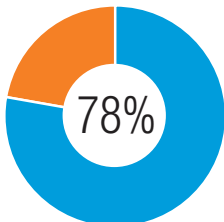




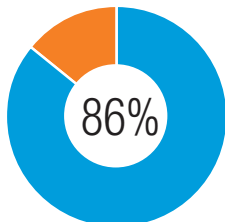
Commercial Transportation e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Transportation Structural Materials
- Fuels & Power Sources
- Motive Power
- Navigation and Control Systems

Key Subscriber Facts:

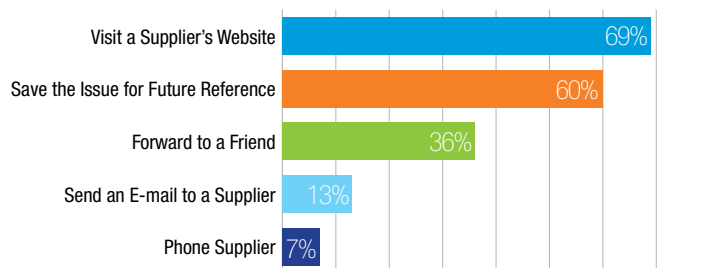


Make or influence company buying decisions

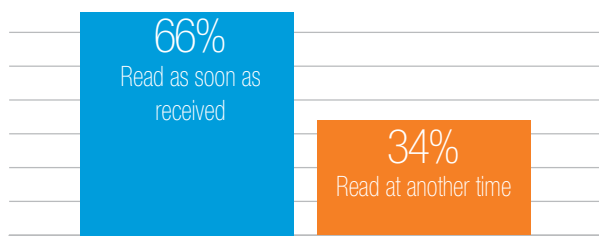


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 31,000+

Readership Profile by Industry (No.)

Aerospace & Defense	8,700+
Building & Construction	4,700+
Transportation	3,000+
Government	2,700+
Engineering/Tech Design Services	1,700+
Agriculture/Forestry	1,500+
Automotive	1,000+
Industrial Machinery/Tools & Equipment	900+
General Manufacturing	800+
Education	700+
Oil & Gas	500+
Utilities/Energy	400+
Instrumentation & Controls	400+
Consumer Products/Electronics	400+
Communications - Datacom/Telecom/Wireless/Network	400+
Chemicals, Plastics & Rubber	300+
Computers, Systems & Peripherals	300+
Fabricated Metals	300+
Semiconductor & Electronic Components	200+
Food & Beverage	200+
Medical Equipment/Instrumentation	200+
HVAC, Fire Control, Safety	200+
Biotechnology/Pharmaceuticals	100+
Paper, Printing & Textiles	100+
Packaging Machinery	100+
Unspecified Engineering, Scientific and Technical	1,200+

Readership Profile by Job Function

Engineering, Design	9,400+
Engineering, Consulting	4,500+
Manufacturing	2,800+
Research & Development	2,800+
General Corporate Mgmt	2,200+
Project Management	1,900+
Marketing/Sales	1,100+
Technical Support/Services	1,000+
Engineering, Other	1,000+
Engineering, Process/Production	700+
Maintenance/Facilities Management	700+
Purchasing	700+
Engineering, Faculty/Staff/Student	500+
Architect/Builder/Contractor	500+
Quality Control/Assurance	200+
Unspecified Engineering, Scientific and Technical	1,100+

as of May 2016

Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Banner Ad	600 x 74 pixels	N/A	1	1	Top ¹ / ₃	www.globalspec.com/TechInMotionG
Gold	145 x 210 pixels	50 words	2	2	Top ¹ / ₃	www.globalspec.com/TechInMotionG
Platinum	145 x 210 pixels	75 words	2	3	Top ¹ / ₂	www.globalspec.com/TechInMotionP
Silver	145 x 190 pixels	50 words	2	3	Middle	www.globalspec.com/TechInMotionS