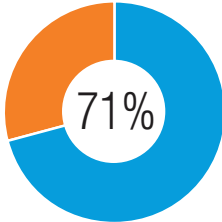


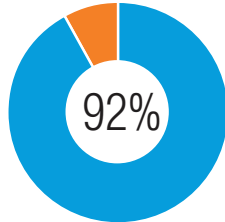
**Display Technologies** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

- LCD Displays
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### Key Subscriber Facts:

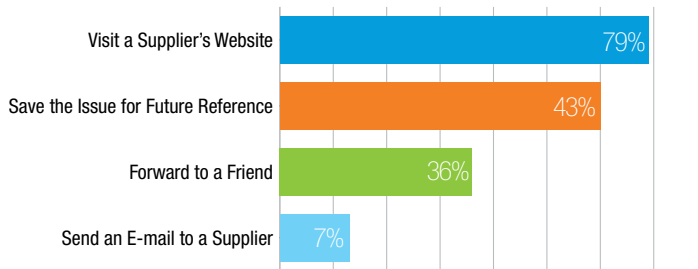


Make or influence company buying decisions

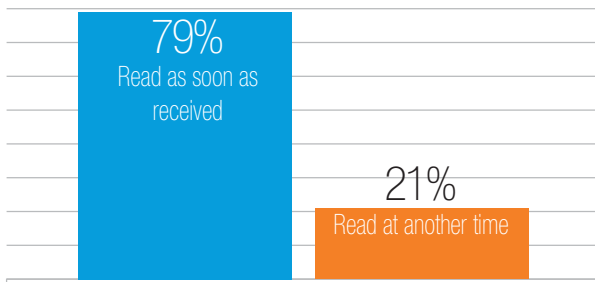


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 34,000+**

### Readership Profile by Industry (No.)

Engineering/Tech Design Services	4,400+
General Manufacturing	2,100+
Education	1,900+
Consumer Products/Electronics	1,900+
Automotive	1,800+
Computers, Systems & Peripherals	1,600+
Industrial Machinery/Tools & Equipment	1,600+
Instrumentation & Controls	1,600+
Communications - Datacom/Telecom/Wireless/Network	1,500+
Aerospace & Defense	1,300+
Oil & Gas	1,000+
Semiconductor & Electronic Components	1,000+
Medical Equipment/Instrumentation	900+
Utilities/Energy	900+
Building & Construction	800+
Chemicals, Plastics & Rubber	600+
Government	600+
HVAC, Fire Control, Safety	500+
Fabricated Metals	400+
Food & Beverage	400+
Transportation	400+
Paper, Printing & Textiles	400+
Biotechnology/Pharmaceuticals	400+
Agriculture/Forestry	200+
Packaging Machinery	200+
Unspecified Engineering	4,800+

### Readership Profile by Job Function

Engineering, Design	6,800+
Technical Support/Services	3,100+
Engineering, Consulting	2,800+
Engineering, Other	2,600+
Research & Development	2,200+
Marketing/Sales	2,100+
Engineering, Process/Production	1,900+
Engineering, Faculty/Staff/Student	1,500+
Manufacturing	1,500+
General Corporate Mgmt.	1,300+
Purchasing	1,100+
Maintenance/Facilities Management	900+
Project Management	800+
Architect/Builder/Contractor	600+
Quality Control/Assurance	300+
Unspecified Engineering	3,800+

as of Jan 2019

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

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