

THE AUTHORITY FOR SMART DESIGN, APPLICATIONS AND NETWORKS

# sensors

2009 Integrated Media Planner

Machine Manufacturing



Automotive



Aerospace/Military/  
Homeland Security



Electronics & Computers



Wireless Networking & M2M



Specialty Markets:  
Including Medical Devices,  
Engineering/Architectural,  
R+D, and more...



Process Industries



# Delivering the World of Sensors through SensorsMag.com

Sensors Online combines a suite of special-interest sites and faster access to news, trends and reviews through integrated media channels. The purchasing audience prefers to receive their business, product and technical information via the following channels:

- **Online**
- **Email Newsletters**
- **Discussion Forums**
- **Sensors Expo & Conference**
- **Online Events**

Providing focused news in the markets where sensor and related technologies are applied as part of a company or organization's business and competitive strategy:

- **Electronics & Computers**
- **Machine Manufacturing**
- **Process Industries**
- **Automotive**
- **Aerospace/Military/Homeland Security**
- **Specialty Markets: Medical Devices, Engineering/Architectural, R+D, and more...**
- **Wireless Networking & M2M**



# The Sensors Network Featuring Online & Expo

Information needs have changed because the purchasing process has changed. It's now about obtaining information quickly and easily. To meet this growing demand for purchasing, technical and business information, Sensors is now:

## Sensors Online

- Over 40,000 unique visitors each month

**Sensorsmag.com is a network of eight Web sites in the vertical markets you need to reach**

- Sensorsmag.com Portal
- Electronics and Computers
- Machine Manufacturing
- Process Industries
- Automotive
- Aerospace/Military/Homeland Security
- Wireless and M2M
- Specialty Markets



This integrated editorial platform represents a total reach of 152,000+ purchasers of sensor and sensor networking technologies representing \$52B in market size.

## E-mail Newsletters

*Sensorsmag.com* has a family of four email newsletters by vertical market:

- **What's New at Sensors Online**
- **Sensors Weekly**
- **Industrial Automation**
- **Product Picks**

The purchasing process never stops. With so many pressures influencing purchasers to make their decisions effectively, efficiently and under budget, email newsletters serve as another information resource to help them make accurate business decisions for their companies.

### ■ **What's New at Sensors Online**

Monthly e-newsletter that will be sent to 40,000+ recipients, delivering new features, news and product information on sensorsmag.com

### ■ **Sensors Weekly**

Weekly e-newsletter that will be sent to 11,000+ recipients, delivering a blend of product, news and feature-based editorial

### ■ **Industrial Automation**

Monthly e-newsletter distributed to 13,000 recipients across engineers and engineering managers who are involved in operations, project, process, manufacturing, industrial and automation engineering

### ■ **Product Picks**

Sent twice a month to 7,500 100% opt-in recipients who need to know the latest products that are available for innovative design and sensor network implementation

## **Custom E-mail Newsletters**

When targeting your key customers, how accurate is your aim? *Sensors'* custom e-newsletters series channel highly focused purchasing information to your precise audience, creating frequency and exclusivity needed for higher lead generation. *Sensors'* one-stop-shop approach to custom series takes the work out of developing high impact e-mail campaigns. *Sensors'* will craft creative marketing vehicles centered around your sales goals and online initiatives. Let *Sensors'* help you design a custom e-mail package that will direct more valuable leads to your product site.

## **Web Seminars**

### **Co-Branded Web Seminars Elevate Your Message**

In addition to being a premier lead-generation vehicle, you own the time with the attendees to tell your story.

- **46% of Sensors subscribers would attend a web seminar presented as a tutorial.**

Depending on the goal of the Web seminar, *Sensors* can provide an editor to moderate the discussion elevating your event because of its association with a *Sensors* editor.

If you create your own Web-based events, you will still need to drive attendees. For audience creation, *Sensors* can create a marketing package that will increase the visibility of your live or on-demand event through all of our media channels that we have available.

### ■ **Reach the Industry's Core Purchasers**

*Sensors* subscribers represent the premier purchasing audience for sensors and related technologies:

- **98% are involved in the product purchasing process**
- **80%** explore possible solutions
- **70%** identify and define product needs
- **66%** recommend a specific product
- **50%** select a specific products
- **33%** authorize and/or approve purchases

## Log On To Sensors Online!

Purchasers visit *Sensors Online* for faster access to focused news, reviews and insights surrounding sensors and related technologies. *Sensors* drives more traffic and generates more valuable sales leads by presenting your products and services to a highly targeted audience specific to your industry.

### Leverage Targeted and Broad-based Lead Generation Programs

Your opportunity to capture your current and future customers in the next step of their purchasing and vendor selection journey.

- 1 million advertising impressions on Sensorsmag.com every month!
- 40,000+ unique visitors each month

### Do you have a tightly targeted audience you need to reach for your online marketing?

- Select the vertical or verticals that make sense for that product or service to target only those site visitors you want to reach.

### Do you need broad reach and exposure for your online marketing?

- Run your campaign across the entire network of sites for maximum exposure and lead-generation results.



## sensors expo & conference

### Sensors Expo & Conference

- 4,000 projected attendees of highly qualified engineering professionals

*"Sensors Expo 2008 is truly a place to learn the industry trends and emerging technologies."  
Weili Lin, Ph.D., Manager of Emerging Technology Starkey Labs, Inc.*

*"Great event! I am very proud that IFSA was an association sponsor of Sensors Expo during the past four years." Sergey Y. Yurish, IFSA President*

## 2009 E-mail Newsletter Schedule

<b>E-mail Newsletters</b>				
	<b>What's New at Sensors Online</b>	<b>Sensors Weekly</b>	<b>Industrial Automation</b>	<b>Product Picks</b>
January	1/16	1/9, 1/16, 1/23, 1/30	1/20	1/18
February	2/13	2/6, 2/13, 2/20, 2/27	2/17	2/1, 2/15
March	3/13	3/6, 3/13, 3/20, 3/27	3/17	3/1, 3/15, 3/29
April	4/17	4/3, 4/10, 4/17, 4/24	4/21	4/12, 4/26
May	5/15	5/1, 5/8, 5/15, 5/22, 5/29	5/19	5/10, 5/24
June	6/19	6/5, 6/12, 6/19, 6/26	6/16	6/7, 6/28
July	7/17	7/10, 7/17, 7/24, 7/31	7/21	7/12, 7/26
August	8/14	8/7, 8/14, 8/21, 8/28	8/18	8/9, 8/23
September	9/18	9/4, 9/11, 9/18, 9/25	9/15	9/6, 9/20
October	10/16	10/2, 10/9, 10/16, 10/23, 10/30	10/20	10/4, 10/18
November	11/13	11/6, 11/13, 11/20	11/17	11/1, 11/15
December	12/14	12/4, 12/11, 12/18	12/15	12/6, 12/20

# Rate Card

## E-MAIL NEWSLETTERS:

### 1. *What's New at Sensors Online*

### 2. *Sensors Weekly* (all rates are gross)

	Dimension	Rates	Max File Size	Acceptable Format
Leaderboard	728X90	\$1,800	30-40kb	.GIF, .JPG, .PNG
Banner 1st position	468x60	\$1,500	10-20kb	.GIF, .JPG, .PNG
Banner 2nd position	468x60	\$900	10-20kb	.GIF, .JPG, .PNG
Button	120x120	\$600	8-12kb	.GIF, .JPG, .PNG

### 3. *Industrial Automation*

### 4. *Product Picks* (all rates are gross)

	Dimension	Rates	Max File Size	Acceptable Format
Leaderboard	728X90	\$1,500	30-40kb	.GIF, .JPG, .PNG
Banner 1st position	468x60	\$1,200	10-20kb	.GIF, .JPG, .PNG
Banner 2nd position	468x60	\$750	10-20kb	.GIF, .JPG, .PNG
Button	120x120	\$400	8-12kb	.GIF, .JPG, .PNG



## WEB ADVERTISING RATES (all rates are gross)

	Dimension	Rates CPM	Max File Size	Acceptable Format
Banner	468x60	\$100	10-20kb	.GIF, .JPG, .PNG
Leaderboard	728X90	\$135	30-40kb	.GIF, .JPG, .PNG
Skyscraper	160x600	\$125	35-38kb	.GIF, .JPG, .PNG
Big Box	336x280	\$135	44-46kb	.GIF, .JPG, .PNG
Button	120x120	\$60	8-12kb	.GIF, .JPG, .PNG

For further details or pricing on any of the following advertising opportunities, please contact:

**Cal Groton**  
**617-219-8375**  
**cgroton@questex.com**

# sensors

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**728 X 90 \$135**

**468 x 60 \$100**

**120 X 120 \$60**

**336 X 280 \$135**

**160 X 600 \$125**

## In-Person Events

### Sensors Expo & Conference

**June 8-10, 2009 • Rosemont, Illinois**

**Donald E. Stephens Convention Center • [www.sensorexpo.com](http://www.sensorexpo.com)**

Sensors Expo & Conference is the only industry event in North America exclusively focusing on sensors and sensor-integrated systems. Now in its 23rd year, Sensors Expo & Conference is widely known as one of the world's largest and most important gatherings of engineers and scientists involved in the development and deployment of sensor systems.

**Our in-depth conference program features the world's leading authorities, who will examine the most up-to-date innovations, in a carefully designed program:**

- Sensor Interfaces & Sensor Integration
- Sensor Systems Design
- RF Sensing
- Wireless Sensor Networks
- Energy Harvesting
- Energy Conservation
- Low-Power Sensing
- Machine Health & Predictive Maintenance
- Novel Approaches to Measurement & Detection
- Novel Approaches to Biodetection
- Harsh Environments
- Position Sensing
- Fiber Optics
- Smart Materials
- Environmental Monitoring
- Business Trends & Issues
- Wireless Standards
- Location-Aware Sensing

#### And 2 Optional Pre-Conference Symposia:

- Thinking Outside the Chip: MEMS-Based System Solutions: Designs, Tradeoffs & Applications
- Energy Harvesting for Powering Sensor Applications

**The Sensors Expo Hall is the largest gathering of sensor and sensor-integrated technology providers in North America. Don't miss this critical opportunity to compare and contrast new technologies, discover winning strategies, and network with your peers and other industry leaders.**



#### Target Your Audience

**Access to Qualified Buyers Seeking Sensors & Sensor-Related Technologies!**

**Stake Your Claim to this Fast Moving Marketplace, Rich with Opportunities!**

- Aerospace and Military
- Information Technology
- Automotive
- Manufacturing
- Building Automation
- Medical/Pharmaceutical
- Electronics
- Telecommunications
- Industrial Automation

## Contact

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### About Our Company

Questex Media Group, Inc. is a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. Questex serves multiple industries including technology, telecommunications, beauty, spa, travel, hospitality, leisure, abilities, home entertainment, landscape design, building services and natural resources through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. The company's media properties include over 100 print and digital media publications, 45 conferences, tradeshow and events, as well as a range of research, data and information products. The company's businesses are managed through operating companies including Questex Media Group; InfoTrends, Inc., Imaging Networks and; McLean Events International, Ltd, a world-leading producer of appointment-based events. The company's combined operations include more than 400 employees in offices throughout North America, South America, Asia and Europe.