07

electronic products marketing guide

www.plantengineering.com
**PlantEngineering.com**

Manufacturing news, trends, business insights, updates, reports, product reviews... The first and only data source for absolutely everything manufacturing.

Advertising with PlantEngineering.com gives your brand a direct line of communication to your end user. With over 52,000 quality impressions a month* on PlantEngineering.com, your brand is highly exposed and your advertising investment is more than returned. And in early 2007, PlantEngineering.com will be unveiling its new and improved design format with content-rich pages, latest breaking news homepage updates twice a day, blogs, podcasts, videos, RSS feeds, webcasts and more.

* Based on average monthly impressions for 2006.

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**PlantEngineering.com Rates (Net)**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Position</th>
<th>Ad Size (pixels)</th>
<th>Net CPM</th>
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For the marketer looking to boost the bottom line, this new product has it all.

In the first month Smiley’s Island was launched, over 6,000 game players helped Smiley build the automation system that helped him get off the island. Sponsored by Automation Direct and hosted on www.plantengineering.com, the game offers a fun, creative way to gain valuable information about automation solutions for the manufacturing floor.

*Smiley from Smiley’s Island, sponsored by Automation Direct
Interactive gaming programs allow a sponsor to gather valuable market intelligence in an entertaining space. Plant engineers and managers will engage and interact with your brand.

THIS PRODUCT IS COMPLETELY CUSTOMIZABLE:

- We’ll customize the game graphics around a current sports-theme (Baseball, Football, Golf, or Auto Racing) or customize the graphics to have a character interact with your brand and products.
- We’ll customize the game or trivia questions to fit a target market segment
- We’ll include a registration component to capture and qualify leads

INTERACTIVE GAMING PROGRAM
For custom gaming programs, contact your account manager for a quote.
Plant Engineering’s eProducts link you to your audience, providing a channel to establish relationships while producing a documented return on investment.

PLANT ENGINEERING WEBCASTS

Elevate your level of customer interaction. Webcasts give you the opportunity to speak directly to prospects and customers, position your brand as a solutions provider, and align your company and brand with industry experts and thought-leaders. Each event allows the sponsor to engage, generate inquiries and dialogue with plant engineers and managers who design, plan, buy, specify, install, modify, and maintain the systems, equipment and services in industrial facilities.

WEBCASTS DELIVER:

> Demonstrative connections with industrial end-users, plant engineers and plant managers from PLANT ENGINEERING
  > Potential cross-promotional opportunities with other Reed Business Information magazines like Manufacturing Business Technology, Control Engineering, and Consulting-Specifying Engineer
  > Active and engaged plant engineers learning about mechanical, electrical, electronic, and maintenance trends and products
  > Valuable Market Intelligence
  > Polling windows appear during the Webcast, allowing participants to voice their opinion on key issues, and at the same time capture value opinion data from plant engineers. Sponsors can submit questions* for participant polling and receive results in lead generation report.
  > Pre- and Post-event surveys — Results appear on lead generation reports and are available to Webcast sponsors for sales follow-up activities.
  > A turn-key sponsorship program for sponsors, Webcasts are moderated by editors of PLANT ENGINEERING.
  > Quality Leads
  > Tremendous Bang For Your Buck

* Please see rate chart on page 4 for specific information.
MOBILITY AND WIRELESS
Sponsor Close Date: 12/11/06
Event Live Date: Wk. of Feb. 12
How do hand-held devices give plant floor workers the upper hand in deploying the latest strategies for effective wireless deployment.

ARC FLASH
Sponsor Close Date: 2/26/07
Event Live Date: Wk. of April 16
A continuation of the popular PLANT ENGINEERING series on identifying arc flash hazards and taking the right steps to mitigate the dangers.

POWER QUALITY
Sponsor Close Date: 5/01/07
Event Live Date: Wk. of June 11
How to manage your own electrical system and work with your utility to keep spikes out of your power supply.

ENERGY EFFICIENCY
Sponsor Close Date: 7/2/07
Event Live Date: Wk. of Aug. 13
At a time of fluctuating energy costs, how to keep your system operating at peak performance.

MOTOR EFFICIENCY
Sponsor Close Date: 9/03/07
Event Live Date: Wk. of Oct. 15
Learn how to turn your motors into a top performer in your plant, using everything from operational efficiency to a sound maintenance program.

MAINTENANCE
Sponsor Close Date: 10/29/07
Event Live Date: Wk. of Dec. 10
At a time when asset optimization is a crucial issue, we look at how to implement and execute a maintenance program that preserves uptime and actually adds to productivity.
PLANT ENGINEERING WEBCASTS

WEBCAST PROGRAM:

> Panel discussion involving industry experts moderated by PLANT ENGINEERING
> LIVE polling and participant surveys
> Focuses on a highly-desired industry issue
> Interactive learning session involving streaming audio and images, followed by LIVE Q&A
  (the typical Webcast lasts 75-90 minutes)

AGGRESSIVE PROMOTIONAL CAMPAIGN

> Print advertisements driving registration with sponsor logos
> Direct email blasts driving registration with sponsor logos
> Website banner ads linking to Webcast registration
> Direct mail campaign to 1,000 targeted subscribers with sponsor logos

COMPREHENSIVE EXPOSURE THROUGHOUT CAMPAIGN AND WEBCAST

> Sponsor recognition throughout Webcast — announcement page on Website, registration page, Interactive screen throughout entire Webcast
> Pre-recorded advertisement, demonstrating your brand solutions, products, services, industry leadership role, and value proposition, broadcast during the Webcast (streaming audio and images)

PROVEN LEAD-GENERATION VEHICLE

> Sponsors receive pre-qualified lead information from registrant database: name, title, company, address, email address, phone number, primary end product manufactured or service performed, job function, number of employees at facility, square footage of facility, specification and purchasing authority, and intention

ADDED VALUE:

> Webcast archived and promoted for an additional 90-days after initial airing
> Webcast CD-roms available after 90-day archive — include sponsor logos
> Sponsor can host Webcast on their own Website indefinitely

2007 WEBCAST SPONSORSHIP RATES (gross)  EFFECTIVE 1-1-07

Webcast sponsors running a print program in PLANT ENGINEERING

Exclusive . . . . . . . . . . . . . $40,000
Premier . . . . . . . . . . . . . $20,000
  Two minute pre-recorded audio/image advertisement, first logo placement throughout promotional campaign, two post-event survey questions, one poll question.
Standard . . . . . . . . . . . . . $12,000
  One minute pre-recorded audio/image advertisement, one post-event survey question.
Best Practices to Achieve Maximum Value from Webcast Sponsorships

1. **Make sure your company and brand is included in an aggressive promotional campaign** that is also comprehensive: print, email, direct mail, and Website banners.

2. **Select a topic that supports your value proposition.** There are two types of Webcasts. The first is an exclusive Webcast that features only your brand. The second type of Webcast is one where you are a participating sponsor—attaching your brand to an event produced and moderated by *Plant Engineering*.
   - An assembled group of industry experts help support your market position on a topic that is topical and relevant to plant engineers and managers.
   - Content should be current and compelling —remember attendees are setting aside an hour of their day for a learning session.

3. **Invite your own customers and prospects and make sure your sales force is aware of the Webcast.** It’s critical to keep the line of communication open with your existing customers and prospects.
   - Make existing customers feel like they are ‘the first to know’ about your product innovations by creating a personalized Webcast invitation.
   - Ask your communications partner for key components of the marketing campaign, such as copies of direct mailers and emails, which can be used to market to your existing prospects and customers.
   - Cast the widest net possible, by posting a Webcast announcement on your own Website.

4. **Qualify attendees.** A comprehensive registration form will pre-qualify Webcast participants and save your sales force the additional burden.
   - Results from LIVE polling and pre-and post-event surveys will help shape your lead follow-up efforts.

5. **Continue to promote the event after the initial airing.** A Webcast has the ability to draw an audience long after the actual LIVE event.
   - Continue to promote the Webcast, host the archive on your Website and make CD-ROMs available to customers and prospects, especially in the case when Webcasts are part of a series.
   - Customers and prospects will continue to register to watch the Webcast, providing additional brand exposure, and more leads.

6. **Follow-up with attendees.**
   - Be sure to have a strategy in place for handling Webcast leads before the event so the sales force can immediately work those leads through the sales pipeline.
   - Timely follow-up will help accelerate the sales process and provide a metric for ROI much more rapidly.

*Source: TechTarget White Paper, 2006*
Combining traditional forms of advertising with email newsletter sponsorships broadens your reach and creates awareness of your brand. Plant engineers and managers refer to these sources of information for the up-to-the-minute news and trends that impacts their business.

All email newsletters are delivered in optimized formats for desktop computers, PDAs and wireless handhelds—ensuring wherever and whenever accessibility to news and trends.

By attaching your brand and products to these information sources you will:

- increase traffic to your company’s Website
- receive documented ad performance metrics
- demonstrate real ROI
- tie into “thought leadership”
- demonstrate speed to market
- tie into “thought leadership”
- demonstrate speed to market

The highly-qualified subscribers that read Plant Engineering’s eNewsletters are a captive audience. Plant Engineering’s optimized email system connects interested subscribers to valuable eNewsletters, and used the industry’s most secured registration format. Registrants are qualified—they must opt-in to the eNewsletter and confirm their selection via email by clicking on a confirmation link.

*Database sizes vary due to opt-in/opt-out nature of email delivery*
The best way to announce a new product, product enhancement or new product application, product literature, white paper or other offering.

**SPONSORSHIP RATES (gross) EFFECTIVE 1-1-07**

- **Multi-sponsor with lead generator**: $1,350
  - one product highlight: image (product or logo at 100 x 100 pixels), 50 words of descriptive ad text and Website link

- **Exclusive with lead generator**: $5,500
  - six product highlights: image (product or logo at 100 x 100 pixels), 50 words of descriptive ad text and Website link

Leverage *PLANT ENGINEERING*’s subscriber database as a means to market your company’s brand and product offerings. We can create a custom email blast that focuses on your value proposition.

**SPONSORSHIP RATES (gross) EFFECTIVE 1-1-07**

- **Less than 10,000 names selected**: $420/M
- **10,001 to 39,999 names selected**: $400/M
- **More than 40,000 names selected**: $380/M

Custom design featuring customized ad units
PLANT ENGINEERING eShow Dailies

PLANT ENGINEERING editors attend the show, capture the important information and deliver it right to plant engineers and managers desktops. Maximize your tradeshow investment by making sure your marketing message reaches attendees and non-attendees alike.

Key show dailies include:
>> National Manufacturing Week, Sep. 25-27
>> PharmaFacilities Show -Interphex, April 24 -26
>> Sensors Expo, June 11-13
>> ISA Expo, October 2-4

SPONSORSHIP RATES (gross) EFFECTIVE 1-1-07

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Industry Roundtables

Industry Roundtables bring together top industry experts at a live event to discuss crucial issues in manufacturing. PLANT ENGINEERING subscribers attend the live event and everyone gets to see the final program in print and online.

JANUARY – Power Quality: Utilizing UPS systems when the power is out helps keep your system from crashing, but they are also useful to ensure power quality in your plant.

MARCH – MES Systems: How to understand what the value of a manufacturing execution system is for your plant, and how it can help the enterprise and manufacturing systems operate at peak efficiency.

MAY – Asset Optimization: An in-depth discussion will go beyond the buzzword of “asset optimization” to a real look at how to make your equipment work for you every day.
Choose an offer to draw the appropriate audience.

> White papers, case studies, free downloads and special offers historically receive the highest click-through rates (e.g. white paper downloads, online product demos and application tips, software trial offers, freebies, case studies).

> Make sure your email communication partner delivers your email message in many optimized formats so that your target audience has accessibility to your marketing message.

Create interest by placing the offer in the banner or message headline.

> Highlight the offer within the artwork of the banner.

> For animated banners, the offer should be referenced on every frame.

> Every banner should have at least three, smooth transitioning, frames of animation (no more than five).

> The company logo and offer should be present on every frame.

Identify the problem and how your product solves it.

> Begin with a benefit-oriented question and then capitalize on relevant topics of interest (i.e. efficiency, productivity, downtime, etc.).

>> Describe how your product or service solves a problem or offers value to the plant engineer.

Include a call to action.

> Provide clear directions on how to download and act on your offer.

> Only use one URL (website link) but use it multiple times throughout the message, to limit confusion.

> Make sure the respondent is only one click away from your marketing message and our offer landing page.

Consider the webpage you link to.

> Send the respondent right to the landing page for the offering.

> Don’t miss a sales opportunity by sending the respondent to your home page and expecting them to navigate your Website and “hunt” for the information.

> Make your form easy and simple to capture lead qualification information for giveaways and downloads.

> A few required data fields that give enough information to your sales force for follow-up with a few optional survey questions to gather market intelligence will usually get the highest rate of response.

Source: TechTarget White Paper, 2006

JULY – Energy: Fluctuating energy prices can put a crimp in the operating budget of even the best-run plants. Our panel will look at ways to make unpredictable costs more manageable.

SEPTEMBER – Productivity: How do you measure true plant productivity, and how do you improve on it? Our manufacturing experts have the answers to both questions.

NOVEMBER – The Future of Manufacturing: As PLANT ENGINEERING marks its 60th anniversary, an all-star panel of experts will discuss how U.S. manufacturing is surviving – and even thriving – in a changing world economy, and how we address the serious challenges of the next 60 years.