

» PRICING SHEET FOR 2008 PRINT PRODUCTS

PRINT

Black and White	1x	6x	12x	18x
1 page	\$13,362	\$12,550	\$11,626	\$11,377
2/3 page	10,144	9,538	8,836	8,641
1/2 page island	8,728	8,165	7,565	7,397
1/2 page	8,051	7,532	6,976	6,520
1/3 page	5,397	5,018	4,655	4,547
1/4 page	4,184	3,893	3,612	3,530
Direct Response Card	8,106	7,824	7,715	7,700
Spread	26,842	25,112	23,267	22,711
Cover	1x	6x	12x	18x
Cover2	\$20,258	\$17,656	\$16,774	\$15,698
Cover3	17,364	16,152	15,314	14,641
Back Cover	21,995	19,100	17,998	17,248

Color	Page	Fractional
2nd Color	\$1,297	\$811
4 Color	2,542	1,405
Insert Pricing		
BRC		\$3,500
Two Page Insert		6,800
Four Page Insert		12,400
Eight Page Insert		21,000
CDROM		21,000

Triple Play **\$3,296**

Includes insertion into Literature Plus print section, 3x insertion into New Product Newsletter per quarter, and 3 months of posting into Resource Center

VERTICAL SUPPLEMENTS

Market	Full Page & Advertorial	2/3 Page	Half Island	Half Page	1/3 Page	1/4 Page
Packaging	\$6,800	\$5,090	\$4,530	\$3,740	\$2,605	\$1,985
Mechatronics	7,450	6,270	5,537	4,650	3,150	2,180
Automotive	7,130	5,350	4,810	3,935	2,730	2,070
Motion Control/Automation	7,850	6,670	5,937	5,150	3,550	2,680
Sensors/Machine Vision	7,130	5,350	4,810	3,935	2,730	2,070
Medical	6,800	5,090	4,530	3,740	2,605	1,985
Materials/Fastening Trendwatch	7,850	6,670	5,937	5,150	3,550	2,680
Electronics Trendwatch	7,850	6,670	5,937	5,150	3,550	2,680
Motion Control/Automation Trendwatch	7,850	6,670	5,937	5,150	3,550	2,680
Demographic Inserts	Full Page	1/2 Page	1/3 Page	1/4 Page		
Fluid Power/Power Transmission	Rate	\$4,594	\$2,587	\$2,242	\$1,725	
	6X program	27,564	15,522	13,452	10,350	
Analog and Power Management	Rate	\$4,594				
	4X program	27,564				

IN-PERSON SEMINAR

Mechatronics EXPO

Platinum Sponsors

- Receive brand exposure on all promotion sent to Mechatronics audience
 - Receive all registration sales leads
 - Receive premium position for tradeshow booth
 - Participate in the content creation for the breakout sessions
- Rate: \$15,000 GROSS

Gold Sponsors

- Table Top Tradeshow booth
 - Access to attendees with ability to gather sales leads
- Rate: \$3,000 GROSS

CUSTOM MARKETING PROGRAMS

One-Time, Monthly, Quarterly or Annual Programs Available

- Advertorials
- Face-to Face Focus Group
- Market Pulse Lead Program
- Quality Counts Lead-Generation

*All Rates are Gross/Rate Card 63

ONLINE

Banner Advertising	CPM (Gross)
Leaderboard (728x90)	\$190
Boombox (336x280)	250
Skyscraper (160x600)	200
Button (125x125)	100
Pop Under (336x280)	330
Pop Under (720x300)	412
Sponsored Link	24

* contact your sales rep for impressions levels, discounted frequency rates and value packages

Rich Media	CPM (Gross)
Expandable Peel Back	\$412
Interstitial Banner	412
Expandable Footer Bar	412

*minimum 7,500 impressions per week

Web-First Roadblock Sponsorship	Gross Flat Rate
Archived for 12 months	\$23,500/year

Podcast Sponsorship	Gross Flat Rate
Monthly, category exclusive	\$1,500

Quick Poll Sponsorship	Gross Flat Rate
Monthly, 2 poll questions for 2 weeks each	\$2,941

Article Tools Sponsorship	Gross Flat Rate
Monthly, category exclusive	\$1,500

ZIBB Sponsorship	CMP (Gross)
Monthly	\$30

*minimum 87,500 impressions per month

Blog Road Block Sponsorship	Gross Flat Rate
Monthly exclusive, own all 4 banner placements on all blog pages	\$10,000

RRS Sponsorship	Gross Flat Rate
Monthly, rotate up to 5 sponsored links within RSS feed	\$500

Online OEM Supplier Directory	
Monthly, quarterly, annual	Contact your local sales rep for details.

*All Rates are Gross

MICROSITES

Edu-tainment Game Microsites	
Monthly, quarterly, annual	Contact your local sales rep to customize a program.

Custom Microsites and Partner Zones	
Monthly, quarterly, annual	Contact your local sales rep to customize a program.

Sensors Microsite	Gross Monthly Flat Rate
Exclusive Sponsor (4)	\$3,530 (6 month min.)
Sponsored Product Links	\$118 per month per link
1 Exclusive Video Sponsor	\$1,765 per month

Mechatronics Zone Microsite	Gross Monthly Flat Rate
Platinum Sponsor (3)	\$7,600 (6 month min.) "category exclusive, non-competitive"
Gold Sponsor	\$1,000 (up to 5 postings)

Resource Center	Gross Cost Per Lead
Post up to 12 listings	\$25/CPL

WEBCASTS AND TUTORIALS

Single 10 - 20 minute Tutorial	\$8,167
Full hour Webcast or three 20 minute Tutorials	\$17,500

NEWSLETTERS

Multi-Sponsored Newsletter	Gross Flat Rate
Position 1	\$3,500
Position 2	3,100
Position 3	2,700
Position 4	2,300

* contact your sales rep for updated circulation numbers

Single Sponsored Newsletters	Gross Flat Rate
All Positions	\$8,100

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New Product eNewsletters	Gross Flat Rate
Spotlight Position	\$2,300
Link	\$500 per link

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