

AD SPECIFICATIONS:

- 35 character headline
- 250 character abstract
- URL

GROSS COST:

\$588 per month, per link, per feed

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.

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

» RSS Sponsorships

RSS, or Really Simple Syndication, is web feed that contains frequently updated information, such as news headlines, blog posts, etc. The user subscribes to a feed by entering the feed's link into the reader or by clicking an RSS icon in a browser that initiates the subscription process.

The RSS reader checks the user's subscribed feeds regularly for new work, downloads any updates that it finds, and provides a user interface to monitor and read the feeds.

RSS Sponsorships place text ads within the list of all feeds. Because users select RSS feeds on topics of most interest to them, your ad will reach a highly motivated audience, your target demographic.

The screenshot shows a SharpReader window titled "All DN headlines - SharpReader". The address bar shows the URL: http://www.designnews.com/rss/26-All_DN_headlines.xml. The left sidebar lists various subscribed feeds, including "Technologies In Motion (3/4)", "Engineering News (9/9)", "Lead-Free Zone Blog (2/2)", "Design News - Gadget Freak (4/4)", "Design News - Motion Control/Automation Top Stories (31/32)", "Design News - Materials/Fastening Top Stories (26/26)", "Design News - Automotive (10/10)", "Design News - Electronics/Test Top Stories (51/51)", "Design News - Software/Hardware Top Stories (18/18)", "Design News - All DN Headlines (209/213)", "Luke Hutteman's Weblog (5/5)", "Wired (110/110)", "CNet News.com (189/189)", "Slashdot (93/93)", and "Scripting News (30/30)".

The main content area displays a list of RSS items with columns for Title, Date, Author, and Subject. The items include headlines such as "Special Conveyors for Special Products", "Official Says Free Trade Will Help U.S. Manufacturing", "Vision Panel Eliminates Need for Factory Floor PC", "Golden Mousetrap 2008 Winners Announced", "Super Tools Become More Common in Manufacturing...", "New Tool May Boost Dreamliner Safety", "Category: Components, Hardware & Interconnect", "The Case of the Wily Wires", "NI LabVIEW 8.5 Gets Right to the Multi-Core", "Category: Motors/Mechanical Components", "Bell Designs Blue Servers for 'Pull and Go'", "The Power of Pumps", "Helping the Handicapped Enjoy Audio", "Gimme Shelter", "A Footprint That Feels Like a Kick in the Pants", "Category: Power Management & Control", "Running the Plows", and "Category: Pneumatic Systems & Controls".

An advertisement is overlaid on the feed, highlighted with a dashed orange border. The ad text reads: "Feed: Design News - All DN Headlines", "title: NI LabVIEW 8.5 Gets Right to the Multi-Core", and "The latest version of National Instruments' flagship embedded system design platform delivers the...".

An orange box with the text "Ad placement on RSS Feed" is positioned over the advertisement area.

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