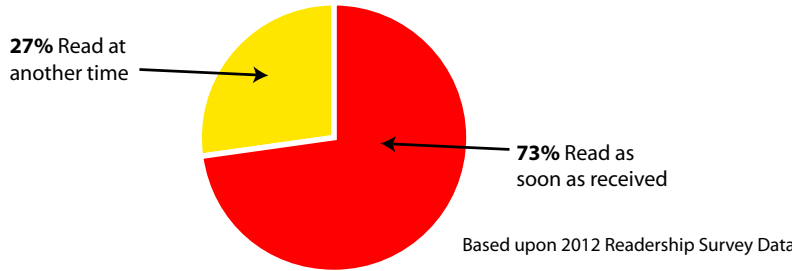


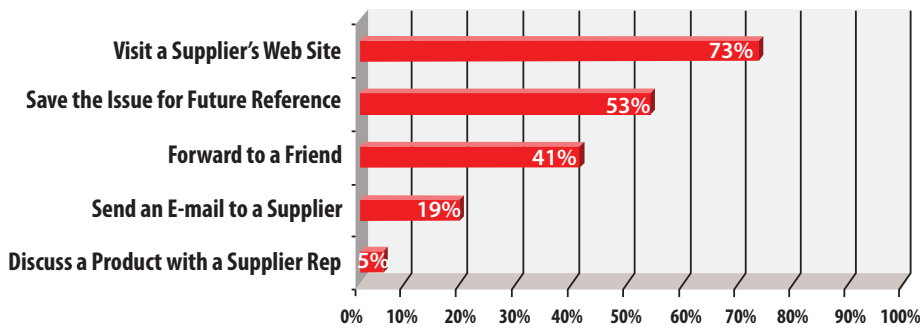
Reach Over 1,200,000 Engineering, Technical & Industrial Professionals Every Week

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: *(of those subscribers who open)*



Key Actions Taken by Subscribers Upon Reading:



Reach an Audience That Matters:

Over 81% 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.

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
Banner Ad	(600 x 74 pixels)	N/A	1	1	Top	www.globalspec.com/SpecsTechsG
Gold	(100 x 100 pixels)	50-75 words	4	6	Top	www.globalspec.com/SpecsTechsG
Platinum	(100 x 100 pixels)	50-75 words	4	1	Top	www.globalspec.com/SpecsTechsP
Silver	(75 x 75 pixels)	50 words	4	3	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

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+

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

2014 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 7, 2014 Ad Due: December 24, 2013	Issue Date: January 14, 2014 Ad Due: December 31, 2013	Issue Date: January 21, 2014 Ad Due: January 7, 2014	Issue Date: January 28, 2014 Ad Due: January 14, 2014	
Issue Date: February 4, 2014 Ad Due: January 21, 2014	Issue Date: February 11, 2014 Ad Due: January 28, 2014	Issue Date: February 18, 2014 Ad Due: February 4, 2014	Issue Date: February 25, 2014 Ad Due: February 11, 2014	
Issue Date: March 4, 2014 Ad Due: February 18, 2014	Issue Date: March 11, 2014 Ad Due: February 25, 2014	Issue Date: March 18, 2014 Ad Due: March 4, 2014	Issue Date: March 25, 2014 Ad Due: March 11, 2014	
Issue Date: April 1, 2014 Ad Due: March 18, 2014	Issue Date: April 8, 2014 Ad Due: March 25, 2014	Issue Date: April 15, 2014 Ad Due: April 1, 2014	Issue Date: April 22, 2014 Ad Due: April 8, 2014	Issue Date: April 29, 2014 Ad Due: April 15, 2014
Issue Date: May 6, 2014 Ad Due: April 22, 2014	Issue Date: May 13, 2014 Ad Due: April 29, 2014	Issue Date: May 20, 2014 Ad Due: May 6, 2014	Issue Date: May 27, 2014 Ad Due: May 13, 2014	
Issue Date: June 3, 2014 Ad Due: May 20, 2014	Issue Date: June 10, 2014 Ad Due: May 27, 2014	Issue Date: June 17, 2014 Ad Due: June 3, 2014	Issue Date: June 24, 2014 Ad Due: June 10, 2014	
Issue Date: July 1, 2014 Ad Due: June 17, 2014	Issue Date: July 8, 2014 Ad Due: June 24, 2014	Issue Date: July 15, 2014 Ad Due: July 1, 2014	Issue Date: July 22, 2014 Ad Due: July 8, 2014	Issue Date: July 29, 2014 Ad Due: July 15, 2014
Issue Date: August 5, 2014 Ad Due: July 22, 2014	Issue Date: August 12, 2014 Ad Due: July 29, 2014	Issue Date: August 19, 2014 Ad Due: August 5, 2014	Issue Date: August 26, 2014 Ad Due: August 12, 2014	
Issue Date: September 2, 2014 Ad Due: August 19, 2014	Issue Date: September 9, 2014 Ad Due: August 26, 2014	Issue Date: September 16, 2014 Ad Due: September 2, 2014	Issue Date: September 23, 2014 Ad Due: September 9, 2014	Issue Date: September 30, 2014 Ad Due: September 16, 2014
Issue Date: October 7, 2014 Ad Due: September 23, 2014	Issue Date: October 14, 2014 Ad Due: September 30, 2014	Issue Date: October 21, 2014 Ad Due: October 7, 2014	Issue Date: October 28, 2014 Ad Due: October 14, 2014	
Issue Date: November 4, 2014 Ad Due: October 21, 2014	Issue Date: November 11, 2014 Ad Due: October 28, 2014	Issue Date: November 18, 2014 Ad Due: November 4, 2014	Issue Date: November 25, 2014 Ad Due: November 11, 2014	
Issue Date: December 2, 2014 Ad Due: November 18, 2014	Issue Date: December 9, 2014 Ad Due: November 25, 2014			

**Build awareness and traffic by engaging with your target audience — from the convenience of their desktop.
Contact us at: www.globalspecmedia.com or call 1.800.261.2052**

