

SPECIFICATIONS

- 88x31 pixels, .jpg or .gif
- 15K max file size
- Linking URL

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.

ZIBB BUTTON

Build brand awareness. Reach an active and engaged audience of design engineers with targeted, high impact, online sponsorships.

- \$30 Gross CPM
- Top of page positioning on every Design News page within the ZIBB search module

The screenshot shows the Design News website interface. At the top, there is a banner celebrating 60 years of innovation (1946-2006) with the tagline "Accelerating Engineering Innovation". Below this is a Siemens NX advertisement with the text "GET EMPOWERED WITH NX" and "Siemens PLM Software". A search bar is prominently displayed, powered by ZIBB and featuring a Freescale logo. To the right of the search bar is a "Subscribe" button for e-newsletters. The main navigation bar includes categories like "Motion Control/Automation", "Electronics/Test", "Software/Hardware", "Materials/Fastening", "Automotive", and "Careers". A sidebar on the left contains "COMMUNITY CHANNELS" and a list of articles such as "Boeing 787 Dreamliner" and "New Yankee Workshop". The main content area features a "MOTION CONTROL/AUTOMATION SPOTLIGHT" with the headline "MOTION IS MOVING TO Ethernet" and a sub-headline "I/O Response Time < 100 μs". Below this are three "Latest Technology Stories" articles: "One Controller Does It All for Machine and Robot", "News from Rockwell's Automation Fair", and "Electric WheelTug System to Move Planes on the Ground".

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