

PRICING SHEET FOR 2009 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 | \$4,700 | \$2,647 | \$2,294 | \$1,765 | |
| | 6X program | 28,200 | 15,882 | 13,765 | 10,588 | |
| Analog and Power Management | Rate | \$4,700 | | | | |
| | 4X program | 18,800 | | | | |

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) | \$200 |
| Boombox (336x280) | 250 |
| Skyscraper (160x600) | 206 |
| Button (125x125) | 124 |
| Pop Under (336x280) | 350 |
| 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 10,000 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 | \$3,200 |

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

| ZIBB Sponsorship | CPM (Gross) |
|------------------|-------------|
| Monthly | \$30 |

*minimum 87,500 impressions per month

| Blog Road Block Sponsorship | Gross Flat Rate |
|---|-----------------|
| Monthly exclusive of a topic specific blog, own all 4 banner placements | \$1,500 |

| RRS Sponsorship | Gross Flat Rate |
|---|-----------------|
| Monthly, rotate up to 5 sponsored links within RSS feed | \$590 |

| 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) | \$4,118 (3 month min.) |
| Resource Center Postings on DN | \$25/CPL |
| 1 Exclusive Video Sponsor | \$1,765 per month |

| Mechatronics Zone Microsite | Gross Monthly Flat Rate |
|---|-------------------------|
| Platinum Sponsor (4) "category exclusive, non-competitive" | \$7,600 (6 month min.) |
| Resource Postings on microsite | \$25/CPL |

| Resource Center | Gross Cost Per Lead |
|-------------------------|---------------------|
| Post up to 12 listings | \$25/CPL |
| Guaranteed Lead Program | \$50/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 | \$10,000 |

* contact your sales rep for updated circulation numbers

| New Product eNewsletters | Gross Flat Rate |
|--------------------------|------------------|
| Spotlight Position | \$2,300 |
| Link | \$1,000 per link |

* contact your sales rep for updated circulation numbers