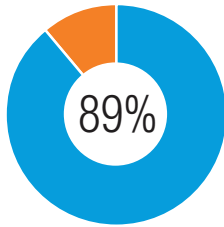


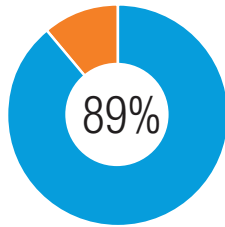
Data Acquisition e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- Signal Conditioning Components & Systems
- Digital & Analog I/O Modules
- Signal & Data Conversion
- Data Acquisition Software

Key Subscriber Facts:

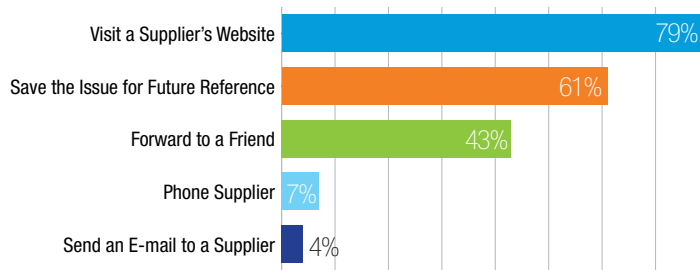


Make or influence company buying decisions

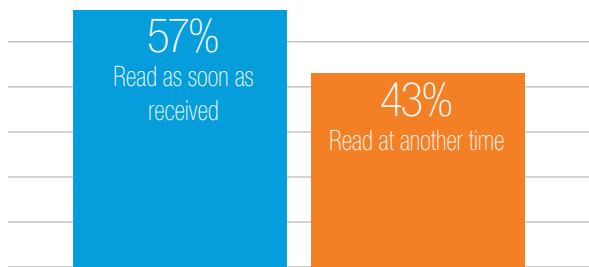


Use e-newsletter as a primary resource in early to middle buy cycle stage

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 46,000+

Readership Profile by Industry

Industry	(No.)
Engineering/Tech Design Services	5,800+
Education	3,400+
Instrumentation & Controls	3,300+
Automotive	2,700+
Aerospace & Defense	2,300+
General Manufacturing	2,300+
Oil & Gas	2,300+
Industrial Machinery/Tools & Equipment	2,000+
Communications - Datacom/Telecom/Wireless/Network	1,900+
Utilities/Energy	1,800+
Computers, Systems & Peripherals	1,500+
Consumer Products/Electronics	1,200+
Government	1,200+
Medical Equipment/Instrumentation	1,100+
Building & Construction	1,000+
Chemicals, Plastics & Rubber	900+
Semiconductor & Electronic Components	800+
Biotechnology/Pharmaceuticals	700+
HVAC, Fire Control, Safety	700+
Food & Beverage	600+
Transportation	500+
Fabricated Metals	500+
Agriculture/Forestry	400+
Paper, Printing & Textiles	400+
Packaging Machinery	200+
Unspecified Engineering	6,200+

Readership Profile by Job Function

Job Function	(No.)
Engineering, Design	9,100+
Engineering, Consulting	4,500+
Engineering, Other	3,900+
Research & Development	3,800+
Technical Support/Services	3,700+
Engineering, Process/Production	3,000+
Engineering, Faculty/Staff/Student	2,800+
Marketing/Sales	2,000+
General Corporate Mgmt.	1,500+
Maintenance/Facilities Management	1,400+
Manufacturing	1,400+
Purchasing	1,100+
Project Management	1,100+
Quality Control/Assurance	800+
Architect/Builder/Contractor	600+
Unspecified Engineering	5,000+

as of Jan 2019

For more information, call 1-800-261-2052.

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