

CREATIVE AD SPECIFICATIONS

Text Version (two items):

Headline: 40 characters, including spaces

Image: 120x60 15K max jpg. or gif.

Body: 300 characters, including spaces, Linking URL

HTML Version (optional):

Two 468x60 horizontal banner positions, 18K MAX

Linking URL

Sponsor Supplied Links:

Headline: 5 words max

Abstract: 50 words max

Linking URL

PRICING

\$10,000 gross

Materials should be emailed to

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

Sponsors choose the topic area and e-newsletter list. *Design News* editors create an original, generic, topic specific overview article and also select relevant, recently published articles on that topic to create a valuable resource.

FEATURES

Topic of Sponsor's Choice.

Content Includes:

- Top Story: Original, generic article overview of technology and market trends
- Three recently published topic-specific articles from *Design News* or related RBI publications.
- Sponsor supplied links throughout to promote your products or services
- Two sponsor graphic banners or text ads

BENEFITS

- Sponsor's ad message is positioned within a trusted, well read, editorial environment
- Target key audience in highly contextual environment
- Exclusivity - 100% Share of Voice

e-NEWSLETTER LIST

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

Ask Your *Design News* Rep for details on this lead generation option.

Multi-Sponsored Newsletter

The screenshot shows an email interface for a Design News newsletter. At the top, it says "Special Alert: Super Tools in Manufacturing" and "Brought to you by Tinnerman". The main content includes a "Spotlight Story" about "Super" Tools, a "Featured Advertiser" for Tinnerman, and a "Resource Center" with articles on eliminating parts, lean thinking, and robotic automation. There are also navigation links for "In This Issue", "Stay connected", and "design SEARCH".

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