

Design News' Product Information Service creates a powerful marketing system, with each set of ad materials used in different delivery methods for maximum reach. Your ad works in print, online, and in our e-newsletter.

GENERATE NOT ONLY CLICKS BUT FULL CONTACT LEADS!!

Powerful and cost effective, *Design News'* Product Information Service puts you in front of the right buyers and gives you solid leads fast. Generate clicks and leads from Prospects who are looking for more information about your company. Monthly ROI reports show results delivered from all 3 AD formats.

Issue Date Close Date

3/16/09	2/2/09
6/1/09	4/20/09
9/7/09	7/20/09
12/7/09	11/2/09

PACKAGE DETAILS

Print:

Product Spotlight AD
Print circulation—170,000

Online:

Resource Center Downloads for 3 months

e-Newsletter:

New Product e-Newsletter

Product listing in targeted e-Newletters for 3 months;
Circulation—60,000+

GROSS COST

\$3,200 per Quarter

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.

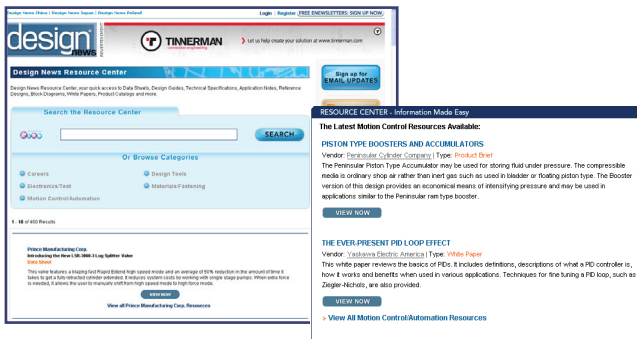
PRINT

Reach 170,000 qualified print subscribers with your Product Spotlight AD in *Design News* magazine.



ONLINE

Reach 180,000 unique visitors by posting your Product Info on the DesignNews.com Resource Center for 3 months and generate full contact leads.



New Product e-NEWSLETTER

Push your Product Link out to 60,000 opt-in subscribers in the *Design News* New Product e-Newsletter and generate even more leads. Mailed three times per quarter, once a month to your target audience.



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