

Issue	Product/Technology Coverage	Advertiser Benefits
JANUARY ad close 12/8/08 material close 12/11/08	<p>▶ ELECTRONICS Microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers.</p> <p>▶ PLASTICS Resins, custom compounds, composites, molded parts, molding services, molding simulation software.</p>	<p>FREE 1/2-page Corporate Profile in January</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • AHR Expo • MD&M • NAFEM </div>
FEBRUARY ad close 1/9/09 material close 1/14/09	<p>▶ JOINING Fasteners, adhesives, tapes, clinching, orbital riveting, ultrasonic welding, laser welding, heat staking.</p> <p>▶ CONNECTORS & CORDS Electrical connectors, terminals, spades, pins, receptacles, cordage, wire, cable, harnesses, strain reliefs, wraps & ties, electrical insulation.</p>	<p>FREE Advertising Readership Study</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • Motor & Drive Systems • APEC </div>
MARCH ad close 2/9/09 material close 2/13/09	<p>▶ 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.</p> <p>▶ METALS Steel, pre-coated steel, stainless steel, aluminum, copper tube, stampings, die castings, powdered metal parts, magnesium injection molding.</p>	<p>FREE MailLit</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • Embedded Systems </div>
IAM ad close 2/6/09 material close 2/20/09	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <h2 style="margin: 0;">International Appliance Manufacturing 2009</h2> <p style="font-size: small;">The industry's annual technical/white paper review for household appliance design and manufacturing including large domestic appliances (white goods), small kitchen appliances, and floor care around the world.</p> </div> <div style="margin-left: 20px; text-align: center;"> <div style="border: 2px solid red; border-radius: 50%; padding: 5px; color: white; font-weight: bold;">SEE PAGES 3 & 4 FOR MORE DETAILS</div> </div> <div style="margin-left: 20px; border: 1px solid black; padding: 5px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • AHAM • K/BIS • Home Appliances @ IFA • AHRI • China Shunde International Expo for Household Appliances </div> </div>	
APRIL ad close 3/9/09 material close 3/13/09	<p>▶ MOTORS Fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software.</p> <p>▶ DECORATION Glass, graphic overlays, trim, knobs, handles, labels, nameplates, laser marking, embossing, bar codes, decorating technologies.</p>	<p>FREE Customized Direct Mail List - 500 Subscribers</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • AHAM Annual Meeting • KBIS </div>
MAY ad close 4/8/09 material close 4/13/09	<p>▶ DISPLAYS & INDICATORS Liquid crystal displays, vacuum fluorescent displays, microdisplays, touch control displays, LEDs, light-emitting polymers, electroluminescent materials, backlighting technologies, light pipes, indicator lamps.</p> <p>▶ QUALITY & STANDARDS Product testing and certification services, consulting services, standards & regulations, testing equipment, simulation software.</p>	<p>FREE White Paper/Case Study posted online</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • Sensors Expo </div>
JUNE ad close 5/8/09 material close 5/13/09	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p style="font-weight: bold; color: red;">▶ EXCELLENCE IN DESIGN</p> <p style="font-size: small;">Review of winning entries in 7 different product categories, industrial design firms involved with projects, comments on styling, interfaces, housings, and other design elements.</p> </div> <div style="margin-left: 20px; text-align: center;"> <div style="border: 2px solid red; border-radius: 50%; padding: 5px; color: white; font-weight: bold;">SEE PAGE 6 FOR MORE DETAILS</div> </div> </div> <div style="margin-top: 10px;"> <p>▶ FANS & BLOWERS Air moving packages, fans & impellers, blower wheels, blower housings, flow simulation software.</p> <p>▶ ELECTRONICS Microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers.</p> </div>	

Note: Advertiser benefits are for 1/2-page or larger display advertisers in that specific issue unless otherwise noted.
*1/4-page or larger display advertisers in that specific issue.

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<p>JULY ad close 6/9/09</p> <p>material close 6/15/09</p>	<p>▶ HEATING ELEMENTS Open coil, sheathed, resistance wire, foil, graphite, PTC, fiber, thick film, thermal insulation, thermal modeling software, induction heating elements.</p> <p>▶ CONTROLS & SENSORS Electronic controls, touch controls, electromechanical controls, timers, thermostats, thermal cutoffs, accelerometers, temperature sensors, pressure sensors, humidity sensors, optical sensors, magnetic sensors.</p>	<p>▶ MOTORS Fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software.</p> <p>▶ GAS TECHNOLOGY Burners, manifolds, regulators, valves, combustion controls, flame sensors, direct-spark igniters, hot-surface igniters, thermocouples.</p>	<p>FREE Advertising Readership Study</p>
<p>AUGUST ad close 7/9/09</p> <p>material close 7/13/09</p>	<p>▶ PLASTICS Resins, custom compounds, composites, molded parts, molding services, molding simulation software.</p> <p>▶ 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.</p>	<p>▶ NOISE & VIBRATION CONTROL Damping materials, isolators, sound analysis equipment, labs & consulting services, sound simulation software.</p> <p>▶ JOINING Fasteners, adhesives, tapes, clinching, orbital riveting, ultrasonic welding, laser welding, heat staking.</p>	<p>FREE MailIt</p>
<p>SEPTEMBER ad close 8/10/09</p> <p>material close 8/13/09</p>	<p>▶ SOFTWARE CAD, CAE, CFD, FEA, PLM, 2D modeling, 3D modeling, dynamic modeling, collaborative product development, industrial design software.</p> <p>▶ INDUSTRIAL DESIGN Industrial design services, ergonomics & human factors, product development process, market trend analysis.</p>	<p>▶ DECORATION Glass, graphic overlays, trim, knobs, handles, labels, nameplates, laser marking, embossing, bar codes, decorating technologies.</p> <p>▶ CONNECTORS & CORDS Electrical connectors, terminals, spades, pins, receptacles, cordage, wire, cable, harnesses, strain reliefs, wraps & ties, electrical insulation.</p>	<p>FREE Same Size Ad in September</p> <div data-bbox="1239 991 1542 1126" style="border: 2px solid #90EE90; padding: 5px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • ATE expo • National Manufacturing Week </div>
<p>OCTOBER ad close 9/9/09</p> <p>material close 9/14/09</p>	<p>▶ MOTORS Fans, blowers, pumps, AC motors, DC motors, electronically commutated motors, motor controllers, motor components, motor design software.</p> <p>▶ ELECTRONICS Microcontrollers, DSPs, ICs, power management ICs, ASICs, converters, drivers.</p>	<p>▶ PROTOTYPING Rapid prototyping equipment, prototyping services, 3D printing, rapid tooling, virtual prototyping software and materials.</p> <p>▶ CONTROLS & SENSORS Electronic controls, touch controls, electromechanical controls, timers, thermostats, thermal cutoffs, accelerometers, temperature sensors, pressure sensors, humidity sensors, optical sensors, magnetic sensors.</p>	<p>FREE Customized Direct Mail List - 500 Subscribers</p>
<p>NOVEMBER ad close 10/8/09</p> <p>material close 10/13/09</p>	<p>▶ GAS TECHNOLOGY Burners, manifolds, regulators, valves, combustion controls, flame sensors, direct-spark igniters, hot-surface igniters, thermocouples.</p> <p>▶ DISPLAYS & INDICATORS Liquid crystal displays, vacuum fluorescent displays, microdisplays, touch control displays, LEDs, light-emitting polymers, electroluminescent materials, backlighting technologies, light pipes, indicator lamps.</p>	<p>▶ METALS & METAL PARTS Steel, pre-coated steel, stainless steel, aluminum, copper tube, stampings, die castings, powdered metal parts, magnesium injection molding.</p> <p>▶ QUALITY & STANDARDS Product testing and certification services, consulting services, standards & regulations, testing equipment, simulation software.</p>	<p>FREE White Paper/Case Study posted online</p> <div data-bbox="1239 1677 1542 1751" style="border: 2px solid #90EE90; padding: 5px;"> <p>BONUS DISTRIBUTION</p> <ul style="list-style-type: none"> • AHRI </div>
<p>DECEMBER ad close 11/9/09</p> <p>material close 11/13/09</p>	<div style="display: flex; align-items: center;"> <div style="flex: 1;"> <p>ANNUAL BUYERS GUIDE</p> </div> <div style="flex: 0.5; text-align: center;"> <p>SEE PAGE 5 FOR MORE DETAILS</p> </div> <div style="flex: 0.5;">  </div> </div>		<div data-bbox="1008 1878 1386 2042" style="border: 2px solid #90EE90; padding: 10px;"> <p>FREE Logo, Boldface Listing, Email & Web Link, Company Description, Mfr Rep Listing, Email form, and One 1-inch Mini Ad/Product Photo*</p> </div>