

## ELECTRONIC FILE SPECIFICATIONS

**Leaderboard (728 x 90):**  
File size: 25k maximum

**Skyscraper (160 x 600):**  
File size: 30k maximum

**BoomBox (336 x 280):**  
File size: 35k maximum

**Button (125 x 125)**  
File size: 15k maximum

**Color Depth:** 4 bit (16 colors)

**Format:** .gif, .jpg, Flash, or 3rd Party ad serving

**Resolution:** 72 dpi

Animation and Rich Media allowed. Three loops maximum.

## SPONSORED LINK

**Headline:** 50 characters maximum including spaces

**Text Line:** 115 characters maximum including spaces

**Logo/Image:**

88 x 31 pixels .jpg or .gif

## 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.

## ONLINE OPEN RATES\*

Ad Size	Rates**
<b>Leaderboard (728 x 90)</b>	\$200
<b>Skyscraper (160 x 600)</b>	206
<b>Boombox (336 x 280)</b>	250
<b>Button (125 x 125)</b>	124
<b>Sponsored Link</b>	24

\* A 15% premium charge will apply for rich media and all targeted placements including homepage, geography and editorial.

\*\* Above rates gross CPM

## 1-2-3 ONLINE VALUE PACKAGES

3 Easy Steps to Receive Maximum Exposure. We make it easy. Choose the E2E community, ad format, and frequency that best fits your marketing goals:

### Step 1

Select Your E2E Targeted Community:

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

### Step 2

Select Your Ad Size:

- | Ad Format                            | Dimensions |
|--------------------------------------|------------|
| <input type="checkbox"/> Leaderboard | 728 x 90   |
| <input type="checkbox"/> Skyscraper  | 160 x 600  |
| <input type="checkbox"/> Boombox     | 336 x 280  |
| <input type="checkbox"/> Button      | 125 x 125  |

### Step 3

Choose Your Frequency:

- 2-3 months
- 4-6 months
- 7-12 months

## ONLINE PACKAGE RATES

Package by Ad Size	Rate Card Value*	Combined Impressions Community/ROS	Value-Add Links	30% Discount 2-3 Month Commitment*	40% Discount 4-6 Month Commitment*	50% Discount 7-12 Month Commitment*
<b>Leaderboard</b>						
Gold	\$9,000	45,000	45,000	\$6,300	5,400	4,500
Silver	6,000	30,000	30,000	4,200	3,600	3,000
Bronze	3,000	15,000	15,000	2,100	1,800	1,500
<b>Skyscraper</b>						
Gold	9,270	45,000	45,000	6,489	5,562	4,635
Silver	6,180	30,000	30,000	4,326	3,708	3,090
Bronze	3,090	15,000	15,000	2,163	1,854	1,545
<b>Boombox</b>						
Gold	11,250	45,000	45,000	7,875	6,750	5,625
Silver	7,500	30,000	30,000	5,250	4,500	3,750
Bronze	3,750	15,000	15,000	2,625	2,250	1,875
<b>Button</b>						
Gold	5,580	45,000	45,000	3,906	3,348	2,790
Silver	3,720	30,000	30,000	2,604	2,232	1,860
Bronze	1,860	15,000	15,000	1,302	1,116	930

\*Rates gross per month

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

The screenshot displays the Design News website interface. At the top, there are navigation tabs for 'design news', 'SAFETY BASE.COM', and 'SIEMENS'. Below the navigation, there are several content blocks: 'Motion Control/Automation Spotlight', 'Wind Energy's Manufacturing Crunch', and 'Take the Express Route to Compelling PLM Paybacks'. A sidebar on the right contains 'Latest Technology Stories' and 'Sponsored Technology Links'. The website layout is clean and professional, with a focus on technical news and industry updates.

- A** Leaderboard (728 x 90)
- B** Skyscraper (160 x 600)
- C** Boombox (336 x 280)
- D** Button (125 x 125)
- E** Sponsored Link