

MACHINE DESIGN

Online Advertising

Boombboxes

Located within highly desirable editorial articles throughout the website, these run-of-site ads offer large real estate, drawing attention to your message and giving your ad creative center stage. Boombox ads are ideal for rich media expandable or video ads.

Leaderboard

Leaderboard ads appear in a high-profile location at the top of the page and directly within the user's view. These run-of-site banners are an excellent choice for both branding and direct response campaigns.

Large Buttons

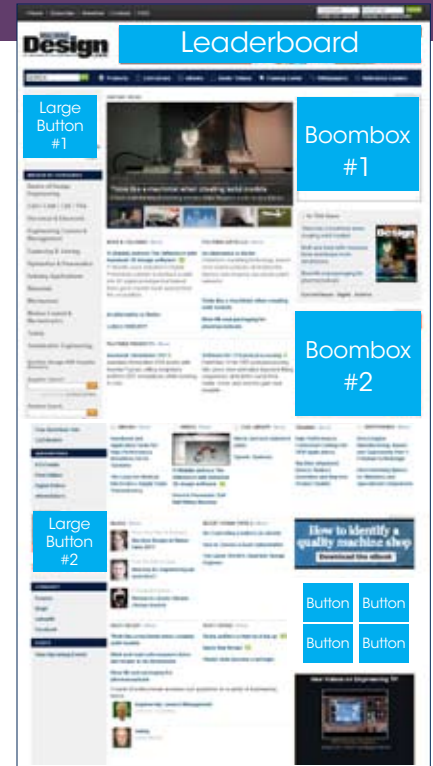
Integrated within the site's main navigation, the large button allows for a premium placement.

Buttons

A cost-effective alternative to run-of-site advertising on Machine Design's site. These four spots are great for brand awareness.

Run of Site	RATES	SPECS
Boombox #1	\$6,000 gross/month	300 x 250 pixels
Boombox #2	\$5,400 gross/month	300 x 250 pixels
Leaderboard	\$4,500 gross/month	728 x 90 pixels
Leaderboard Globalspec	\$4,200 gross/month	728 x 90 pixels
Large Button #1	\$2,800 gross/month	180 x 150 pixels
Large Button #2	\$2,400 gross/month	180 x 150 pixels
Button	\$1,500 gross/month	120 x 90 pixels

Specifications:
GIF, Animated GIF,
JPG and Rich Media.
39k maximum
Run of site



Roadblocks (pre-site)

Roadblocks are pre-site, full-screen ads that intrigue the visitor and can't be ignored. Roadblocks tend to generate high response rates and are exclusive positions - only one advertiser per week.

Rate: \$3,450 gross /week

Specs: 640 x 480 pixels; GIF, Animated GIF, JPG and Rich Media.
50k max - Home Page Unit

CAD Library Listing

Machine Design's CAD Library allows you to include your CAD drawing in the easy-to-access CAD Library.

Rate: \$2,500 gross per year

Specs: 50-word description of your product, PDF or Word document; company logo; direct URL link to your CAD files.

eCards/eBlasts

Machine Design now offers our advertisers the perfect way to reach targeted prospects via email. Direct email is a quick and straightforward way to promote your message to today's design engineers. This personalized, single-sponsored message will be sent to our full list of available subscribers.

Rate: \$5,200 gross per blast

Specs: 600 x 400 pixels; GIF or JPG (no animation) with URL - Max size: 50k

One-Stop Sponsorship

The Machine Design website's One-Stop landing pages connect the user with a repository of technology-specific news and other content. As a sponsor, you exclusively own all advertising real estate on the pages. One-Stop topics currently include: CAD/CAM/CAE/FEA, Materials, Motion Control & Mechatronics, and Sustainable Engineering.

Rates: 1 month: \$3,500 gross/ month
2 month: \$3,000 gross/ month
3 month: \$2,600 gross/ month

Specs: Leaderboard: 728 x 90 pixels
Boombox: 300 x 250 pixels
Large Button: 180 x 150 pixels
JPG, GIF and animated GIF or Flash Files - Max size: 39 k

eNewsletters

Machine Design's eNewsletters are a top vehicle for generating leads and awareness among leading design engineers. Our open rates are outstanding, with an average of 23% per issue. Relevant editorial content

Newsletter	Freq	Circ	Top	2nd	3rd	4th
MD Tech Insider	3x/month	35,100	\$3,600	\$2,700	\$2,370	\$1,800
Motion Monitor	2x/month	27,300	\$3,600	\$2,700	\$2,370	\$1,800
EE&T	2x/month	27,200	\$2,000	\$1,100	\$800	\$500
Fluid Power Monthly	Monthly	20,000	\$2,370	\$1,800	\$1,350	\$900
CAD/CAM	Monthly	26,000	\$3,600	\$2,700	\$2,370	\$1,800
Materials	Monthly	20,500	\$2,700	\$2,000	\$1,500	\$1,000
Mechanical	Monthly	24,000	\$2,700	\$2,000	\$1,500	\$1,000
Fastening & Joining	Monthly	19,000	\$2,700	\$2,000	\$1,500	\$1,000
Motors	Monthly	14,000	\$2,700	\$2,000	\$1,500	\$1,000
Mechatronics	6x/year	6,200	\$2,700	\$2,000	\$1,500	\$1,000
Electrical/Electronic	6x/year	22,800	\$2,700	\$2,000	\$1,500	\$1,000
Packaging	4x/year	16,600	\$2,700	\$2,000	\$1,500	\$1,000
Sensor Sense	6x/year	40,600	\$3,200	\$2,500	\$1,800	\$1,100
LED/Lighting	Monthly	22,000	\$3,200	\$2,500	\$1,800	\$1,100
MD Product Spotlight	Monthly	79,500	No Positions - \$2,875 gross			

motivates design engineers to subscribe to Machine Design's eNewsletters. Each eNewsletter has a different editorial focus and mission, and is written specifically to meet the information needs of design engineers. **All rates are gross.*

Specs: Two different ad sizes can be accommodated:

1. Banner (468 pixels x 60 pixels)
2. Text with image box - 80 words plus one image (no wider than 180 pixels) max file size: 30k

Product Spotlight eNewsletter

Each month, our subscribers receive instant product and service information in the Product Spotlight. Sold on a first-come, first-serve basis, the Product Spotlight offers a convenient and successful way to promote your products to this important audience.

Rate: \$2,875 gross per issue
(Up to 8 sponsors per issue)

Specs: Headline, 80 words or less, product image no larger than 125 pixels wide (30k max file size), URL link

High Value - Content Driven eMedia

Webinars

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers. Our state-of-the-art webinars provide dynamic multimedia platforms to launch new products, educate about expanded product capabilities, or reinforce a company's industry expertise. MD editors moderate each event, and your company will receive the benefits of being associated with the Machine Design brand. From audience development and registration through production and archiving, Machine Design handles all of the webinar logistics and guides you through the process step by step.

Rates: Contact your Machine Design representative. Webinars include promotions, registration/lead tracking, software licensing, tech support, optional exit survey, and 12 months of archiving, along with an editor to moderate the event.



January	February	March	April	May	June
Webinars <ul style="list-style-type: none"> • January 12 • January 19 • January 26 	Webinars <ul style="list-style-type: none"> • February 9 • February 16 • February 23 	Webinars <ul style="list-style-type: none"> • March 8 • March 15 • March 22 	Webinars <ul style="list-style-type: none"> • April 5 • April 12 • April 26 	Webinars <ul style="list-style-type: none"> • May 10 • May 17 • May 24 	Webinars <ul style="list-style-type: none"> • June 7 • June 14 • June 21
July	August	September	October	November	December
Webinars <ul style="list-style-type: none"> • July 12 • July 19 • July 26 	Webinars <ul style="list-style-type: none"> • August 9 • August 16 • August 23 	Webinars <ul style="list-style-type: none"> • September 13 • September 20 • September 27 	Webinars <ul style="list-style-type: none"> • October 11 • October 18 • October 25 	Webinars <ul style="list-style-type: none"> • November 1 • November 8 • November 15 	Webinars <ul style="list-style-type: none"> • December 6 • December 13 • December 20

Suggested Webinar Topics - Contact your representative to discuss custom webinar content.

- Structural Adhesives
- Motors & Drives – Energy Saving Strategies
- 3D Printers and Rapid Prototyping
- Energy-Efficient Fluid Power
- Cable Basics
- Precision Molding
- Machine Alignment Basics
- Position Sensors
- Sizing and Selecting Motors

Lead Generation

White Paper Program

Basic Package

Includes one white paper, customized registration form (up to two qualifying questions), posting on www.machinedesign.com White Paper Library for 12 months, one newsletter text ad (based on open inventory) and full-contact lead reports provided upon request.

Rate: \$4,000 gross

Super-charged Package

Up to three white papers, customized registration form (up to two qualifying questions), posting on www.machinedesign.com White Paper Library for 12 months, at least 3 newsletter text ads (based on open inventory), one direct email announcing your white paper is available (*all white papers featured in one eblast if using multiple option), and full-contact lead reports provided upon request.

Rate: \$6,000 gross

Specs: PDF or word document, two logos (88x31 pixels and 220x122 pixels), 50 word company description and 1-2 sentence description of the White Paper (255 character limit).

Study Guides

Technology-specific Study Guides contain basics of the topic as well as valuable reference information every design engineer needs to remember. Branded with your company logo, Study Guides are a great way to reinforce your expertise and leadership in a particular category.

Example Categories:

Motion Control, Electrical/Electronic, CAD/CAM, Materials, or choose a category that best fits with your product/technology message.

Sponsorship includes full-contact leads of those who request the guide, full branding on the PDF of the guide (logo on Study Guide cover and each page), and full branding in all promotions (eblast to targeted Machine Design subscribers), promo placement in all Machine Design newsletters and banner ad promotion on website, based on availability.

Rate: \$9,200 gross per guide

eBooks

eBooks are a powerful tool to engage and educate customers and prospective customers, sales



representatives and others. Typically written by an industry leader and sponsored by one company, content strategy is driven by the sponsor. eBooks are promoted

via email blasts, eNewsletters ad, and ads on the MD website. eBooks require registration, and all registration data is provided to the sponsor.

Rate: Contact your Machine Design representative

Specs: Ask your sales representative for details.