.com