

## AD SPECIFICATIONS

Sponsor supplies five key "calls-to-action" related to *Design News'* article content (white papers, product briefs, tool downloads, trial offers, etc). Offers will rotate within the this module in the well of every *Design News* article page.

Ideal calls to action will be deep links to related product info on your website. Homepage links or catalog offers are not preferred.

We encourage monthly updates to your offers to keep messaging fresh and optimize clicks to their website.

### Ad Materials Needed:

- Company name and call-to-action text for each sponsored link (110 characters with spaces max.)
- Linking URL (deep-link preferred)

### Materials Due Date:

10 Business days prior to launch.

## CATEGORIES:

- Design Tools
- Electronics and Test
- Materials / Fastening
- Motion Control / Automation

## PRICING:

1-3 month frequency: \$1,425 gross per month

4-6 month frequency: \$1,270 gross per month

7-12 month frequency: \$1,130 gross per month

Each category will be limited to 5 exclusive sponsors. Subject to availability.

## MAILING INSTRUCTIONS

### Insertion Orders:

designnewsorderentry@reedbusiness.com

### Ad Creative:

Mail materials to both of these 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

# TECHNOLOGY MARKETPLACE

## Contextual Advertising Sponsorship Opportunity

Take advantage of *Design News'* most highly trafficked website pages, article pages, by placing your related offers adjacent to relevant editorial content.

### Ad placement on article pages:

The screenshot shows a Design News article titled "In Direct Digital Manufacturing, Better Motion Control Means Better Parts" by Joseph Ogando, dated February 4, 2009. The article discusses Stratsys Corp.'s upgrade of motion control systems on fused deposition modeling machines. Key points include the use of 900 mc machines, the benefits of direct digital manufacturing, and the challenges of scaling up. The article is surrounded by several advertisements: a "TRY QUICKPARTS TODAY" banner at the top, a "SUBSCRIBE NOW" offer, a "70th Anniversary" graphic for DuPont, and a "TECHNOLOGY MARKETPLACE" sidebar featuring ads for Portescap, Exergen, and Bimba. A "GALLERY" section at the bottom shows various mechanical parts.

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