

E-Newsletter



Top Banner

Skyscraper

Tile/Button

Block (or Text) Ad

E-NEWSLETTERS

Over 13,600 opt-in e-subscribers\* receive our monthly e-Newsletter with the latest information on market conditions, technology developments and industry practices inside. An ad inside our e-Newsletter is a great way for your company to get inside your market's inboxes, and create traffic for your website.

- E-newsletter Sponsorships
- Banner - \$835 net
- Skyscraper - \$1,040 net
- Tile/Button - \$515 net
- Block (or text) Ad - \$810 net



Peel Back



WEB ADS

Drive traffic to your website.

- Website Sponsorships - per month
- Banner - \$835 net
- Skyscraper - \$1,040 net
- Button/tile - \$515 net
- Article Sponsorship - \$1,035 net
- Peel Back - \$4,160 net

DIGI  
INTEGRAT



Powered by Nielsen Online

BPA-AUDITED WEBSITE TRAFFIC

Traffic on the appliance **DESIGN** website is independently filtered, audited and reported by BPA Worldwide. The Nielsen Online system and BPA tool, SiteCensus, is in conformance with the Interactive Advertising Bureau (IAB) guidelines that were released in February 2009. appliance **DESIGN** now provides a convenient, reliable online system that media decision makers can login to and get near real time detailed and accurate web traffic reports.

WEBINARS

Educate Customers | Build Your Brand | Generate Leads

In 2008, BNP Media Events produced over 90 Webinars that generated an average of 400 lead opportunities per event.\* Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor you enjoy the following benefits:

- Registration list providing **high quality sales** prospects, includes names, companies, phone numbers and email addresses
- **Credibility** with customers/prospects
- **Extended ad dollars** with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- **No travel costs** associated with sales calls or tradeshows
- Sole sponsorship - you choose the content/speakers/date and appliance **DESIGN** will market and execute your event

Schedule your customized Webinar program today!

White Paper



\* Publisher's Data

## DESIGN MART

Use a Design Mart ad as an inexpensive advertising tool to highlight your company's products and/or services inside our Design Mart monthly resource section. Your design mart ad includes 75 words, a photo & contact info. We can create the ad for you or you can supply our own print-ready ad.

**LEAD PROGRAM** Three times a year a Design Mart e-mail blast is sent out to over 20,000\* e-mails! After the e-mail is sent out you will receive all the lead information: First & Last Name, Job Title, Company, Phone Number (if supplied) & Address of who clicked on your ad (and the URL they clicked on).

- 1x - \$495 net
- 3x - \$415 net, Inclusion in 1 e-blast for leads
- 6x - \$395 net, Inclusion in 2 e-blasts for leads
- 12x - \$345 net, Inclusion in 3 e-blasts for leads

# DIGITAL MEDIA



## WHITE PAPERS

Add your white paper or case study to our library of information organized by topic and accessible by our Google-powered search engine.

### Topics Include:

- Design, Engineering, and Prototyping
- Electrical and Electronic Components
- Fastening and Joining
- Fluid, Gas, and Refrigeration
- Materials, Forms, and Fabrication
- Mechanical Components
- Software and Computers
- Testing and Certification

**\$1,150 net for 12 months**

## appliance DESIGN TV

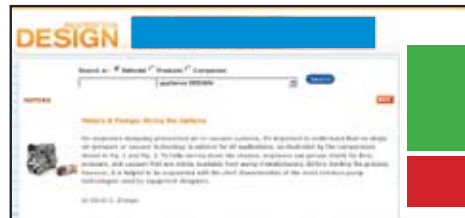


**Position your company as a cutting-edge provider of industry-leading information with your own video!**

Short video clips offer an opportunity for companies to introduce their latest products and services, recap trade show exhibits,

provide demonstrations or educational information on technical advancements.

**\$1,500 net for 90 days**  
**\$100 net per month for archiving**



Channel Sponsorship

## CHANNEL SPONSORSHIPS

Take advantage of appliance DESIGN Web Channels to place your message with related feature stories. Our most sought after feature stories have been grouped into topic channels to make it easier and faster for engineers to find the information they're looking for. Your message will be at their fingertips faster when you place it in a channel related to your products or services.

- Design, Engineering, and Prototyping
- Electrical and Electronic Components
- Fastening and Joining
- Fluid, Gas, and Refrigeration
- Materials, Forms, and Fabrication
- Mechanical Components
- Software and Computers
- Testing and Certification

**Channel Sponsorships - per month**

**Banner - \$835 net**

**Skyscraper - \$1,035 net**

**Tile/Button - \$835 net**

## AD SIZES

- Banner Ad - 468 x 60 pixels
- Tile Ad - 125 x 125 pixels
- Skyscraper Ad - 120 x 600 pixels
- Mini-skyscraper Ad - 120 x 240 pixels
- Page Peel Ad - 150 x 150 pixels (600 x 600 total animation stage)
- Article Sponsorship ad - 300 x 250 pixels

\*Publisher's Data

Article Sponsorship



ARTICLE SPONSORSHIPS

Brand your product with our valuable editorial by placing your ad directly in the copy of the article. Be seen wherever this article appears on our website.

**\$1,035 net for 6 months**  
**\$25 net/month for archiving**

**Exclusive Article Sponsorship:**  
**\$1,235 net for 6 months**



MUST SEE E-BLAST NEW

April e-Blast



The "Must See Products & Services E-mail Blast" is sent out monthly to over 20,000\* e-mail addresses. Your ad includes a company logo and/or picture, 50 word blurb, contact info and a live link to your website.

The BEST PART...HARD LEADS! After the blast is sent out your appliance **DESIGN** sales representative will send you all the lead data: First & Last Name, Job Title, Company & Address of who clicked on your ad (and the

URL they clicked on)!

"Must See" advertisers average 121 leads, with our highest lead generator being 416 leads from one ad, that's just \$3.60/ actionable lead!\*\*

**\$1,500/net Per Blast**

EXCLUSIVE DIGITAL EDITION SPONSORSHIP NEW

Your full-page ad opposite the cover!  
**PLUS- your logo (linked) inside the toolbar on every page of the Digital Edition.**

Each issue is created in a digital edition, allowing our subscribers access to appliance **DESIGN** anywhere and everywhere in a GREEN format. Your ad, to the left of the front cover, provides your company with great visibility and continuous coverage as 15,000\* digital edition links are sent out and each issue is archived online at [www.applianceDESIGN.com](http://www.applianceDESIGN.com).

Digital ads allow online readers to interact with your company in an instant with live links and e-mail addresses. Monthly HooClix reports will show you the domain level names of readers who have viewed and and/or clicked on your ad. Finally, a way to track who is really looking at your ad and getting your companies message!

**\$2,500 net/issue**



Microchip's Microsite

MICROSITES

A specialized micosite, which resides within the appliance **DESIGN** website, showcases your company and it's products while driving highly qualified traffic back to your company website. A great way to develop new leads!

**\$2,080 net for 12 months**

COVER PEELS

The front cover is prime real estate, in the advertising world. It is seen by all readers in print and digitally. There is only 1 opportunity per issue.

**\$2,500 net per issue.**



Cover Peel



For the latest information on online advertising opportunities and specs, visit **BNP's Corporate Portfolio** website at <http://portfolio.bnppmedia.com>.

\* Publisher's Data  
 \*\*ePost Results from May 2009