

ONLINE MEDIA GUIDE

MACHINE **Design** BY ENGINEERS FOR ENGINEERS **.com**

KNOW YOUR GOALS

- Traffic To Web site
- Call to Action
- Generate Leads

2009


Anniversary
1929-2009

Reach Your Audience

MACHINE DESIGN online is the premier web site in the industry. Engineers know they can rely on the trusted information our engineering-degreed editors develop for both the magazine and the web. Each complements the other in bringing the most thorough and up-to-date material to engineers when and how they need it.

Our 80 years of leadership in providing engineering information and our extensive research program allow us to know the design engineer like no one else.

E-NEWSLETTERS

MACHINE DESIGN's e-Newsletters are a top vehicle for generating leads and awareness among leading design engineers.

- Relevant editorial content motivates design engineers to subscribe to **MACHINE DESIGN**'s e-Newsletters. Each newsletter has a different editorial focus and mission, and is written specifically to meet the information needs of design engineers.
- Confirmed opt-in and the cleanest lists: MD guarantees that each subscriber has specifically opted in to receive each e-Newsletter it sends. **MACHINE DESIGN** keeps its e-mail list extremely clean, removing invalid addresses from its lists quickly and achieving "white-list" status to ensure that as many messages as possible get through corporate e-mail filters.

E-Newsletter Practices

- 77% of survey respondents find MD e-Newsletters somewhat or very useful.
- They look to the e-Newsletters for new products, quick views of articles, industry news, and new engineering resource links.
- 80% typically read two-thirds or more of each e-Newsletter.
- In e-Newsletter ads, they are looking for product specifications, referrals to a home page, white papers, and technical information.
- 78% click on a sponsor's web address sometimes or frequently.

Source: 2008 e-Newsletter Practices Survey

2009 MACHINE DESIGN e-Newsletter Advertising Rates (all rates are gross)

NEWSLETTER	FREQ	CIRC	TOP	2ND	3RD	4TH
MD Tech Insider	3x/Month	46,979	\$3,000	\$2,250	\$1,975	\$1,500
Motion Monitor	2x/Month	31,688	\$3,000	\$2,250	\$1,975	\$1,500
Fluid Power	2x/Month	27,107	\$1,975	\$1,500	\$1,125	\$750
CAD/CAM	Monthly	36,314	\$3,000	\$2,250	\$1,975	\$1,500
Materials	Monthly	24,225	\$1,975	\$1,500	\$1,125	\$750
Mechanical	Monthly	25,096	\$1,975	\$1,500	\$1,125	\$750
Fastening & Joining	Monthly	22,134	\$1,975	\$1,500	\$1,125	\$750
Motors	Monthly	18,478	\$1,975	\$1,500	\$1,125	\$750
Mechatronics	Monthly	6,629	\$1,975	\$1,500	\$1,125	\$750
Packaging	4x/Year	17,928	\$1,975	\$1,500	\$1,125	\$750
Electrical/Electronic	6x/Year	26,166	\$1,975	\$1,500	\$1,125	\$750

Lead Generating Vehicles

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 on expanded product capabilities, or reinforce a company's industry expertise. An MD editor will moderate the 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 are turnkey, including promotions, registration/lead tracking, software licensing, tech support, optional exit survey, and 12 months of archiving, along with an editor to moderate the event.

CONTENT DEVELOPMENT

MACHINE DESIGN has done extensive research on what designers and engineering managers are looking to get from a webinar along with the optimal course length. WE help you generate the most effective content thus providing you the best R.O.I.

- Cost per contact
- Return on time invested
- Return on sales revenue generated

E-BOOKS

E-Books 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. E-Books are promoted via e-mail blasts, e-Newsletter ads, and ads on the MD web site. E-Books require registration and all registration data is provided to the sponsor.

Rates: \$17,500 net

Specs: Contact your MACHINE DESIGN representative

2009 Webinar/E-book Schedule

Due to the popularity of these unique information options and the value of our engineering audience, we are limited to three webinars and one e-Book per month. Positions are available on a first-come, first-served basis.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Webinars: <ul style="list-style-type: none"> • January 8 • January 15 • January 22 e-Book: <ul style="list-style-type: none"> • January 12 	Webinars: <ul style="list-style-type: none"> • February 5 • February 12 • February 19 e-Book: <ul style="list-style-type: none"> • February 10 	Webinars: <ul style="list-style-type: none"> • March 5 • March 12 • March 19 e-Book: <ul style="list-style-type: none"> • March 10 	Webinars: <ul style="list-style-type: none"> • April 2 • April 9 • April 23 e-Book: <ul style="list-style-type: none"> • April 10 	Webinars: <ul style="list-style-type: none"> • May 7 • May 14 • May 28 e-Book: <ul style="list-style-type: none"> • May 12 	Webinars: <ul style="list-style-type: none"> • June 11 • June 18 • June 25 e-Book: <ul style="list-style-type: none"> • June 10
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Webinars: <ul style="list-style-type: none"> • July 9 • July 16 • July 23 e-Book: <ul style="list-style-type: none"> • July 10 	Webinars: <ul style="list-style-type: none"> • August 6 • August 13 • August 20 e-Book: <ul style="list-style-type: none"> • August 10 	Webinars: <ul style="list-style-type: none"> • September 10 • September 17 • September 24 e-Book: <ul style="list-style-type: none"> • September 10 	Webinars: <ul style="list-style-type: none"> • October 8 • October 15 • October 22 e-Book: <ul style="list-style-type: none"> • October 12 	Webinars: <ul style="list-style-type: none"> • November 5 • November 12 • November 19 e-Book: <ul style="list-style-type: none"> • November 10 	Webinars: <ul style="list-style-type: none"> • December 3 • December 10 • December 17 e-Book: <ul style="list-style-type: none"> • December 10

MACHINEDESIGN.COM'S attention-grabbing online ad units and other site sponsorship opportunities offer you the most cost-effective way to strengthen your brand and drive traffic to your company's site.

Roadblocks

Roadblocks are presite, 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: \$3,800 gross per week.
Specs: 640 x 480 pixels; max file size 60k; GIF, Animated GIF, JPG and Rich Media accepted. Home Page Unit.

Rectangle Ads

Located within highly desirable editorial articles throughout the site, these run-of-site ads offer large real estate, drawing attention to your message and giving your ad creative center stage. Rectangle ads are ideal for rich media expandable or video ads.
Rate: \$4,200 gross per month
Specs: 300 x 250 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K Run of site.

Leaderboard Ad

Leaderboard ads appear in a high-profile location at the top of the page and directly within the user's view. This run-of-site banner is an excellent choice for both branding and direct response campaigns.
Rates: \$3,940 gross per month
Globalspec or Supplier Directory Page Rate: \$2,000 gross per month
Specs: 728 x 90 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K. Run of site.

Large Button Ad

Integrated near the site's top navigation menu, the large button allows for a premium placement.
Rate \$1,315 gross per month
Specs: 180 x 150 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K. Run of site.

Marketplace Ads

A cost-effective alternative to run-of-site advertising on MACHINE DESIGN. These four spots are great for brand awareness.
Rate: \$1,050 gross per month
Specs: 120 x 90 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K. Run of site.

CAD Library

Rates: \$630 gross per quarter; \$2,100 per year
Specs: 50-word description of your products; PDF document or Word; company logo; direct URL link to your CAD files.

White Paper Library

Rates: \$630 gross per quarter; \$2,100 per year
Specs: 50-word description of your products, company logo, direct URL link to your white paper.

Sliding Billboard

Available January 2009

MACHINE DESIGN now offers an exciting form of Rich Media - the Sliding Billboard. This unit employs two ad units that deliver a high-impact, premium placement. The billboard temporarily "pushes" content down to reveal the larger ad format. The user has the option to expand and contract the ad using the smaller "reminder" pencil ad. Each daily unique visitor will see the billboard at least once. This unit includes high-attention-grabbing motion and bountiful space with tremendous creative potential. This unit is an exclusive position and sold by week.
Rate: \$4,000 gross per week. Home Page Unit.
Specs: Contact Virginia Goulding for details.

Reference Centers

MACHINE DESIGN'S keyword Reference Centers provide design engineers with all the information they need to search, specify, and purchase materials in one convenient site. There are five Reference Centers available for sponsorship: Electric Motors, Bearing, Motion Controllers Sensors/Transducers, and Switches.

Sponsorship includes a 728 x 90 ad on the Reference Center of your choice, your own sponsorship page with company logo, description and active link to your web site.

Rate: \$3,800 gross per year

One-Stop Sponsorships Available January 2009

MACHINE DESIGN'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 per month
2 months: \$3,000/gross per month
3 months: \$2,600/gross per month

Digital Issue Sponsorships

A variety of multimedia opportunities are available. Contact your regional MACHINE DESIGN manager for detailed options and pricing.

Find a Supplier Listing

Enhanced Listing Package

Rate: \$1,050 gross per year
Specs: • 12 months of online visibility
• Full address and contact information with logo
• Unlimited product listings
• Active e-mail and web links to your site
• Priority on search results

StoreFront Listing Package

Rate: \$3,150 gross per year
Specs: • Enhanced package PLUS:
• Links to articles on MACHINE DESIGN.COM'S Web site
• Five detailed product descriptions with photos
• Company profile
• Five standard, non-premium keywords

Important e-media requirements:

- Creative must be received three weeks prior to campaign running. Clients will be billed regardless of whether creative is received or not.
- Material should be e-mailed to demg@penton.com.
- 60-day notice required to cancel any program.