

2010 Site Sponsorships and Ad Units



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.

A 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: \$4,700 gross per month
 Specs: 300 x 250 pixels; GIF, Animated GIF, JPG and Rich Media accepted.
 Max file size 39K. Run of site.

B 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: \$4,500 gross per month
 Globalspec Page Rate: \$5,000 gross per month
 Specs: 728 x 90 pixels; GIF, Animated GIF, JPG and Rich Media accepted.
 Max file size 39K. Run of site.

C Large Button Ad
 Integrated within the site's main navigation, the large button allows for a premium placement.
 Rate \$2,000 gross per month
 Specs: 180 x 150 pixels; GIF, Animated GIF, JPG and Rich Media accepted. Max file size 39K. Run of site.

D Button Ads
 A cost-effective alternative to run-of-site advertising on MACHINE DESIGN. These four spots are great for brand awareness.
 Rate: \$1,300 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 product; 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 product, company logo, direct URL link to your white paper. Gated registration available for your whitepaper upon request.

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: \$4,000 gross per week.

Specs: 640 x 480 pixels; max file size 60k; GIF, Animated GIF, JPG and Rich Media accepted. Home Page Unit.

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 three Reference Centers available for sponsorship: Electric Motors, Bearings, and Motion Controllers.

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



Important e-media requirements:

- Creative must be received three weeks prior to campaign start.
- 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.