

With this sponsorship, your ad materials will be included in two highly targeted Design News vehicles:

- RSS FEEDS
(circulation vary by feed, minimum 2,000 circulation)
- NEW PRODUCT E-NEWSLETTER
(60,000 qualified circulation).

STEP 1: Pick your category

- Electronics and Test
- Motion Control/ Automation/ Fluid Power/ Power Transmission
- Materials/ Fastening/ Joining
- Software/ Hardware/ Design Tools

STEP 2: Pick the number of press releases per year

- 1 – 3: \$250 net each
- 4 – 6: \$200 net each
- 7 – 12: \$125 net each
- 12+: \$75 net each

STEP 3: Calculate your total.

Contract amount based on number of press releases and pricing listed above

AD SPECIFICATIONS

- Company name
- 30 character headline w/ spaces
- 200 character abstract w/spaces
- Linking URL

MAILING INSTRUCTIONS

Insertion Orders:

designnewsorderentry@reedbusiness.com
Fax: (303) 265-3716

Ad Creative:

Please mail materials to both of the following email addresses

- rbi-ads@adconductor.com
- adselectronic@reedbusiness.com

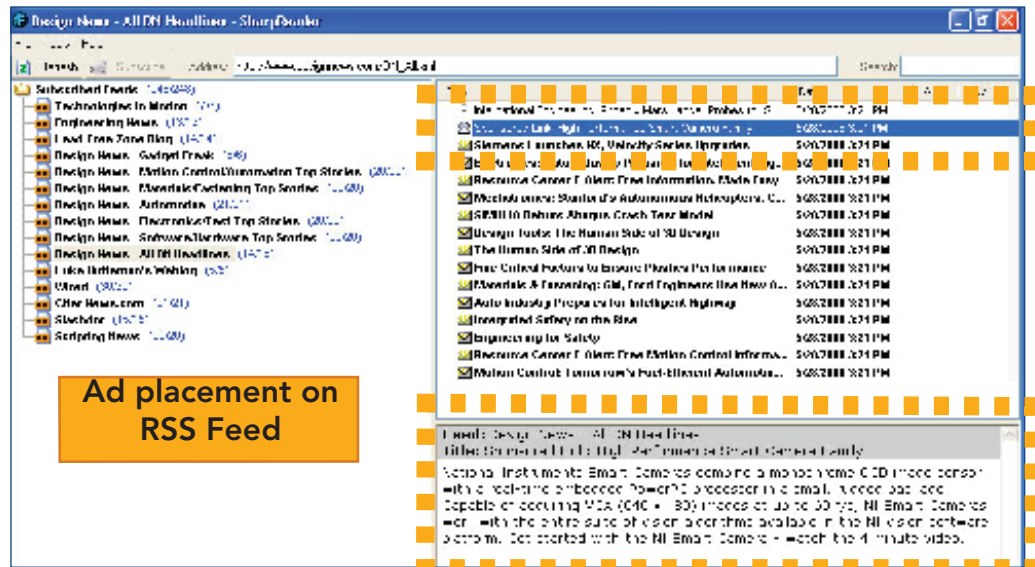
When sending materials, clearly state the name of your company and note that you are advertising on the *Design News* website.

For more information please call the Production Associate at: (781) 734-8322.

Problem: Will your press releases or product/event announcements get published? It can be hit or miss. Due to sheer volume, some unfortunately never make it past the fax machine.

Solution: "Simple as 1-2-3" PR PLUS PROGRAM

DesignNews has created a NEW, LOW COST program to GUARANTEE your press releases, company announcements, events and new product launches get the exposure they deserve. Plus, because this content is requested by your target audience, this program will produce not only clicks but also high-quality, full contact leads.



Ad placement on RSS Feed



Ad placement on "New Products" E-Newsletter

FOR MORE INFORMATION: Contact your *Design News* representative or Brian McAvoy, Internet Sales Director, at 781-734-8191 or email at brian.mcavoy@reedbusiness.com