

## BENEFITS

### Exclusive Sponsorship:

Minimum 200,000 ad impressions per month.

Clickable logo within poll module that redirects to a specific solution (white paper, product demo, case study...) relating to the poll question.

This is a monthly opportunity with the sponsor selecting 2 poll Questions to run for 2 weeks each.

88 x 31, 15k max.

Linking URL

## COST

\$3,200 Gross

## 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 on the *Design News* website.

If submitting Flash format, please include swf, .fla, and alternative .gif files.

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

## One question not enough?

Ask your *Design News* Representative about other research options. We can deploy a customized survey to our readers, conduct in-person focus groups and much more.

Let us help you start a dialogue with your target audience.

## Quick Poll Sponsorship Elements

Sponsor selects a poll question for *Design News*. Quick Poll with "brought to you by sponsor" branding spot (sponsor logo) will appear on Quick Poll module on all *Design News* pages.

The screenshot shows the Design News website interface. At the top, there's a navigation bar with 'design news' logo and 'Accelerating Engineering Innovation'. A banner for '60 YEARS OF INNOVATION' is visible. Below the navigation, there's a search bar and a 'Your opinion counts!' section with a 'Click Here' button. The main content area features a 'MOTION CONTROL/AUTOMATION SPOTLIGHT' with a featured article 'ENGINEERING FOR Disaster' and a 'GADGET FREAK' section with 'CASE 111: New Gun Shoots Light Bulb Storms'. A 'Polling Question' module is highlighted with a dashed border, showing the question 'Where do you go first when searching for components?' and a list of radio button options. The poll is sponsored by 'Tubing & Hose'. Below the poll, there's a list of recent articles and a 'Latest Blog Postings' section.

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