

Webinars and E-books



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. A 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.

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

CONTENT DEVELOPMENT

MACHINE DESIGN has done extensive research about optimal course length and engineers'/managers' expectations in viewing webinars. We help you generate the most effective content, thus providing you the best R.O.I.

- Cost per contact
- Return on staff time invested
- Value of time with engineer

2010 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: • January 14 • January 21 • January 28 e-Book: • January 11	Webinars: • February 11 • February 18 • February 25 e-Book: • February 8	Webinars: • March 11 • March 18 • March 25 e-Book: • March 8	Webinars: • April 8 • April 15 • April 22 e-Book: • April 12	Webinars: • May 6 • May 13 • May 20 e-Book: • May 10	Webinars: • June 10 • June 17 • June 24 e-Book: • June 14
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Webinars: • July 15 • July 22 • July 29 e-Book: • July 12	Webinars: • August 12 • August 19 • August 26 e-Book: • August 9	Webinars: • September 16 • September 23 • September 30 e-Book: • September 13	Webinars: • October 14 • October 21 • October 28 e-Book: • October 11	Webinars: • November 4 • November 11 • November 18 e-Book: • November 8	Webinars: • December 2 • December 9 • December 16 e-Book: • December 13