

**CREATIVE AD SPECIFICATIONS**

**Text Version:**

**Headline:** 40 characters, Including spaces

**Body:** 300 characters, including spaces

**Linking URL**

**Image:** 120x60 15K MAX .jpg or .gif

**HTML Version (optional):** 468 x 60 horizontal position, 18K MAX

Plus the above text specs: headline, body and linking URL

**PRICING (GROSS)**

- A** Position One: \$3,500
- B** Position Two: \$3,100
- C** Position Three: \$2,700
- D** Position Four: \$2,300

**DEADLINE FOR SUBMISSION:**

10 business days prior to the newsletter publication date.

Materials should be emailed to

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

Topic specific news and information selected by the *Design News* editorial staff. Related content includes links to the most important *Design News* editorial stories pertaining to the technology focus of that newsletter, including news and features, upcoming events, and important new product developments.

**BENEFITS**

**Choice Of Four Placements For Your Graphic Banner or Text Ad:**

- Sponsor's ad message is positioned within a trusted, well read, editorial environment
- Highly targeted circulation

**FEATURES**

**Choice Of Several Monthly, Pre-Selected, Community Topics:**

- Analog
- Design Tools
- Electronics/Test
- Engineering Market Trends
- Fluid Power
- Gadget Freak
- International Engineering
- Materials/Fastening
- Motion Control & Fluid Power
- Mechatronics
- Sensors
- Supplements
- Test and Measurement

**Multi-Sponsored Newsletter**



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