



# A proven way to put your products in front of the right people.

With millions of visits each month, Engineering360.com is the undisputed destination for sourcing and specifying the products and services you offer. Our product discovery programs are specially designed to help you get maximum exposure to these important decision-makers, providing a cross-channel solution to promote your company, products and services, and to generate demand.

**Engineering360 subscription solutions deliver:**

**12-month catalog on Engineering360.com**—Get your searchable catalog in front of the right audience of targeted and relevant prospects. Your catalog program also includes a robust company profile; product announcements to promote product releases and other news; and links to your website, technical articles, press releases, videos, and social media channels.

**Inclusion in Engineering360 e-newsletters**—With 7.3 million subscriptions, these publications have the industry’s largest aggregated audience of engineering and technical professionals. Select from more than 70 product- or industry-focused e-newsletters to reach an audience interested in a specific topic.

**Guaranteed coverage in product alerts**—Ensure your key prospects receive email updates on product, supplier and technical information that’s most relevant to them. All Engineering360 product discovery programs include guaranteed coverage in targeted product alerts from our platform of nearly 160 topics.

**Category announcement billboards**—Category announcement billboards give you additional exposure for your solutions when buyers are looking for products and services like yours.

**Product Comparison:**

FEATURES	COMPLETE	CROSS MEDIA PROGRAM	CATALOG PLUS	BASIC
Online catalog (pull)	X	X	X	X
Inbox access to engineers (push)	X	X	X	X
E-newsletters	1-6	1-6	1-6	Not included
Guaranteed inclusion in product alerts	36-48	24	12	5
Product announcements	50	25	10	10
CABs	X	X	Not included	Not included
Real-time reporting via Client Services portal	X	X	X	X

**Make an impact in today’s crowded media landscape.**

You already know that your target audience has access to more information—and more media choices—than ever before. Make your company stand out in this crowded online marketplace. Engineering360 product discovery solutions deliver your message to relevant prospects via the right mix of media channels, helping you meet your marketing goals.

