

e-NEWSLETTER SPECIFICATIONS

Newsletter advertisements can be either a 468x60 graphic image, or a combined graphic image and text.

For a 468x60, the file format should be .GIF or .JPG. Animation can be used. The maximum image file size is 20kb. If a 468x60 is used, a text version of the ad should also be submitted. This should have a headline of 40 characters maximum, and 300 characters of copy, plus the URL.

If a combined graphic and text ad is used, it should follow these standards:

Graphic Image:

120x60 pixels in gif or jpg, no Flash, max image size 15k

Headline: 40 characters max

Ad Copy: 300 characters max (Highlight the copy you want linked to URL below)

Linking URL:

Highlight the copy above that you want to link to this URL

Deadline for Submission:

10 business days prior to the newsletter publication date.

Materials should be emailed to
• rj-ads@adconductor.com and
• adselectronic@reedbusiness.com

Single-Sponsored Newsletter

New Product Newsletter

e-NEWSLETTER

Design News offers a variety of e-Newsletters, tailored either to specific engineering technologies, different market segments, or custom content, such as a specific topic or sponsor's product or service. Our e-Newsletters are a popular and effective way to reach your target audience—right at their desktops in either HTML or text formats.

Multi-Sponsored eNEWSLETTERS

e-Newsletter	Times/Year
Analog	6x
Design Tools	24x
Electronics/Test	24x
Engineering Market Trends	6x
Fluid Power	6x
Gadget Freak	20x
International Engineering	12x
Materials/Fastening	24x
Mechatronics	12x
Motion Control/Power Transmission/Fluid Power	24x
New Product	48x
Special Report / Breaking News	12x
Supplements (including 4 on Mechatronics)	17x
Test and Measurement	12x

(see Editorial Calendar for other opportunities and specific topics)

Multi-Sponsored e-NEWSLETTER RATES

Ad Position/Size	Rates*
A Position One	\$3,500
B Position Two	\$3,100
C Position Three	\$2,700
D Position Four	\$2,300

*Above rates gross CPM

Single Sponsored e-NEWSLETTERS

Allows sponsor to choose a newsletter subscriber list from above and a generic topic area. Design News editors will write a general overview article and select relevant recently published articles to make the newsletter a valuable resource. The exclusive sponsor provides their own related content as well as two advertising messages.

RATE: \$10,000 gross

Contact your Design News Rep for further details and specs

New Product e-NEWSLETTERS

Generate not only clicks but full contact leads from prospects who are looking for more information about your company.

SPOTLIGHT POSITIONS: \$2,300 gross

PRODUCT LISTINGS: \$1,000 gross

Contact your Design News Rep for further details and specs

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

Multi-Sponsored Newsletter