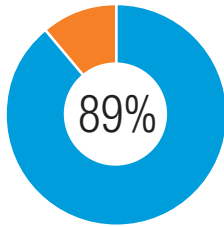




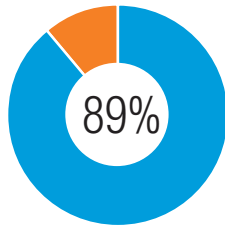
**Data Acquisition** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities,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

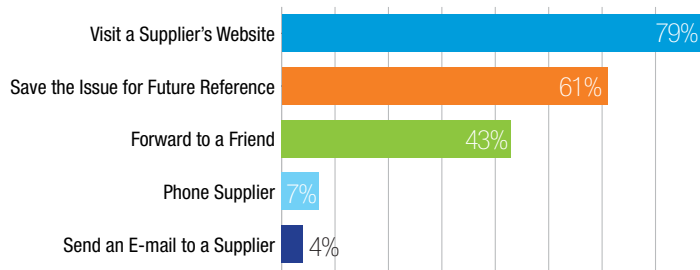


Make or influence company buying decisions

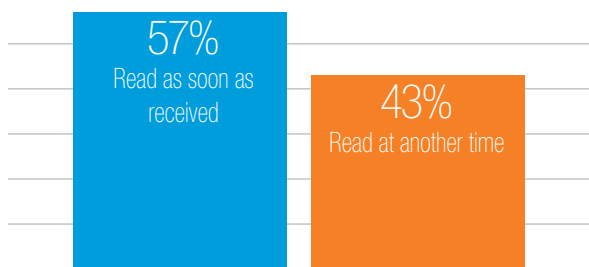


Use e-newsletter as a primary resource in early to middle buy cycle stage

### 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 ..... 65,000+

#### Readership Profile by Industry

|   | (No.)  |
|---|--------|
| Engineering/Tech Design Services                  | 8,600+ |
| Education   | 4,900+ |
| Instrumentation & Controls                        | 4,700+ |
| Automotive  | 3,700+ |
| Oil & Gas   | 3,500+ |
| General Manufacturing                             | 3,300+ |
| Aerospace & Defense                               | 3,100+ |
| Industrial Machinery/Tools & Equipment            | 2,900+ |
| Communications - Datacom/Telecom/Wireless/Network | 2,700+ |
| Utilities/Energy                                  | 2,600+ |
| Computers, Systems & Peripherals                  | 2,200+ |
| Consumer Products/Electronics                     | 1,700+ |
| Government  | 1,700+ |
| Medical Equipment/Instrumentation                 | 1,600+ |
| Building & Construction                           | 1,400+ |
| Chemicals, Plastics & Rubber                      | 1,300+ |
| Semiconductor & Electronic Components             | 1,200+ |
| HVAC, Fire Control, Safety                        | 1,000+ |
| Biotechnology/Pharmaceuticals                     | 1,000+ |
| Food & Beverage                                   | 800+   |
| Transportation                                    | 700+   |
| Fabricated Metals                                 | 700+   |
| Agriculture/Forestry                              | 600+   |
| Paper, Printing & Textiles                        | 500+   |
| Packaging Machinery                               | 300+   |
| Unspecified Engineering, Scientific and Technical | 8,300+ |

#### Readership Profile by Job Function

|   |         |
|---|---------|
| Engineering, Design                               | 13,000+ |
| Engineering, Consulting                           | 6,600+  |
| Engineering, Other                                | 5,700+  |
| Technical Support/Services                        | 5,400+  |
| Research & Development                            | 5,400+  |
| Engineering, Process/Production                   | 4,300+  |
| Engineering, Faculty/Staff/Student                | 4,000+  |
| Marketing/Sales                                   | 2,900+  |
| General Corporate Mgmt                            | 2,100+  |
| Maintenance/Facilities Management                 | 2,000+  |
| Manufacturing                                     | 2,000+  |
| Purchasing  | 1,600+  |
| Project Management                                | 1,400+  |
| Quality Control/Assurance                         | 1,100+  |
| Architect/Builder/Contractor                      | 900+    |
| Unspecified Engineering, Scientific and Technical | 6,500+  |

as of December 2017

For more information, call 1-844-300-3098.

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