

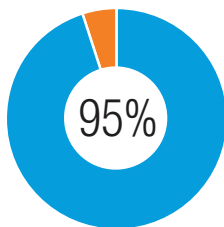


Industrial Automation Video Edition Newsletter

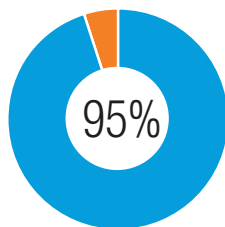
covers the components and systems that enable automated manufacturing, assembly, and inspection delivered in the engaging and informative form of videos. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Industrial Computers, Robots & Controllers
- Wireless, Remote & Mobile
- Instruments, Sensors & Networking
- Power Strategies, Motors & Drives

Key Subscriber Facts:

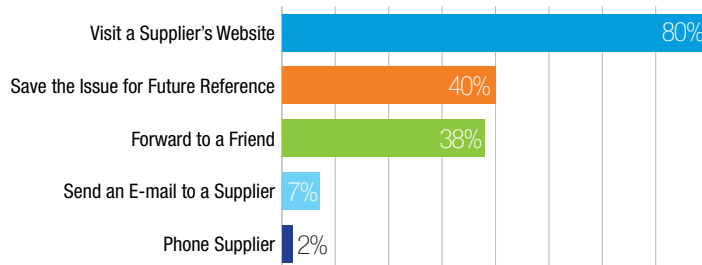


Make or influence company buying decisions



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 52,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	6,900+
Industrial Machinery/Tools & Equipment	5,200+
General Manufacturing	5,000+
Instrumentation & Controls	4,000+
Automotive	3,700+
Oil & Gas	2,800+
Education	2,000+
Utilities/Energy	1,700+
Chemicals, Plastics & Rubber	1,500+
Aerospace & Defense	1,300+
Building & Construction	1,300+
Fabricated Metals	1,200+
Consumer Products/Electronics	1,200+
Food & Beverage	1,100+
HVAC, Fire Control, Safety	1,000+
Semiconductor & Electronic Components	900+
Communications - Datacom/Telecom/Wireless/Network	900+
Computers, Systems & Peripherals	800+
Medical Equipment/Instrumentation	800+
Paper, Printing & Textiles	700+
Biotechnology/Pharmaceuticals	700+
Government	600+
Packaging Machinery	600+
Transportation	500+
Agriculture/Forestry	500+
Unspecified Engineering	5,600+

Readership Profile by Job Function

Engineering, Design	10,000+
Engineering, Process/Production	5,000+
Engineering, Consulting	4,500+
Engineering, Other	4,100+
Marketing/Sales	4,000+
Manufacturing	3,800+
Technical Support/Services	3,700+
Maintenance/Facilities Management	2,600+
Engineering, Faculty/Staff/Student	2,100+
General Corporate Mgmt	1,900+
Purchasing	1,800+
Research & Development	1,800+
Project Management	1,200+
Architect/Builder/Contractor	800+
Quality Control/Assurance	600+
Unspecified Engineering	4,300+

as of Jan 2019

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

Advertising Levels (discounted rates apply for multiple insertion orders)

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Sample Ad: <https://www.globalspec.com/VerticalVideo>

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Posted on 360 Sites
Featured	600 x 200 animated image created by IEEE GlobalSpec 600 x 74 banner ad supplied by advertiser	30 words	1 link to video	1	Featured Video will be posted on Multimedia Section, supply up to 500 words of descriptive text for website.
Playlist	265 x 150 still from video	15 words	1 link to video	4	Playlist Video will be posted on Multimedia Section, supply up to 500 words of descriptive text for website.