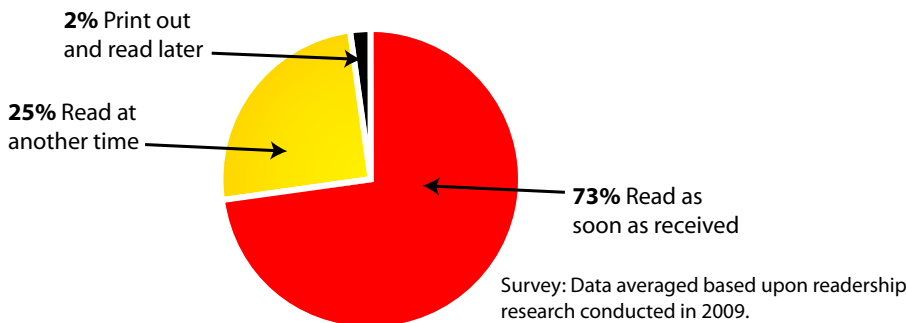


Reach Over 1,200,000 Engineering, Technical & Industrial Professionals Every Week

Specs & Techs puts you in front of a highly active and engaged audience of engineering, technical, and industrial professionals across many industries who use e-newsletters as their top resource to stay abreast of products and suppliers, new technologies, and product applications.

Benefit from Immediate Impact:

Your message is viewed immediately, resulting in real-time direct response actions by readers.



Reach an Audience That Matters:

Over 75% of subscribers make or influence buying decisions within their organization or relative to projects – an audience you need to be in front of to drive your sales inquiries.

Over 90% use this e-newsletter as a primary resource in the early to middle stages of the buying process – influence them before they buy.

Track & Measure Your Results:

Gather results in real-time – through trackable hyperlinks designed to drive traffic to your Web site or your representation on the GlobalSpec site – you're in complete control.

Capture Qualified Leads:

Over 95% of our subscribers are registered GlobalSpec users – therefore, we know who they are, when they clicked, what they were looking for – and so will you.

Readership Profile by Industry **1,200,000**

Manufacturing, Other	127,600+
Engineering/Tech Design Services	106,800+
Automotive	63,500+
Industrial Machinery/Tools & Equipment	56,800+
Oil & Gas	47,100+
Education	45,600+
Aerospace & Defense	41,100+
Communications - Datacom/Telecom/Wireless/Network	34,100+
Utilities/Energy	33,600+
Instrumentation & Controls	32,200+
Chemicals, Plastics & Rubber	31,200+
Consumer Products/Electronics	29,200+
Fabricated Metals	25,900+
Computers, Systems & Peripherals	25,800+
Medical Equipment/Instrumentation	25,200+
HVAC, Fire Control, Safety	22,600+
Government	22,300+
Semiconductor & Electronic Components	21,500+
Biotechnology/Pharmaceuticals	17,600+
Transportation	17,500+
Paper, Printing & Textiles	14,300+
Packaging Machinery	10,200+
Unspecified Engineering, Scientific & Technical	356,900+

By Job Function

Engineering, Design	196,100+
Engineering, Consulting	109,200+
Marketing/Sales	95,000+
Technical Support/Services	82,500+
Engineering, Other	76,500+
Manufacturing	75,800+
Engineering, Process/Production	69,600+
Purchasing	58,700+
Research & Development	54,000+
General Corporate Mgmt	49,200+
Engineering, Faculty/Staff/Student	40,800+
Quality Control/Assurance	18,400+
Unspecified Engineering, Scientific & Technical	282,800+

Advertising Levels: (discounted rates apply for multiple insertion orders)

All ad buys are for a weekly distribution, with the exception of The Challenge of the Month which is a 4 week distribution buy.

ADVERTISING LEVEL	IMAGE SIZE	TEXT LENGTH	HYPERLINKS	SPOTS PER ISSUE	PLACEMENT	SAMPLE AD
Brought to You By	N/A	Company Name	1	1	Top	www.globalspec.com/SpecsTechsBTBY
Gold	(120 x 120 pixels)	100 words	4	4	Top	www.globalspec.com/SpecsTechsG
News of Interest	(100 x 100 pixels)	100 words	4	1	Top	www.globalspec.com/SpecsTechsNOI
Platinum	(100 x 100 pixels)	75 words	4	1	Top	www.globalspec.com/SpecsTechsP
Silver	(100 x 100 pixels)	75 words	4	2	Middle	www.globalspec.com/SpecsTechsS
Bronze	(50 x 50 pixels)	50 words	2	2	Middle	www.globalspec.com/SpecsTechsB
Product Watch	(50 x 50 pixels)	30 words	1	8	Bottom	www.globalspec.com/SpecsTechsPW
The Challenge of the Month	(50 x 50 pixels)	25 words	1	1	Bottom	www.globalspec.com/SpecsTechsCH

Don't Miss Out on the Opportunity to:

- **Reach** your target audience when they are gathering information relevant to their work experience and decision-making processes
- **Influence** the decision-making process of professionals who matter most and impact your top line
- **Improve** top of mind brand awareness of your company, its products and services, and gain a competitive advantage
- **Educate** your target audience on why they should choose you – via links to videos, white papers, technical articles, and more
- **Ensure** key products and product lines achieve their sales goals through new product introductions, promotional offers, and the ability to capture qualified prospects for those products
- **Drive** targeted, qualified prospects to your own Web site or special promotional landing pages where you can further influence their buying decisions and behaviors

Proven Results:

"We chose to advertise in GlobalSpec's Specs & Techs e-newsletter because GlobalSpec has helped us in terms of both branding and lead generation. We get more than half our sales leads from GlobalSpec, and we get a big bump in leads when we advertise in an e-newsletter."

– Tom Collen, Director of Marketing, Northwire, Inc.

"GlobalSpec helps us to remain top-of-mind with customers and provides us with outlets for doing so while building brand recognition through banner ads and e-newsletter advertisements."

– Peter Grundberg, Senior Marketing Manager for the Industrial Sector, Underwriters Laboratories

2012 Weekly Distribution & Ad Due Dates:

With a weekly circulation base divided into two equal distribution lists, you have the option of reaching 600,000 or 1.2 million based on your needs.

Issue Date: January 3, 2012 Ad Due: December 20, 2011	Issue Date: January 10, 2012 Ad Due: December 27, 2011	Issue Date: January 17, 2012 Ad Due: January 3, 2012	Issue Date: January 24, 2012 Ad Due: January 10, 2012	Issue Date: January 31, 2012 Ad Due: January 17, 2012
Issue Date: February 7, 2012 Ad Due: January 24, 2012	Issue Date: February 14, 2012 Ad Due: January 31, 2012	Issue Date: February 21, 2012 Ad Due: February 7, 2012	Issue Date: February 28, 2012 Ad Due: February 14, 2012	
Issue Date: March 6, 2012 Ad Due: February 21, 2012	Issue Date: March 13, 2012 Ad Due: February 28, 2012	Issue Date: March 20, 2012 Ad Due: March 6, 2012	Issue Date: March 27, 2012 Ad Due: March 13, 2012	
Issue Date: April 3, 2012 Ad Due: March 20, 2012	Issue Date: April 10, 2012 Ad Due: March 27, 2012	Issue Date: April 17, 2012 Ad Due: April 3, 2012	Issue Date: April 24, 2012 Ad Due: April 10, 2012	
Issue Date: May 1, 2012 Ad Due: April 17, 2012	Issue Date: May 8, 2012 Ad Due: April 24, 2012	Issue Date: May 15, 2012 Ad Due: May 1, 2012	Issue Date: May 22, 2012 Ad Due: May 8, 2012	Issue Date: May 29, 2012 Ad Due: May 15, 2012
Issue Date: June 5, 2012 Ad Due: May 22, 2012	Issue Date: June 12, 2012 Ad Due: May 29, 2012	Issue Date: June 19, 2012 Ad Due: June 5, 2012	Issue Date: June 26, 2012 Ad Due: June 12, 2012	
Issue Date: July 3, 2012 Ad Due: June 19, 2012	Issue Date: July 10, 2012 Ad Due: June 26, 2012	Issue Date: July 17, 2012 Ad Due: July 3, 2012	Issue Date: July 24, 2012 Ad Due: July 10, 2012	Issue Date: July 31, 2012 Ad Due: July 17, 2012
Issue Date: August 7, 2012 Ad Due: July 24, 2012	Issue Date: August 14, 2012 Ad Due: July 31, 2012	Issue Date: August 21, 2012 Ad Due: August 7, 2012	Issue Date: August 28, 2012 Ad Due: August 14, 2012	
Issue Date: September 4, 2012 Ad Due: August 21, 2012	Issue Date: September 11, 2012 Ad Due: August 28, 2012	Issue Date: September 18, 2012 Ad Due: September 4, 2012	Issue Date: September 25, 2012 Ad Due: September 11, 2012	
Issue Date: October 2, 2012 Ad Due: September 18, 2012	Issue Date: October 9, 2012 Ad Due: September 25, 2012	Issue Date: October 16, 2012 Ad Due: October 2, 2012	Issue Date: October 23, 2012 Ad Due: October 9, 2012	Issue Date: October 30, 2012 Ad Due: October 16, 2012
Issue Date: November 6, 2012 Ad Due: October 23, 2012	Issue Date: November 13, 2012 Ad Due: October 30, 2012	Issue Date: November 20, 2012 Ad Due: November 6, 2012	Issue Date: November 27, 2012 Ad Due: November 13, 2012	
Issue Date: December 4, 2012 Ad Due: November 20, 2012	Issue Date: December 11, 2012 Ad Due: November 27, 2012			

If you are ready to find out how GlobalSpec can optimize your online presence, contact us at: www.globalspec.com/advertising or call 1.800.261.2052