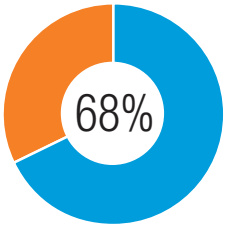
Environmental Technology

IEEE GlobalSpec

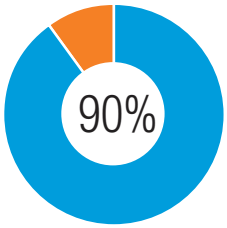
Environmental Technology e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Refuse & Recycling
- Environmental Sensors
- Pollution Control Solutions
- Hazardous Waste/Remediation

Key Subscriber Facts:

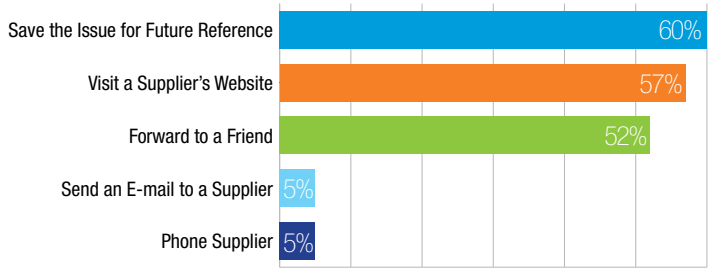


Make or influence company buying decisions

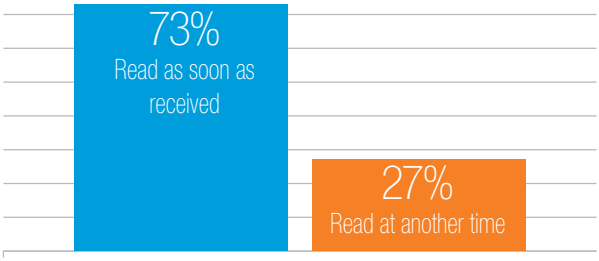


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 ..... 64,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	9,100+
General Manufacturing	4,500+
Education	3,900+
Utilities/Energy	3,800+
Oil & Gas	3,600+
Industrial Machinery/Tools & Equipment	3,100+
Automotive	2,500+
Chemicals, Plastics & Rubber	2,500+
Instrumentation & Controls	2,400+
Building & Construction	2,300+
Government	1,800+
HVAC, Fire Control, Safety	1,700+
Aerospace & Defense	1,500+
Biotechnology/Pharmaceuticals	1,500+
Consumer Products/Electronics	1,400+
Communications - Datacom/Telecom/Wireless/Network	1,300+
Computers, Systems & Peripherals	1,100+
Medical Equipment/Instrumentation	1,100+
Fabricated Metals	1,000+
Semiconductor & Electronic Components	900+
Agriculture/Forestry	900+
Food & Beverage	800+
Transportation	800+
Paper, Printing & Textiles	600+
Packaging Machinery	300+
Unspecified Engineering, Scientific and Technical	9,400+

Readership Profile by Job Function	
Engineering, Design	9,400+
Engineering, Consulting	7,400+
Engineering, Other	5,000+
Research & Development	5,000+
Marketing/Sales	4,600+
Technical Support/Services	4,500+
Engineering, Process/Production	4,300+
Engineering, Faculty/Staff/Student	3,100+
General Corporate Mgmt	3,000+
Manufacturing	2,700+
Purchasing	2,000+
Maintenance/Facilities Management	1,800+
Project Management	1,400+
Quality Control/Assurance	1,400+
Architect/Builder/Contractor	1,300+
Unspecified Engineering, Scientific and Technical	6,800+

as of December 2016

For more information, call 1-844-300-3098.

Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: www.globalspec.com/AdSchedule

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Banner Ad	300 x 250 pixels	N/A	1	1	Top 1/3	www.globalspec.com/EnvTechN
Gold	145 x 210 pixels	50 words	2	4	Top 1/3	www.globalspec.com/EnvTechG
Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	www.globalspec.com/EnvTechP
Silver	145 x 190 pixels	50 words	2	4	Middle	www.globalspec.com/EnvTechS
Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	www.globalspec.com/EnvTechB