
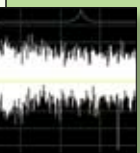







Issue	Product/Technology Coverage	Bonus Distribution	Advertiser Benefits
<p>JANUARY ad close 12/5/06</p> 	<ul style="list-style-type: none"> ▶ Electronics microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers. ▶ Plastics resins, custom compounds, composites, molded parts, molding services, molding simulation software. ▶ Motors fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software. ▶ Shielding & EMI/RFI shields, EMI/RFI filters and suppression components, testing services, consulting services. ▶ AHR Preview ▶ Association Report: ARI 	<ul style="list-style-type: none"> ■ AHR - Jan. 29-31, Dallas, TX 	<p>Corporate Profile - Buy One, Get One FREE</p> 
<p>FEBRUARY ad close 1/5/07</p> 	<ul style="list-style-type: none"> ▶ Joining fasteners, adhesives, tapes, clinching, orbital riveting, ultrasonic welding, laser welding, heat staking. ▶ Controls & Sensors electronic controls, touch controls, electromechanical controls, timers, thermostats, thermal cutoffs, accelerometers, temperature sensors, pressure sensors, humidity sensors, optical sensors, magnetic sensors. ▶ Cooking Technologies new cooking appliances, electric heating elements, gas burner designs, microwave heating, halogen light wave heating, cooktop materials, thermal insulation, thermal modeling software. ▶ Connectors & Cords electrical connectors, terminals, spades, pins, receptacles, cordage, wire, cable, harnesses, strain reliefs, wraps & ties, electrical insulation. ▶ Association Report: CEA 	<ul style="list-style-type: none"> ■ Motor & Drive Systems - Feb. 7-8, Dallas, TX ■ MD&M - Feb. 12-15, Anaheim, CA 	<p>FREE Advertising Readership Study</p>
<p>MARCH ad close 2/5/07</p> 	<ul style="list-style-type: none"> ▶ Switches & Relays rockers, pushbuttons, toggles, sliders, rotary switches, DIP switches, trigger switches, potentiometers, encoders, membrane switches, circuit breakers, thermal cutoffs, fuses, electromechanical relays, solid-state relays. ▶ Metals steel, pre-coated steel, stainless steel, aluminum, copper tube, stampings, die castings, powdered metal parts, magnesium injection molding. ▶ Power power supplies, conversion components, surge suppression, circuit interrupters, power quality issues, fuses, circuit breakers, rechargeable batteries, battery charging circuits, fuel cells. ▶ Insulation foam insulation and blowing agents, vacuum panels, thermal insulation materials, heat sinks and heat dissipation, electrical insulation materials and components. ▶ Association Report: AHAM 	<ul style="list-style-type: none"> ■ SPE TopCon - March 28-29, Raleigh, NC 	<p>FREE MailIt</p>
<p>APRIL ad close 3/5/07</p> 	<ul style="list-style-type: none"> ▶ Motors fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software. ▶ Decoration glass, graphic overlays, trim, knobs, handles, labels, nameplates, laser marking, embossing, bar codes, decorating technologies. ▶ Cooling Technologies refrigeration, air conditioning, heat pumps, compressors, heat exchangers, insulation & blowing agents, refrigerants, thermoelectric components, software for modeling flow and heat transfer. ▶ Fluid Handling pumps, hose, tubing, fittings, valves, leak testing equipment, flow modeling software. ▶ AHR Highlights ▶ Association Report: GAMA 	<ul style="list-style-type: none"> ■ AHAM Annual Meeting - April 15-16, Washington, D.C. 	<p>Customized Direct Mail List - 500 Subscribers</p>
<p>MAY ad close 4/5/07</p> 	<ul style="list-style-type: none"> ▶ Displays & Indicators liquid crystal displays, vacuum fluorescent displays, microdisplays, touch control displays, LEDs, light-emitting polymers, electroluminescent materials, backlighting technologies, light pipes, indicator lamps. ▶ Quality & Standards product testing and certification services, consulting services, standards & regulations, testing equipment, simulation software. ▶ IAQ/Water Purification filters and filtration materials, electrostatic devices, UV light devices, desiccants, monitors ▶ Elastomers gaskets, seals, sealants, form-in-place gasketing, overmolding, soft-touch surfaces, foam & cushioning materials. ▶ Association Report: ARI 	<ul style="list-style-type: none"> ■ GAMA Annual Meeting - May 5, St. Petersburg, FL ■ KBIS - May 8-10, Las Vegas, NV ■ SMMA Spring Conf. - May 9-11, San Diego, CA ■ Assembly Northeast - May 16-17, Boston, MA 	<p>Free White Paper/Case Study posted online</p>
<p>JUNE ad close 5/7/07</p> 	<ul style="list-style-type: none"> ▶ Excellence In Design review of winning entries in 7 different product categories, industrial design firms involved with projects, comments on styling, interfaces, housings, and other design elements. ▶ Fans & Blowers air moving packages, fans & impellers, blower wheels, blower housings, flow simulation software. ▶ Electronics microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers. ▶ Association Report: CEA 	<ul style="list-style-type: none"> ■ Sensors Expo - June 11-13, Rosemont, IL 	<p>FREE Design Mart</p> 

Issue	Product/Technology Coverage	Bonus Distribution	Advertiser Benefits
<p>JULY ad close 6/5/07</p> 	<ul style="list-style-type: none"> ▶ Heating Elements open coil, sheathed, resistance wire, foil, graphite, PTC, fiber, thick film, thermal insulation, thermal modeling software, induction heating elements. ▶ Controls & Sensors electronic controls, touch controls, electromechanical controls, timers, thermostats, thermal cutoffs, accelerometers, temperature sensors, pressure sensors, humidity sensors, optical sensors, magnetic sensors. ▶ Motors fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software. ▶ Gas Technology burners, manifolds, regulators, valves, combustion controls, flame sensors, direct-spark igniters, hot-surface igniters, thermocouples. ▶ Association Report: AHAM 		<p>FREE Advertising Readership Study</p>
<p>AUGUST ad close 7/5/07</p> 	<ul style="list-style-type: none"> ▶ Plastics resins, custom compounds, composites, molded parts, molding services, molding simulation software. ▶ Switches & Relays rockers, pushbuttons, toggles, sliders, rotary switches, DIP switches, trigger switches, potentiometers, encoders, membrane switches, circuit breakers, thermal cutoffs, fuses, electromechanical relays, solid-state relays. ▶ Noise & Vibration Control damping materials, isolators, sound analysis equipment, labs & consulting services, sound simulation software. ▶ Joining fasteners, adhesives, tapes, clinching, orbital riveting, ultrasonic welding, laser welding, heat staking. ▶ Association Report: GAMA 		<p>FREE MailIt</p>
<p>SEPTEMBER ad close 8/6/07</p> 	<ul style="list-style-type: none"> ▶ Software CAD, CAE, CFD, FEA, PLM, 2D modeling, 3D modeling, dynamic modeling, collaborative product development, industrial design software. ▶ Industrial Design industrial design services, ergonomics & human factors, product development process, market trend analysis. ▶ Decoration glass, graphic overlays, trim, knobs, handles, labels, nameplates, laser marking, embossing, bar codes, decorating technologies. ▶ Connectors & Cords electrical connectors, terminals, spades, pins, receptacles, cordage, wire, cable, harnesses, strain reliefs, wraps & ties, electrical insulation. ▶ Association Report: ARI 	<ul style="list-style-type: none"> ■ Portable Power - TBA ■ Assembly Technology Expo, Quality Expo & National Manufacturing Week - Sept. 25-27, Rosemont, IL ■ Powder Coating Show - Sept. 17-20, Indianapolis, IN 	<p>Buy One, Get One FREE</p> 
<p>OCTOBER ad close 9/5/07</p> 	<ul style="list-style-type: none"> ▶ Motors fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software. ▶ Electronics microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers. ▶ Prototyping rapid prototyping equipment, prototyping services, 3D printing, rapid tooling, virtual prototyping software. ▶ Coatings & Finishes liquid paints, powder coatings, special effect coatings, anti-corrosion coatings, films & laminations, vapor deposition, plated parts & plating services. ▶ Association Report: CEA 	<ul style="list-style-type: none"> ■ NAFEM - Oct. 11-14, Atlanta, GA ■ SMMA Fall Conf. - Oct. 31-Nov. 2, Chicago, IL 	<p>Customized Direct Mail List - 500 Subscribers</p>
<p>NOVEMBER ad close 10/5/07</p> 	<ul style="list-style-type: none"> ▶ Gas Technology burners, manifolds, regulators, valves, combustion controls, flame sensors, direct-spark igniters, hot-surface igniters, thermocouples. ▶ Displays & Indicators liquid crystal displays, vacuum fluorescent displays, microdisplays, touch control displays, LEDs, light-emitting polymers, electroluminescent materials, backlighting technologies, light pipes, indicator lamps. ▶ Metals & Metal Parts steel, pre-coated steel, stainless steel, aluminum, copper tube, stampings, die castings, powdered metal parts, magnesium injection molding. ▶ Quality & Standards product testing and certification services, consulting services, standards & regulations, testing equipment, simulation software. ▶ Association Report: AHAM 	<ul style="list-style-type: none"> ■ ARI - Nov. 10-13, Key Largo, FL 	<p>Free White Paper/Case Study posted online</p>
<p>DECEMBER ad close 11/5/07</p>	<ul style="list-style-type: none"> ▶ Annual Buyers Guide <ul style="list-style-type: none"> • Product Locator • Supplier Locator • Service Locator • Association Listings ▶ Association Report: GAMA 		<p>FREE Logo, Boldface Listing & Web Link</p>