

# MACHINE Design.com

BY ENGINEERS FOR ENGINEERS

## Media Guide

REACH

20

12



ENGAGE



ACHIEVE

The "trusted source" for in-depth technical information

# Machine Design

## REACH

Engineers are complex professionals who demand precision and excellence in themselves and their work. Machine Design knows how to reach them with the in-depth information they are seeking, knows when they are seeking it, and knows their desired format.

## ENGAGE

Each time our audience of qualified design engineers receives a new issue of Machine Design, they invest an average of **65-75 minutes** looking through and reading the information contained within. The issue is then passed along to **3 to 4** additional colleagues. In all, **over 50** man-years of engineering time is spent with that information.



## ACHIEVE

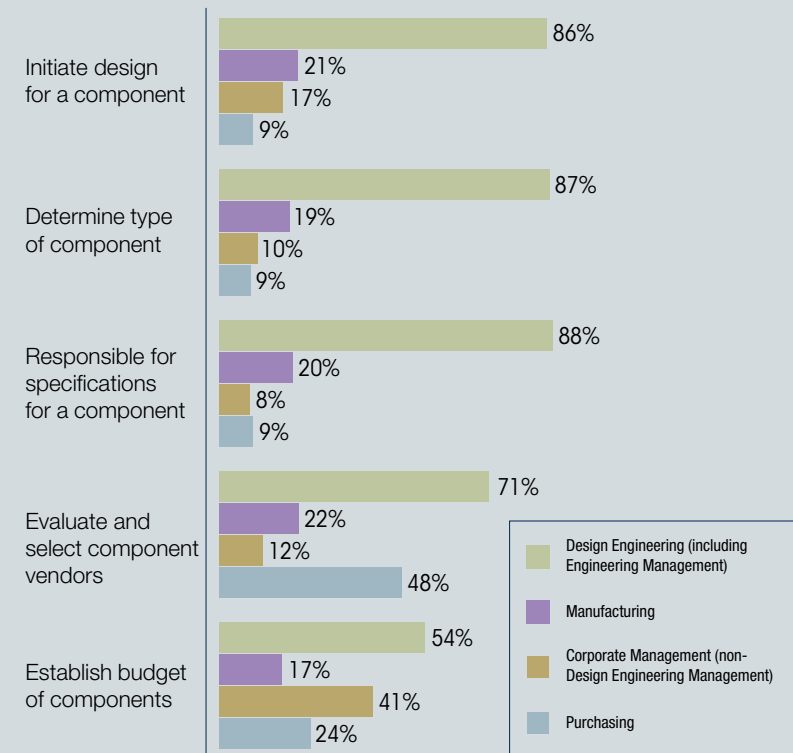
According to our recently released research on trade magazines and the Internet, **91%** of design engineers get information about suppliers from trade magazines. The next source is search engines at **83%**. And **90%** say seeing a supplier's ad in a trade magazine makes them more familiar/comfortable and therefore more inclined to click on a supplier's listing in a search engine. Our ongoing AIM (Advertising Interest Measurement)

studies confirm that these engineers are taking ACTION from seeing your ad in Machine Design. Whether it is becoming aware of your company or new product; helping solve a design problem or providing ideas for doing their jobs better; visiting your website, requesting information or a sample/demo; filing the ad, discussing it with a colleague, asking to see a sales rep; or recommending/specifying the product . . . design engineers **take action!**

### Buying Influence by Job Function

*Design engineers require clear, factual and relevant information to help them navigate technology trends, product innovations, and work methods for their expanded responsibilities.*

Source: Machine Design Components Specified Study



# THE CHANGING OEM

## Who are today's engineers?

An educated group of professionals who are multi-disciplined, time starved and knowledge hungry! They work outside of their degreed fields on an average of 3.5 disciplines per project. Their function continues to dominate all aspects of the design process, from product conception to spending allocation.

## How do you connect with this buying influence?

With useful and educational information in an integrated and multi-channel approach! Our Engineering Sales Channel Preference Study confirms that engineers prefer to gather information throughout their design cycles, at their own pace - and anonymously - until they are at critical points, when they will need to communicate with technically capable people.

**Reach the largest, most influential community of design engineers, engage with them through the vehicle they desire, and begin to measure your success. Only with Machine Design.**

*"I get a lot of good design ideas and links to vendors that have new products."*

*"I get information about new developments, practical applications and a source for products from different companies."*

*"Machine Design provides not only comprehensive information but speaks to real world designers and the challenges they face. Each issue is an educational experience!"*



## Build value and grow your sales!

Getting time with engineers is important. Getting meaningful time with the right engineers is invaluable. Connecting with them through a trusted source, and then becoming a trusted source yourself, helps build more value into your products, gets you in earlier in the buying cycle, puts you above your competition, expedites the sale, and grows your sales revenue.

# MACHINE DESIGN

## For Engineers By Engineers

For more than 82 years, our degreed technical editors have perfected the ability to communicate complex engineering information and present it in print, digitally, online and in video format. They've been where our readers are, working in industry as design engineers, product engineers, biomedical specialists, test engineers, materials engineers, automation system designers, and in other capacities.



**Leland Teschler**  
Editor  
33 years of service

[leland.teschler@penton.com](mailto:leland.teschler@penton.com)



**Ken Korane**  
Managing Editor  
24 years of service

[ken.korane@penton.com](mailto:ken.korane@penton.com)



**Leslie Gordon**  
Senior Editor  
6 years of service

[leslie.gordon@penton.com](mailto:leslie.gordon@penton.com)



**Steve Mraz**  
Senior Editor  
22 years of service

[stephen.mraz@penton.com](mailto:stephen.mraz@penton.com)



**Robert Repas**  
Associate Editor  
7 years of service

[robert.repas@penton.com](mailto:robert.repas@penton.com)



**Jessica Shapiro**  
Associate Editor  
4 years of service

[jessica.shapiro@penton.com](mailto:jessica.shapiro@penton.com)

## KEEPING THE FOCUS ON THE ENGINEER

Technology and the impact of the economy have created significant changes for design engineers. To gain an in-depth view of how they are responding to these changes, Machine Design conducted another round of its ongoing focus group program to learn what information these engineers need to help them in their jobs, where they find that information, and how they evaluate information sources.

What we heard is that they want to connect with knowledgeable technical sources in a timely manner. They rely on technical magazines, and in particular the in-depth information they get with Machine Design, manufacturers' websites, and the internet for much of their day-to-day information sourcing. They told us what they want to see from suppliers and how you can help them best.



Our August 2011 focus group discussed, in-depth, the following topics:

- Finding Engineers
- Engineering Software Tools
- Finding Information
- The Use of Social Media
- Using Mobile Devices
- Vendors & Suppliers
- Tradeshows
- Information Sources
- Using the Web
- Locating Products

For more detailed information on our focus group findings or access to the vast primary and secondary research we have completed, contact your regional manager.

ISSUE	Ad Closing Date	Technology Coverage	Industry Focus	Product Spotlight	Engineer's Choice	Motion Control	Electrical/Electronic	Materials	Mechanical	CAD/CAM	Fluid Power	Fastening & Joining	Mfg. & OEM Services	Show Coverage	ISSUE
JANUARY 19	December 22	Electrical/Electronic Fastening & Joining Mechanical	Inventors & Inventions	Pumps & Compressors	Engineering Innovation		•		•		•	•	•	Pacific Design, 2/14-16, Anaheim	JANUARY 19
FEBRUARY 9	January 19	Motion Control Special Issue Mechanical Manufacturing	Motion Control	Gears & Mechanical Drives	OEM Services Made in America	•	•		•				•	Electric West, 2/21-23, Las Vegas	FEBRUARY 9
MARCH 8	February 9	CAD Electrical/Electronic Fluid Power	Engineered Materials	Cylinders & Valves	CAD Tech Guide OEM Services		•	•		•	•		•		MARCH 8
MARCH 22	February 23	Materials, Fastening & Joining CAD, Fluid Power Mechanical, Electrical/Electronic	Future Technology	Enclosures	Future Technology	•	•	•	•	•	•	•	•	NPE, 4/1-5, Orlando	MARCH 22
APRIL 5	March 8	Electrical/Electronic Mechanical Fluid Power	Transportation	Bearings & Guides	Motors Tech Guide	•	•		•		•			Hannover Fair, 4/23-27, Germany	APRIL 5
APRIL 19	March 22	CAD Fastening & Joining Motion	Salary Survey	Controls & Drives	Fastening & Joining Tech Guide OEM Services	•				•		•	•		APRIL 19
MAY 10	April 12	Mechanical Materials Electrical/Electronic	Alternative Energy	Engineered Materials	Mechanical Tech Guide OEM Services		•	•	•		•		•	Atlantic Design, 5/22-24, Philadelphia	MAY 10
MAY 24	April 26	Electrical/Electronic Mechanical Fastening & Joining	INDY 500	Fasteners & Adhesives	Electrical/Electronic Tech Guide		•		•	•		•		Windpower, 6/3-6, Atlanta	MAY 24
JUNE 14	May 17	Motion Control Materials Fluid Power	Semiconductor	Plastics & Elastomers	Fluid Power Tech Guide OEM Services Made in America	•	•	•			•		•	Midwest Design, 7/19-21, Chicago Semicon West, 7/10-12, San Francisco	JUNE 14
JULY 19	June 21	Materials Fastening & Joining Motion	Medical	Motors	Materials Tech Guide	•	•	•		•		•			JULY 19
AUGUST 9	July 12	CAD Mechanical Electrical/Electronic	Energy Efficiency	Bearings & Guides	Energy Special		•		•	•			•		AUGUST 9
AUGUST 23	July 26	Adv. Manufacturing Special Issue Fluid Power Materials	Manufacturing & Automation Technology	Gears & Gearmotors	Advanced Manufacturing Tech Guide Made in America			•	•		•		•	IMTS, 9/10-15, Chicago	AUGUST 23
SEPTEMBER 6	August 9	Electrical/Electronic Fluid Power CAD	Aerospace	Hose & Fluid Connectors	Sensing & Control Tech Guide	•	•			•	•				SEPTEMBER 6
SEPTEMBER 20	August 23	Motion Electrical/Electronic Mechanical	Off Highway	Plastics & Elastomers	Mechanical Tech Guide	•	•	•	•						SEPTEMBER 20
OCTOBER 4	September 6	Fastening & Joining Fluid Power Electrical/Electronic	Packaging	Cables & Carriers	Test & Instrumentation Tech Guide OEM Services	•	•			•		•	•	Pack Expo, 10/28-31, Chicago	OCTOBER 4
OCTOBER 18	September 20	Motion Control Special Issue Mechanical Fluid Power	Motion Trends	Hydraulic & Pneumatic Cylinders	Motion Control Tech Guide	•	•		•		•			Electronica, 11/13-16, Germany	OCTOBER 18
NOVEMBER 8	October 11	Materials Mechanical Fluid Power	How To	Linear Actuators	Fluid Power Tech Guide OEM Services	•		•	•	•	•		•		NOVEMBER 8
NOVEMBER 22	October 25	Electrical/Electronic Mechanical Fastening & Joining	Transportation	Adhesives & Fasteners	Electrical/Electronic Tech Guide Made in America	•	•		•			•	•		NOVEMBER 22
DECEMBER 20	November 22	OEM Engineering Handbook and Supplier Directory		Basics of Engineering/Product Locator/ Literature Links		•	•	•	•	•	•	•	•		DECEMBER 20

## Ancillary Products

### Data Files Section

Machine Design's special product-literature advertising section is the most effective way to disseminate your product catalogs to over 134,000 engineers. Data File Sections



appear in Machine Design's second monthly issues and feature four-

color photos of catalog covers with brief descriptions, 18 to a page. Reader Service numbers make it easy for interested readers to request your brochure. You supply the catalog, copy, and insertion order. One low rate of \$1,410 includes all of the production charges. Supply copy and catalog or finished art in 2.25 x 1.625 ad size.

RATE: \$1,410  
DATA FILE: Data File ads are all 4-color and follow a set format.  
AD SIZE: 2.25w x 1.625d  
SIZE OF COLOR PICTURE BROCHURE: 1.0w x 1.375d  
HEADLINE & COPY: Maximum 12 lines, 22 characters per line, including spacing.  
COMPANY NAME, CITY & STATE: Across the bottom, max. 46 characters, including spacing.

### Literature Express



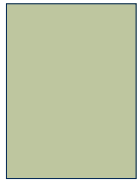
Literature Express is designed to link your product literature or catalogs to potential buyers. For less than a penny per contact, you can reach more than 134,000 engineering professionals in the OEM

and process industries. Literature Express features your catalog with a brief description in a 1/8- page unit featuring a headline and 100-word product description, and includes your Internet address in bold type.

DATES: MARCH MAILING | CLOSES FEBRUARY 1ST  
MAY MAILING | CLOSES APRIL 4TH  
SEPTEMBER MAILING | CLOSES AUGUST 1ST  
NOVEMBER MAILING | CLOSES OCTOBER 3RD

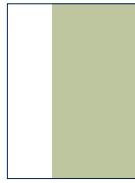
RATES: 1-3 UNITS | \$2,160  
4-7 UNITS | \$2,100  
8-11 UNITS | \$2,045

## 2012 Rates & Print Specifications



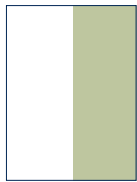
**1 Page**

Dimensions: 7.0 x 9.75  
Bleed: 7.875 x 10.75



**2/3 Page**

Dimensions: 4.5 x 9.75  
Bleed: 5.125 x 10.75



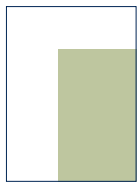
**1/2 Page Vertical**

Dimensions: 3.25 x 9.75  
Bleed: 3.875 x 10.75



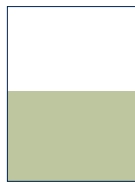
**1/3 Page Square**

Dimensions: 4.5 x 4.625



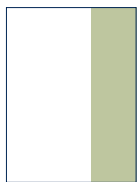
**Island Half**

Dimensions: 4.5 x 7.375  
Bleed: 5.125 x 8.0



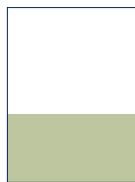
**1/2 Page Horizontal**

Dimensions: 6.875 x 4.625  
Bleed: 7.875 x 5.375



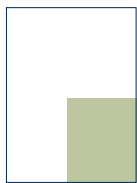
**1/3 Page Vertical**

Dimensions: 2.125 x 9.75  
Bleed: 2.625 x 10.75



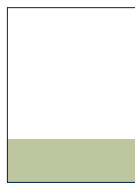
**1/3 Page Horizontal**

Dimensions: 6.875 x 3.0



**1/4 Page Vertical**

Dimensions: 3.25 x 4.625



**1/4 Page Horizontal**

Dimensions: 6.875 x 2.25

### Display Rates - black & white

Frequency	1x	4x	6x	12x	18x	24x
Full Page	\$10,700	\$10,330	\$10,125	\$9,915	\$9,705	\$9,270
2/3 Page	\$8,020	\$7,735	\$7,590	\$7,430	\$7,270	\$6,950
Island Half	\$7,695	\$7,435	\$7,080	\$7,025	\$6,980	\$6,680
1/2 Page	\$6,110	\$5,905	\$5,785	\$5,660	\$5,545	\$5,295
1/3 Page	\$4,295	\$4,145	\$4,060	\$3,980	\$3,890	\$3,725
1/4 Page	\$3,150	\$3,050	\$2,990	\$2,990	\$2,855	\$2,745
Data File	\$1,410					

### Display Rates - color

	Per Page	Per Spread
Standard or Process Color	\$1,390	\$2,200
Matched Color	\$2,745	\$4,390
3&4 Color Process	\$2,745	\$4,390
5 Color	\$4,760	\$7,600
Bleed	No Charge	No Charge

### Literature Express

1-3 units	\$2,160
4-7 units	\$2,100
8-11 units	\$2,045

### Supplied Insert Rates (space only)

Frequency	1x	6x	12x
2 Per Page	\$5,605	\$5,305	\$5,190
<i>TOTAL</i>	<i>\$11,210</i>	<i>\$10,610</i>	<i>\$10,380</i>
4 Per Page	\$5,200	\$4,920	\$4,810
<i>TOTAL</i>	<i>\$20,800</i>	<i>\$19,675</i>	<i>\$19,240</i>
6 Per Page	\$4,610	\$4,360	\$4,265
<i>TOTAL</i>	<i>\$27,675</i>	<i>\$26,145</i>	<i>\$25,585</i>
8 Per Page	\$4,005	\$3,785	\$3,640
<i>TOTAL</i>	<i>\$32,030</i>	<i>\$30,285</i>	<i>\$29,120</i>
12 Per Page	\$3,395	\$3,220	\$3,150
<i>TOTAL</i>	<i>\$40,750</i>	<i>\$38,625</i>	<i>\$37,815</i>

### OEM Engineering Handbook

Black & White Rates	
Full Page	\$3,860
2/3 Page	\$3,420
Island Half	\$3,310
1/2 Page	\$3,080
1/3 Page	\$2,765
1/4 Page	\$2,625
Handbook Spread	\$7,425

### Special Premium Rates

Inside Front Cover	\$15,585
Inside Back Cover	\$14,595
Back Cover	\$16,735

### OEM Engineering Handbook

Color Rates	
Standard or Process	\$1,450
Matched Color	\$2,025
3&4 Color Process	\$2,025
5 Color	\$3,270

**Final Trim Size:** 7.625 x 10.5 in

**Final Spread Trim Size:** 15.25 x 10.5 in

**Binding Method:** Perfect Bound

Please make sure all digital ad files match the ad dimensions listed. Penton Media reserves the right to reduce and/or resize any oversized or incorrectly sized ads to fit the ad dimensions indicated in the rate card.

# 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

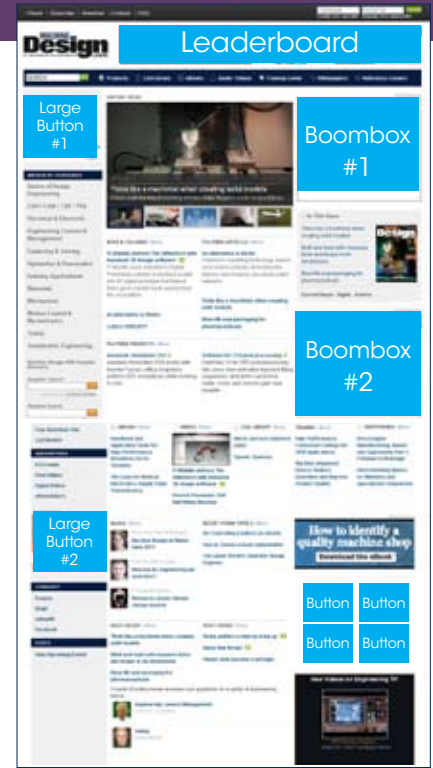
Integrated within the site's main navigation, the large button allows for a premium placement.

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

**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.

# SALES OFFICES



## AZ, CA, HI, ID, OR, NV, UT, WA, British Columbia

Jim Theriault  
408.857.0322 Fax: 925.736.8705  
jim.theriault@penton.com

## DE, DC, MD, NJ, NC, SC, VA

Brandy Bissell  
919.773.1875 Fax: 913.514.6357  
brandy.bissell@penton.com

## Illinois

Melinda Hurley  
847.784.9825 Fax: 847.784.9826  
melinda.hurley@penton.com

## AL, AR, GA, KS, LA, NM, MS, MO, OK, TX

Franny Singleton  
678.947.8563 Fax: 913.514.6884  
franny.singleton@penton.com

## N/IN, N/OH, MI, NY, PA, Ontario

Bill Rodman  
216.931.9636 Fax: 216.621.8469  
bill.rodman@penton.com

## CO, IA, S/IN, KY, MN, MT, ND, NE, S/OH, SD, TN, WI, WV, WY

Dennis Jensen  
952.368.0018 Fax: 913.514.6627  
dennis.jensen@penton.com

## CT, ME, NH, MA, RI, VT, Quebec

Liz Stott  
857.636.9737 Fax: 913.514.6914  
liz.stott@penton.com

## Florida & Inside Sales

Denise Donaldson  
216.931.9403 Fax: 913.514.6502  
denise.donaldson@penton.com

## INTERNATIONAL SALES OFFICES

### INTERNATIONAL SALES DIRECTOR

Mike Hancock  
+011-44-1372-824284  
Fax: 011-44-1372-824322  
mike.hancock@penton.com

### ITALY

Cesare Casiraghi  
+39-031-261407  
Fax: 39 031-261380  
cesare@casiraghi@casiraghi.info

### JAPAN

Yoshinori Ikeda  
+81-3-3661-6138  
Fax: 81-3-3661-6139  
pbi2010@gol.com

### AUSTRIA, GERMANY, SWITZERLAND

Christian Holscher  
+49 (0)89-95002775  
Mobile: 49 (0)151-20155885  
christian.hoelscher@husonmedia.com

### BELGIUM, FRANCE, LUXEMBURG, NETHERLANDS, PORTUGAL, SCANDINAVIA, SPAIN, UNITED KINGDOM

Rodric Leerling  
+31-229-841882  
Mobile: 31-683-232625  
rodric.leerling@husonmedia.com