

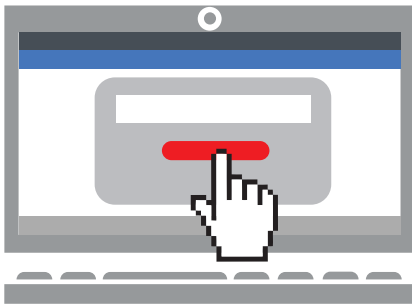


Extend your exposure to a targeted, relevant audience.

With Audience+ from Engineering360 Media Solutions, your message will be seen by the audience you want to reach as they browse the web. Our programmatic advertising solution takes the work out of reaching your audience to increase your brand's visibility across a wide variety of new places.

Engineering360 is the world's largest online community for engineers and technical professionals, comprised of over 8 million registered users. Our Audience+ program gives you the ability to reach these professionals while they browse the web without them visiting your website first.

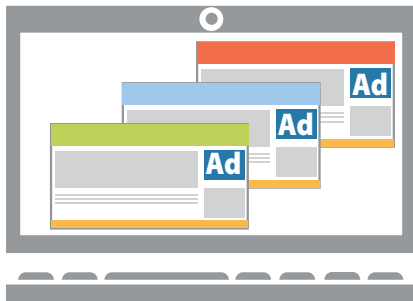
How it Works



1. Engineers and technical professionals register at Engineering360.com, for one of our targeted e-newsletters and/or product alerts. Our first party, opt-in subscriber base is the largest in the industry.



2. You select the exact audience you're looking for by job title, industry and geography. Your message gets in front of the engineers and technical professionals that are most relevant to your business.



3. Our multiple ad sizes, including mobile, are constantly prioritized based on results. We manage and continuously optimize your campaign for the best results.



4. While browsing the web, they see your ad in the most viewable locations on premium websites, allowing you to stay top of mind.

Advantages of Audience+

Unlike retargeting which requires prospects to visit your websites first, Audience+ delivers banner ads to your prospects while they browse the web.

- Banners are shown on premium websites like Time.com, Wired.com, NBCSports.com and Zillow.com.
- Reach your audience by specifying the job titles, industries and geography you want to target.
- Our programmatic advertising solution continuously optimizes your campaigns so you don't have to.
- Reporting goes beyond the initial exposure, tracking all subsequent visits to your landing page over the next 90 days.
- Track multiple conversions on a single landing page.
- Excellent addition to a cross-media approach for raising brand visibility to prospects.

Getting Started

Take advantage of this unique opportunity to reach a targeted audience online. Contact Engineering360 Media Solutions at 800.261.2052 or email sales@engineering360.com.