

2011 Program Rate Card

To request a media plan or to get online advice for your clients, contact a GlobalSpec media expert today

e-Newsletter Advertising

Specs & Techs

Weekly e-newsletter with circulation of 1.2+ million
Single unit per 600,000 subscribers

	Base Price*
Gold	\$8,950
News of Interest	\$7,500
Platinum	\$5,750
Software Spotlight	\$5,630
Silver	\$5,050
Bronze	\$3,450
Product Watch	\$2,900
Challenge of the Month	\$2,650
Careers	\$2,590
Brought to You By	\$2,250

60+ Industry and Product e-Newsletter Titles

Single unit

Tier A (100,000 to 250,000+ subscribers)	Gold	\$4,200
	Platinum	\$3,700
	Silver	\$3,200
	Bronze	\$2,700
	Careers	\$2,200
	Brought to You By	\$1,950
Tier B (40,000 to 99,999 subscribers)	Gold	\$3,500
	Platinum	\$3,050
	Silver	\$2,475
	Bronze	\$2,175
	Careers	\$1,675
	Brought to You By	\$1,425
Tier C (10,000 to 39,999 subscribers)	Gold	\$2,750
	Platinum	\$2,250
	Silver	\$1,750
	Bronze	\$1,550
	Careers	\$1,250
	Brought to You By	\$1,000

GlobalSpec Titles as of January 2011

Tier A: Acoustics & Audio Technology; Alternative & Renewable Energy; Automotive Technology; Building & Design; Coatings & Surface Engineering; Data Acquisition; Design & Analysis Software; Display Technologies; Drives; Electrical Components; Electronic Components; Electronic Product Design; Electronic Test Equipment; Engineering Management; Engineering...Beyond the Classroom; Environmental Technology; Glass, Ceramics, Fibers & Fabrics; HVAC; Hydraulics; Industrial Automation; Industrial Processing Equipment; Lab Equipment; Light & Laser; Machine Tools & Metal Working; Material Handling & Supply Chain Technology; Mechanical Components; Mechanical Power Transmission; Metals & Alloys; Motion Control Components; Motors; Nano Technology; Plant & Facilities; Engineering; Plastics & Resins; Pneumatics; Power Generation & Distribution; Pump Technology; Quality Control; Robotics Systems; Scientific Instruments; Sensors & Switches; Test & Measurement; Valve Technology; Wire & Cable Technology; Wireless Technology

Tier B: Aerospace Technology; Appliance Technology; Chemical Manufacturing; Construction Tools & Equipment; Defense & Security Technology; Fastening, Joining & Assembly; Food & Beverage Technology; Medical Equipment Design; Networking & Communications; Oil & Gas Technology; Packaging & Labeling; Plastics Fabrication; Semiconductor & MEMS Fabrication; Shock, Vibration & Noise

Tier C: Healthcare Engineering; Industrial MRO; Water & Wastewater Systems

For circulation details visit: www.globalspec.com/mediakit/titles-circulation#alltitles

Online Conference & Trade Show Event Opportunities

		Base Price*
<i>Exhibitor Packages</i>	Premium Plus	\$12,000
	Premium	\$10,000
	Standard	\$5,500
<i>Sponsorship Opportunities</i>	Educational Session	\$7,500

	Base Price*						
Industrial Banner Ad NetworkSM Banner ads on GlobalSpec and up to 200 other industrial market Web sites	CPM Call for Details						
Banner Ads Ads on relevant GlobalSpec pages							
<table> <tr> <td>Product specific pages</td><td>\$995</td></tr> <tr> <td>Product & Service category pages</td><td>\$3,000</td></tr> <tr> <td>Product Announcement Billboards <i>banner links to full page product ad</i></td><td>\$5,995</td></tr> </table>	Product specific pages	\$995	Product & Service category pages	\$3,000	Product Announcement Billboards <i>banner links to full page product ad</i>	\$5,995	
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Product Announcement Billboards <i>banner links to full page product ad</i>	\$5,995						
Searchable Online Catalogs Transform hard copy or digital catalogs into an online searchable product database. This patented search by specification technology allows potential customers to find your client's products and services. • Company profile • List of products/services with links to company Web site • Product announcements • Links to technical articles • Links to company press releases/company news • Value add product banner ads in product areas • Multiple location listings							
<table> <tr> <td>Manufacturers</td><td>\$17,675**</td></tr> <tr> <td>Distributors</td><td>\$22,995**</td></tr> <tr> <td>Service Companies</td><td>\$9,295</td></tr> </table>	Manufacturers	\$17,675**	Distributors	\$22,995**	Service Companies	\$9,295	
Manufacturers	\$17,675**						
Distributors	\$22,995**						
Service Companies	\$9,295						
Company Directories • Company profile • Multiple location/distributor listings • List of products/services with links to company Web site • Product announcements • Link to technical articles • Links to press releases/company news	\$6,995						

To Learn More

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* Please contact a GlobalSpec representative for additional pricing details.

** Additional fee may apply for large catalogs.

All pricing shown is gross. Rates are subject to change.