

**2007**

**What's in a click?**

**What's in a name?**

**Where have all the leads gone?**

**ROI YOU CAN SEE.  
LEADS YOU CAN ACT ON!**

# **Designfax Online**

**Technology for OEM Design Engineers**

**MEDIA INFORMATION**

# Designfax Online

Technology for OEM Design Engineers

## ROI YOU CAN SEE. LEADS YOU CAN ACT ON.

### You can't sell to a click or impression...

but Designfax Online gives you all the information your reps and distributors require to respond to interested prospects in a timely way.

*Unlike other electronic media, Designfax Online provides you with the name, address, phone, and email address of each person who clicked on your text banner... delivered to you daily, via email, in an easy to use Excel format.*

Going way beyond the realm of "clicks" and "impressions," Designfax Online takes you back to the future of qualified sales leads. Here's how it works:

1. Purchase a Text Banner on Designfax Online email issue.

With only five advertisers per weekly issue, these 50-60 word text banners include a link to your website and produce comprehensive sales leads that are delivered to you within 24 hours of being generated.

2. The editorial content in the Designfax Online email links to dedicated Designfax Online Web Pages with the opportunity to display your Graphic Banner or Button in specific product sections, further enhancing your product branding.

When you sponsor a Web Pages Product Section: Motion Control, Mechanical, Electrical/Electronic, Fluid Power, Materials, Software with your graphic banner you will receive a complete list of page view names. These are the names, addresses, and titles of Designfax Online subscribers who visit that section, actively searching for products or components in your product field. And unlike direct mail names, *you retain ownership of this list!*

*An email text banner PLUS a web page graphic banner in Designfax Online gives you the best of two worlds: daily delivery of comprehensive sales leads, plus great branding exposure and delivery of a second list of interested prospects. Designfax Online delivers leads you can see, touch, and use today!*

Compare the CPI. Designfax Online provides tangible results that average one-tenth what "pay-by-the-click" media costs. And compared to a single print ad that rarely provides any tangible ROI... Designfax Online is a must-have for your 2007 marketing plan!

## RATES & SPECS

**Email Issue Text Banner:** 50-60 words. All rates are net.

Top - \$2,000 per issue

Four ads within body - \$1,500 per issue

**Graphic Banner:** specific location/sponsorship, .gif or .jpeg graphic, animated is accepted. 468 wide x 60 high pixels.

Top \$450 per issue

Middle \$350 per issue

Bottom \$350 per issue

**Graphic Button:** specific location/sponsorship, .gif or .jpeg graphic, animated is accepted. 120 wide x 90 high pixels.

Four per location, \$250 per issue

**Other Feature Section/Sponsorship:** \$250 per issue

# 2007

# Designfax Online

Technology for OEM Design Engineers

## 2007 EDITORIAL CALENDAR

### JAN

Innovation: Mechanical  
Application: Motion Control  
Energy Savings  
Design: Electrical / Electronic  
CAD / CAE / CAM  
**Blast Dates: Jan. 9, 16, 23, 30**

### FEB

Application: Mechanical  
Design: Motion Control  
Fluid Power  
Innovation: Electrical / Electronic  
Automotive  
**Blast Dates: Feb. 6, 13, 20, 27**

### MAR

Design: Mechanical  
Innovation: Motion Control  
Application: Electrical / Electronic  
Materials  
Military Applications  
**Blast Dates: Mar. 6, 13, 20, 27**

### APR

Innovation: Mechanical  
Application: Motion Control  
Testing and Instrumentation  
Design: Electrical / Electronic  
Software  
**Blast Dates: Apr. 3, 10, 17, 24**

### MAY

Robotics  
Application: Mechanical  
Design: Motion Control  
Innovation: Electrical / Electronic  
LEDs  
**Blast Dates: May 1, 8, 15, 22**

### JUN

Design: Mechanical  
Fluid Power  
Application: Electrical / Electronic  
Innovation: Motion Control  
Assembly Components  
**Blast Dates: Jun. 5, 12, 19, 26**

### JUL

CAD / CAE / CAM  
Innovation: Mechanical  
Design: Electrical / Electronic  
Prototyping  
Application: Motion Control  
**Blast Dates: Jul. 3, 10, 17, 24**

### AUG

Materials  
Innovation: Electrical / Electronic  
Application: Mechanical  
Design: Motion Control  
Energy Savings  
**Blast Dates: Aug. 7, 14, 21, 28**

### SEP

Industrial Machines  
Design: Mechanical  
Application: Electrical / Electronic  
Innovation: Motion Control  
Automotive  
**Blast Dates: Sep. 4, 11, 18, 25**

### OCT

Medical Technologies  
Design: Electrical / Electronic  
Innovation: Mechanical  
Application: Motion Control  
Software  
**Blast Dates: Oct. 2, 9, 16, 23**

### NOV

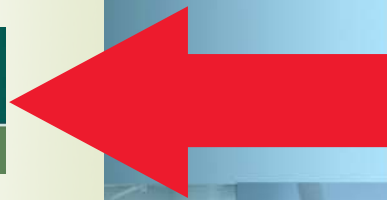
Fluid Power  
Design: Motion Control  
Application: Mechanical  
Innovation: Electrical / Electronic  
Military Applications  
**Blast Dates: Nov. 6, 13, 20, 27**

### DEC

Innovation: Motion Control  
Design: Mechanical  
Materials  
Application: Electrical / Electronic  
Fasteners  
**Blast Dates: Dec. 4, 11, 18, 26**

PRODUCTS (Weekly)	1	2	3	4
Mechanical	X	X	X	X
Motion Control	X	X	X	X
Electrical / Electronic	X	X	X	X
Tech Trends	X			
Software		X		
Fluid Power			X	
Materials				X

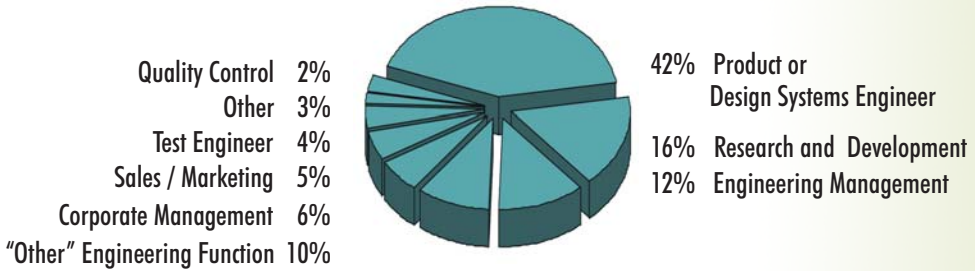
**Other Ongoing Editorial Opportunities:** Great Online Tools, CAD / CAE / CAM Developments, Guides, Green File, Guest Editorials



# Designfax Online

Technology for OEM Design Engineers

**84% of subscribers are OEM design engineers, engineering managers, or other engineers.<sup>1</sup>**

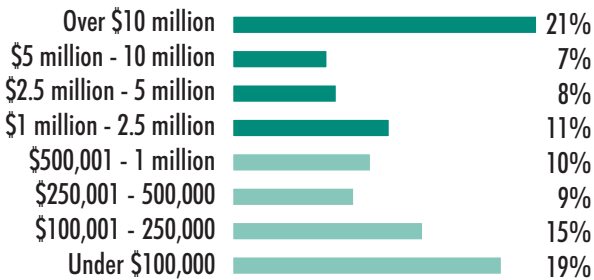


**97% of subscribers are directly involved with the purchasing process.<sup>1</sup>**



**36% of subscribers work with budgets over \$2.5 million for materials, components, and parts.<sup>1</sup>**

**47% have budgets over \$1 million.**



**94% of subscribers report taking action after reading Designfax Online.<sup>1</sup>**



SOURCE <sup>1</sup> Designfax Online Subscriber Profile, April 2006

