

# BLOG ROADBLOCK SPONSORSHIPS

## BENEFITS

- Exclusive sponsorship of a Design News blog. 100% SOV of pages associated with specific blog.
- Ad sizes include Leaderboard, Boombox, Skyscraper and Button.
- Blogs promoted in monthly newsletters.

## COST

\$1,500 Gross per month per blog

## SPECIFICATIONS

Leaderboard (728 x 90), 25k max

BoomBox (336 x 280), 30k max.

Skyscraper (160 x 600), 30k max.

Button (125 x 125), 15k max.

Color depth: 4 bit (16 colors)

Format: .gif, .jpg, Flash, 3rd Party ad server

Resolution: 72 dpi

Animation and rich media ok. Three loops max.

## 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

## BLOG TOPICS INCLUDE

60 Years of Engineering Innovation- Rob Spiegel

CAD/CAM Corner - Beth Stackpole

Design Engineering Competitions - Regina Lynch

Green Engineering - John Dodge

Engineering Materials - Doug Smock

Electronics News - Charles Murray

Gadget Freak - *The Gadgeteer*

I Have the Power - Matthew Traum

LeadFreeZone - Rob Spiegel

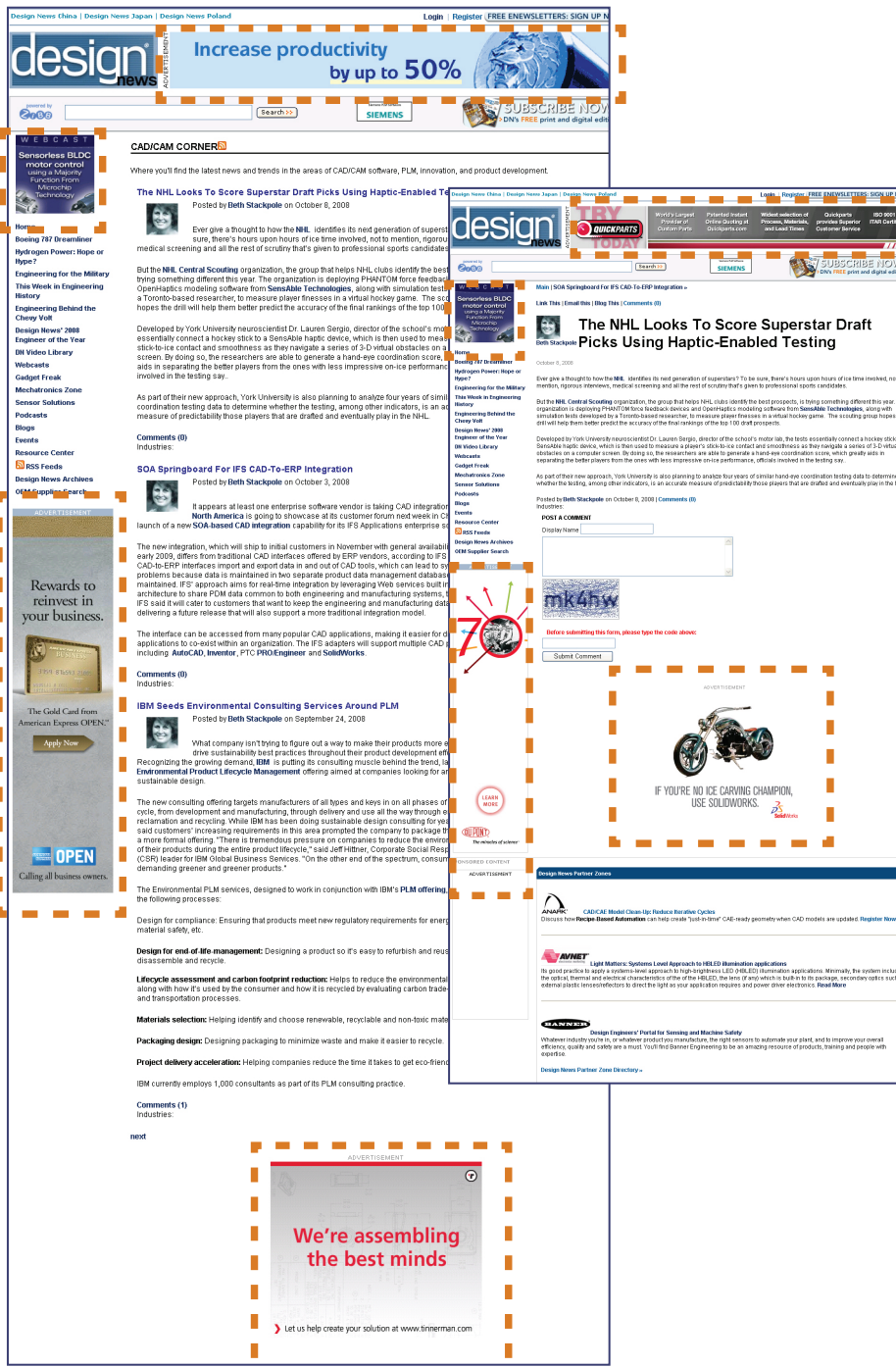
Technologies In Motion - Joe Ogando

Talking Points - Liz Taurasi

Mechatronics on Campus - Stefan Wolpert

Rapid Prototyping - Joe Ogando

Design News' dozen blogs are THE place for news, opinion, analysis and links to great design engineering content and traffic to them is growing fast. Brand your company as a thought-leader to a highly motivated and engaged audience of decision-makers.



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