

Reach 60,000 *Design News* print subscribers who have opted in to receive this unique e-newsletter targeted to a different technology each week.

- Electronics/Test
- Design Tools
- Materials/Fastening
- Motion Control & Fluid Power

Generates not only clicks but full contact leads from *Design News* subscribers requesting more information on your product or service.

PRODUCT SPOTLIGHT AD SPECS:

- Company URL
- Product URL (deeplink)
- Technology Category
 - Electronics/Test
 - Design Tools
 - Materials Fastening
 - Motion Control & Fluid Power

AD Headline: 5 words

AD Copy: 50 Word description

Image: High Res Digital Image of product - 300dpi

PRODUCT LISTING AD SPECS:

- Company URL
- Product URL (deeplink)
- Technology Category
 - Electronics/Test
 - Design Tools
 - Materials Fastening
 - Motion Control & Fluid Power

AD Headline: 5 words

GROSS COST:

\$2,300 for product spotlight (includes link below)

\$1,000 per product listing (company name, headline only)

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 with *Design News*. For more information please call the Production Associate at: (781) 734-8322.

Electronic / Test

Welcome to the redesigned Design News New Product Newsletter

Here is how it works:
There is no longer need to go to a separate webpage, you can access everything immediately from this email. Clickable images will direct you to the vendor's homepage, headlines lead to info on that specific product and the "More Info" button will allow the vendor to follow up with you directly. Be sure to also check "Other Products" area that will work the same way minus the photo. We hope you like the improvements we've made but we want to hear from you. Email your comments to nicole.kizner@reedbusiness.com.

PRODUCT SPOTLIGHT

<p style="font-size: small; margin-top: 5px;">More Info</p>	<p style="font-size: small; margin-top: 5px;">More Info</p>
<p style="font-size: small; margin-top: 5px;">More Info</p>	<p style="font-size: small; margin-top: 5px;">More Info</p>

OTHER PRODUCTS

Company	Product Description
Aenean et odio	Suspendisse in pede nec sapien ultricies congue.
Nulla dapibus elementum ligula	Proin suscipit. Aenean dui. Praesent lectus
Aenean et odio	Suspendisse in pede nec sapien ultricies congue.
Nulla dapibus elementum ligula	Proin suscipit. Aenean dui. Praesent lectus
Aenean et odio	Suspendisse in pede nec sapien ultricies congue.
Nulla dapibus elementum ligula	Proin suscipit. Aenean dui. Praesent lectus
Aenean et odio	Suspendisse in pede nec sapien ultricies congue.
Nulla dapibus elementum ligula	Proin suscipit. Aenean dui. Praesent lectus

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