PlantMail
Bi-Weekly
Subscribers: 55,500*

Hotwire
Monthly
Subscribers: 32,500*

Hotwire on Instrumentation
Monthly
Subscribers: 44,500*

Hotwire on Automation
Monthly
Subscribers: 44,500*

Combining traditional forms of advertising with email newsletter sponsorships broadens your reach and creates awareness of your brand when 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

SPONSORSHIP RATES (GROSS)  EFFECTIVE 1-1-06

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Skyscraper banner (120 x 600 pixels) and Website link</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>One product highlight: Image (product or logo at 100 x 100 pixels), 50 words of descriptive ad text and Website link</td>
<td></td>
</tr>
<tr>
<td>Level 2</td>
<td>One product highlight: Image (product or logo at 100 x 100 pixels), 50 words of descriptive ad text and Website link</td>
<td>$2,000</td>
</tr>
<tr>
<td>Levels 3 and 4</td>
<td>One product highlight: Image (product or logo at 100 x 100 pixels), 50 words of descriptive ad text and Website link</td>
<td>$1,000</td>
</tr>
<tr>
<td>Exclusive sponsorship</td>
<td>Skyscraper banner (120 x 600 pixels) and Website link</td>
<td>$4,420</td>
</tr>
<tr>
<td></td>
<td>Two product highlights: Images (product or logo each at 100 x 100 pixels), 50 words of descriptive ad text for each product and Website links</td>
<td></td>
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</table>
The best way to announce a new product, product enhancement, new product application, product literature, white paper or other product offering.

### SPONSORSHIP RATES (gross) EFFECTIVE 1-1-06

**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 1-1-06

**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** 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, March 21-23
- PharmaFacilities Show Interphex, March 21-23
- Sensors Expo, June 5-7
- National Safety Congress, Sept 20-23
- ISA Expo, October 17-19

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**SPONSORSHIP RATES (gross)**  **EFFECTIVE 1-1-06**

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*database sizes vary due to opt-in/opt-out nature of email delivery*