

## PRINT

Black and White	1x	6x	12x	18x
1 page	\$13,362	\$12,550	\$11,626	\$11,377
2/3 page	10,144	9,538	8,836	8,641
1/2 page island	8,728	8,165	7,565	7,397
1/2 page	8,051	7,532	6,976	6,520
1/3 page	5,397	5,018	4,655	4,547
1/4 page	4,184	3,893	3,612	3,530
Direct Response Card	8,106	7,824	7,715	7,700
Spread	26,842	25,112	23,267	22,711
Cover	1x	6x	12x	18x
Cover2	\$20,258	\$17,656	\$16,774	\$15,698
Cover3	17,364	16,152	15,314	14,641
Back Cover	21,995	19,100	17,998	17,248

Color	Page	Fractional
2nd Color	\$1,297	\$811
4 Color	2,542	1,405

Insert Pricing	
BRC	\$3,500
Two Page Insert	6,800
Four Page Insert	12,400
Eight Page Insert	21,000
CDROM	21,000

Triple Play \$3,200  
Includes insertion into Literature Plus print section, 3x insertion into New Product Newsletter per quarter, and 3 months of posting into Resource Center

## VERTICAL SUPPLEMENTS

Market	Full Page & Advertorial	2/3 Page	Half Island	Half Page	1/3 Page	1/4 Page
Aerospace / Defense	\$6,120	\$4,581	\$4,077	\$3,553	\$2,605	\$1,985
Mechatronics	5,530	3,650	3,120	3,120	2,700	2,100
Medical	5,780	4,326	3,850	3,366	2,479	1,885
Motion Control/Automation	7,065	6,063	5,343	4,592	3,150	2,180
Packaging	6,120	4,581	4,077	3,553	2,605	1,985
Electronics Trendwatch	7,065	6,063	5,343	4,592	3,150	2,180
Materials/Fastening Trendwatch	7,065	6,063	5,343	4,592	3,150	2,180
Motion Control/Automation Trendwatch	7,065	6,063	5,343	4,592	3,150	2,180
Sensors/Machine Vision Trendwatch	6,417	4,815	4,329	3,738	3,150	2,180

Demographic Inserts	Full Page	1/2 Page	1/3 Page	1/4 Page
Fluid Power/Power Transmission	Rate \$5,150	\$3,150	\$2,680	\$1,985
Fluid Power New Product Newsletter	Spotlight Ad \$2,350			
	Product Listing Ad \$1,050			

## SPECIAL COVERAGE

Mechatronics (a Joint Project of Control Engineering, Design News, EDN and Test and Measurement World)

### eNewsletters

- Position 1: \$3,500
- Position 2: \$3,100
- Position 3: \$2,700
- Position 4: \$2,300
- Custom eBlast (Single Sponsor): \$10,000

### Quarterly Print Supplement

- 1x: \$5,529 Gross
- 2x: \$5,176 Gross
- 3x: \$4,824 Gross
- 4x: \$4,412 Gross

### MechatronicsZone

- \$2,353 Gross (1 of 3 Sponsors)

### MechatronicsZone "Education Center"

- \$2,941 Gross (Post 5 assets for 12 months)

### Quarterly Webcasts

- Base Sponsorship: \$4,529 Gross (4 sponsors max, shared leads)
- Enhanced Sponsorship: \$5,706 Gross (4 sponsors max, shared leads plus 50 sponsor-specific leads)

## CUSTOM MARKETING PROGRAMS

One-Time, Monthly, Quarterly or Annual Programs Available

- Advertorials
- Face-to Face Focus Group
- Market Pulse Lead Program
- Telemarketing Lead-Generation

# » PRICING SHEET FOR 2010 ONLINE PRODUCTS

## ONLINE

Banner Advertising	CPM (Gross)
Leaderboard (728x90)	\$210
Boombbox (336x280)	265
Skyscraper (160x600)	215
Half-Page Banner (336x600)	412
Pop Under (336x280)	375
Pop Under (720x300)	412
Sponsored Link	24

\* contact your sales rep for impressions levels, discounted frequency rates and value packages

Rich Media	CPM (Gross)
Expandable Peel Back	\$412
Interstitial Banner	412
Expandable Footer Bar	412
Scrolling Ticker	412

\*minimum 7,500 impressions per week

Website Roadblock Sponsorship	Gross Flat Rate
Own all ad position for 24 hours	\$9,000

Mobile Sponsorship	Gross Flat Rate
Monthly roadblock of all mobile webpages	\$2,950

Quick Poll Sponsorship	Gross Flat Rate
Weekly poll, minimum 15,000 impressions	\$1,200

Article Tools Lead Generation Program	Gross Flat Rate
Monthly, category exclusive	
100 Leads:	\$5,900
50 Leads:	2,950

Hot Topics Roadblock Sponsorship	Gross Flat Rate
Monthly	\$4,500

Blog Road Block Sponsorship	Gross Flat Rate
Monthly exclusive of a topic specific blog, own all 3 banner placements	Call for Quote

RSS Sponsorship	Gross Flat Rate
Monthly sponsored links within feed	\$1,000

Gadget Freak Partner Packages	Gross per Month
Boombbox, plus position 2 in newsletter	\$5,000
Skyscraper, plus position 3 in newsletter	4,200

Social Media Program	
Monthly, quarterly, annual	Contact your local sales rep for details

Video Sponsorship	
Monthly, quarterly, annual	Contact your local sales rep for details

JobTarget Employment Site	
Our career center will focus on bringing employers in the engineering field together with eligible qualified candidates.	30 Day Posting: \$199 60 Day Posting: 249 3 Pack: 499 5 Pack: 599 1 yr unlimited use: 1,699

## MICROSITES

Custom Website Design	
Engaging Edu-tainment Games or Technology-Focus Microsites with Content Creation for Branding, Traffic Driving and/or Lead Generation. Monthly, quarterly, annual programs available.	Contact your local sales rep to customize a program.

## LEAD-GENERATION

Resource Center	Gross
Flat Rate Program Post up to 5 listings for the year	\$2,950/CPL
Guaranteed Lead Program	\$50/CPL

Custom Research & Lead Generation 100 leads	\$12,950
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Webcasts and Tutorials	Gross Cost
Single 10 - 20 minute Tutorial	\$8,167
Full-hour Webcast or three 20 minute Tutorials	\$17,500

Editorial Webcast Series	
Multi-Sponsor (1 of 4) with 400 shared leads	4,825
Multi-Sponsor (1 of 4) Enhanced with 400 shared leads + 50 leads to your related asset	6,000
Single-Sponsor webcast produced and promoted in conjunction with editorial webcast series	11,765

## NEWSLETTERS

Multi-Sponsored Newsletter	Gross Flat Rate
Position 1	\$3,550
Position 2	3,150
Position 3	2,750
Position 4	2,350
Surround Session (3-day roadblock of webpages associated with articles in sponsored newsletter)	1,175

\* contact your sales rep for updated circulation numbers

Custom Newsletters	Gross CPM
Single Sponsor Email with Editorial Content, Min. 30,000 circ.*	\$350
Single Sponsor Email with Promotional Message, Min. 30,000 circ.*	295

\* contact your sales rep for circulation numbers and email layout options

New Product eNewsletters	Gross Flat Rate
Spotlight Position	\$2,350
Link	\$1,050 per link

\* contact your sales rep for updated circulation numbers