

**Join the Sensors Web Portal -
Your Gateway to Success...**

Media Kit



SENSORS WEB PORTAL 2005

www.sensorsportal.com

Sensors Web Portal (www.sensorsportal.com)

is biggest, primary Internet resource dedicated to the world of sensors, transducers, MEMS, measuring instruments and data acquisition systems with number members and visitors that is growing currently at more than 30 % per month. It helps you find the funding, the partners and the customers of your products worldwide.

Because this resource is a vertical, specialized Internet portal, ALL of our visitors are from the mentioned industrial sector. We specialize in the IT markets and fine-tune our information, e-services and your product offerings to serve our target audience better. Please notice that the Sensors Web Portal is a unique, Internet resource and primary, well-known source for sensors related information with free regularly up-dating content and excellent possibilities to target your ads to your future buyers. Your advertisements will reach those with the greatest probability of becoming buyers at the very time they are in a purchasing mode.

Customers like our Sensors Web Portal because they can choose sensors from different manufacturers, with appropriate technical performances and prices in ONE place on the Internet - Sensors Web Portal - saving they customers both time and money.

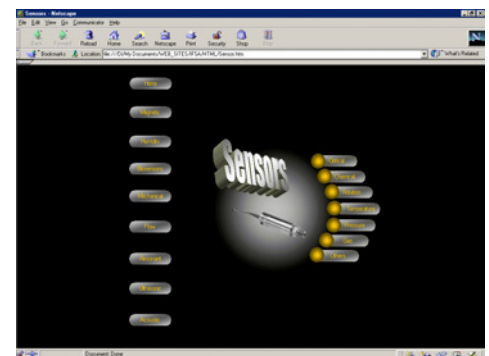
Portal has many different, good-targeted sections devoted to different sensors that can be used effectively for online advertising. The Sensors section divided into the following subsections: Accelerometers, Acoustic, Biosensors, Chemical, Displacement, Flow, Gas, Inclination, Humidity and Moisture, Level, Load Cells, Magnetic, Mechanical, Nanosensors, Optical, Oxygen, Plug-and-Play (TEDS) Sensors, Position, Pressure, Proximity, Resonant, Rotation speed, Temperature, Tilt, Torque, Ultrasonic, Vacuum, Vibration, Yaw and Others subsections, including DAQ, MEMS, Sensor Instrumentation and Networks.

In addition to the web link, company logo and short description, in each of sensors manufacturers list you can see a short description of most interesting sensors models and direct link to manufacturer's web site (its part) where this model is described in details. This approach help to users quickly find the necessary information.

Enrol your company today with the other sensor manufacturers and give your potential buyers the best possible opportunity to find you among many other manufacturers and to choose your products.

Sensors Web Portal takes mainly the 1st position in rating of most popular search engines and portals as Google, Yahoo!, Lycos, Overture, AltaVista, Excite, AOL, MSN, AllTheWeb, HotBot, etc.

Ads on specialized vertical Web Portal have resulted in an average clickthrough rate 7-9 times higher than for ads on common purpose search engines. It raised brand awareness up to 7 % and consumer loyalty up to 4 % among those same thousands that visit the portal.



Sensor Sections on Sensors Web Portal



List of Sensor Manufacturers

Business Opportunities and Benefits

Advertising

According to *Intechno Consulting*, the non-military world market for sensors will grow at an annual rate of 5.3%. Under very conservative assumptions it is expected to reach US \$ 50-51 billion by 2008; assuming more favorable but still realistic economic conditions, the global sensor market volume could even reach US \$ 54 billion by 2008. Sensors on semiconductor basis will increase their market share to 43% in 2008. Strong growth expected for sensors based on MEMS-technologies, smart sensors and sensors with bus capabilities. According to *The Freedonia Group* the USA market for sensor products (sensors, transducers and associated housing) is projected to increase 6.7 % per year through 2006 to US \$ 13.4 billion.

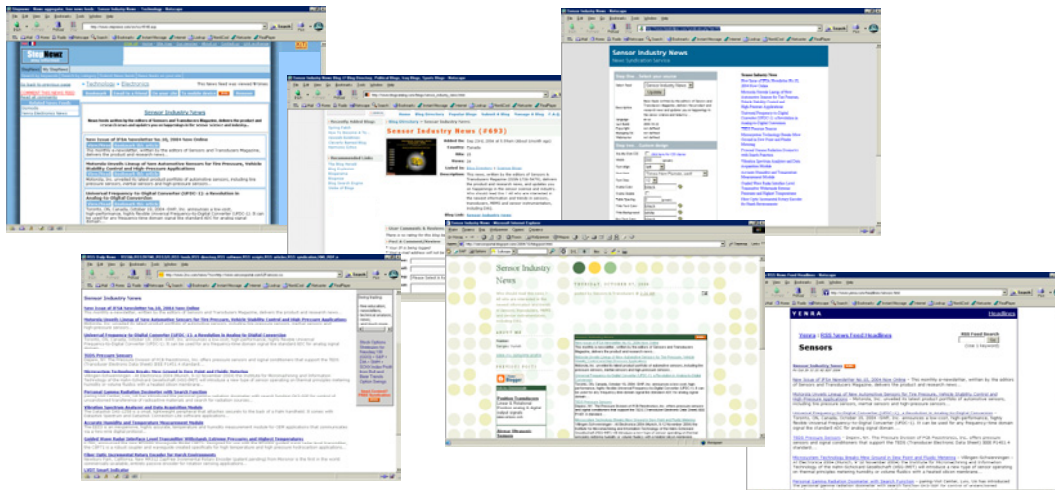
How to be a leader in the dynamic, rapidly expanding sensors market ?

The online advertising continues to grow by steady rates. According to *The Interactive Advertising Bureau (IAB)* and *PricewaterhouseCoopers (PwC)* the US online advertising spending will reach \$ 7.8 billion in 2005, \$ 9.3 billion in 2006 and \$ 9.9 billion in 2007.

eMarketer reports that online display advertising, including sponsorships, banner advertising and rich media placements will rise 21 percent in 2005. The figures exclude search engine advertising.

Top Reasons to Advertise at Sensors Web Portal

- High Quality Rating Score (QRS) placed this portal in the 98th percentile (Percentile: the percentage of sites with a quality rating lower than this one. Checked by LinkBot software);
- High advertising efficiency (12.5 % CTR);
- Very targeted Web ads (Text Ads, Banners, Lists of Manufacturers, etc.);
- Sensors & Transducers Magazine (e-Digest) ISSN 1726-5479; more than 44500 circulations per month;
- International Frequency Sensor Association (IFSA) Newsletter (ISSN 1726-6017); more than 44500 circulations per month;
- Press release service (text, your company logo and product colour photos);
- **New:** Sensor Industry News feeds (RSS, XML) syndicated by many web sites, news feeds catalogs, search engines and news agregators (RSS readers) every week.



Sensor Industry News feed from Sensors Web Portal is Syndicated by Many Web Sites

Today most effective online ads for sensors related products are both on specialized (vertical) web portals and AdWords advertising programme from Google.

Sensors Web Portal's content is up-dated regularly which results in frequent repeat visits by our visitors. There are visitors from 134 countries worldwide.

Our team has significant experience of making web portals marketing channels and information resources and Sensors Web Portal are geared specifically to producing sales leads.

If your company is selling different kinds of sensors, transducers or measuring instruments, specialized animation or static banners can be incorporated at your request. Links to your web site and ads can be created and placed in different appropriate much targeted subsections in SENSORS section.

Your ads can also be included in our *Sensors & Transducers Magazine (e-Digest)* ISSN 1726-5479 and targeted *IFSA Newsletter* (ISSN 1726-6017) written by experts; the newsletter goes to more than 33 000 decision makers per month.

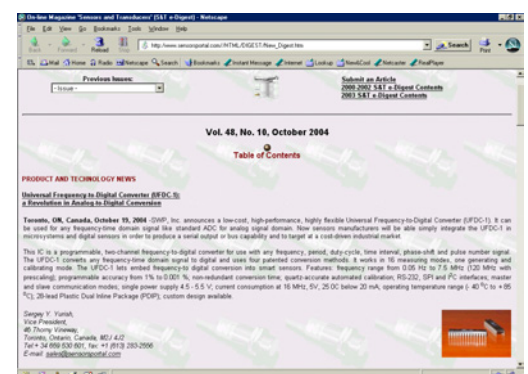
In this Media Kit Sensors Web Portal, Inc. announced that it is offering an advertising service that will allow for sponsored links to be placed within syndication feeds. With RSS advertising becoming a more viable option. Our Sensor Industry News (RSS, XML) are syndicated by many web sites, news feeds catalogs, search engines and news agregators (RSS readres) every week.

One more reason to advertise on our awards-winner Sensors Web Portal: we offer the reasonable prices for all such ads when compared with other Internet information resources. In addition, there is a discount for International Frequency Sensor Association (IFSA) members. Stay ahead of competition and save time and money.

Golden Web Award



In 2004 Sensors Web Portal was again Awarded by Golden Web Award 2003-2004 from The International Association of Web Masters and Designers (IAWMD) in recognition of creativity, integrity and excellence on the Web and presented to those sites whose web design, originality and content have achieved levels of excellence deserving of recognition.



Sensors & Transducers e-Digest

B2B and B2C Online Store

The sensor online store for B2B and B2C e-commerce is the first e-Shop in the Net at a specialized vertical web portal devoted to sensors, transducers and sensor instrumentation.

The online store allows visitors to compare the price and technical performance of sensors, transducers and measuring instruments from different vendors.

The availability of side-by-side comparisons of products will yield savings in time and money for users as they can select the product that best meets their needs and purchase it in one on-line visit. The efficiency of an easy one-step operation will attract many new customers to this burgeoning sales channel. Sales of products on-line at Sensors Web Portal, promises to reduce vendor costs for product distribution and also has the potential to deliver savings in marketing and procurement.

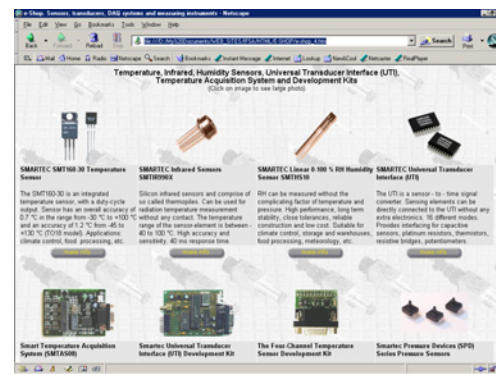
Many manufacturers have online stores at their own corporate web sites, but prospective customers are often unaware of this fact. To generate a high traffic level to these on-line stores requires considerable investment in promotion with no guarantee of an adequate return on the funds invested. Sensors Web Portal represents a different approach. It is a well-known, high traffic web portal specifically focused on the sensors and transducers industry. As a hub of the sensors market, Sensors Web Portal is the ideal environment for selling on-line.

Please submit what is your product you would like to sell through our Sensors Web Portal. Very often, our visitors ask us about different products and prices. Please see also Sensors Wish List and Forums sections.

If you are a publisher of sensor related books, magazines and journals, please submit your publications to our Bookstore.



Sensor Bookstore



Online Sensors Store

IFSA Membership



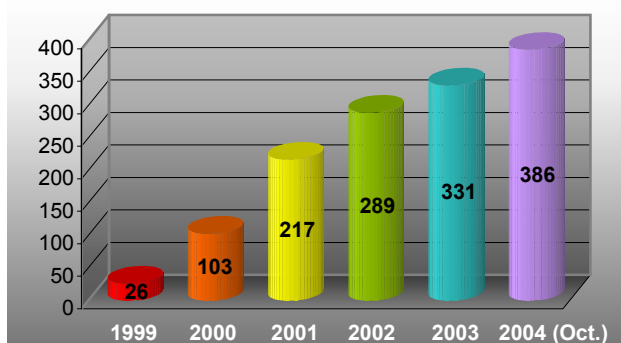
International Frequency Sensor Association (IFSA) membership is open to all companies, universities, organizations and individuals worldwide that are able to contribute expertise in sensor-relevant areas. Our 428 members (April 2005) represent 61 countries. 70 % from our members are from the industry, 30 % - from universities and academia. It is big corporations like ABB, Analog Device, Bell Technologies, Bosch, Honeywell, IMEC, Keller, Mazda, Melexis, Motorola, PCB Piezotronics, Sandia Labs, Sensor Technology and Yokogawa, different SMEs and individual members as well as NASA (USA) and US Navy.

IFSA Members have free access to a wide variety of sensors related information: reports on various strategic and current IFSA activities, invitations to workshops on sensors-specific topics, *IFSA Newsletter*, free publications in *Sensors & Transducers e-Digest* on the first order basis. Members will be entitled (and encouraged) to submit information for *Sensors & Transducers Almanac* – members database. The purpose of this *S&T Almanac* is to provide a searchable platform where IFSA members can present their related products, services, technologies and expertise to the worldwide public, in order to be found by potential customers and/or co-operation partners.

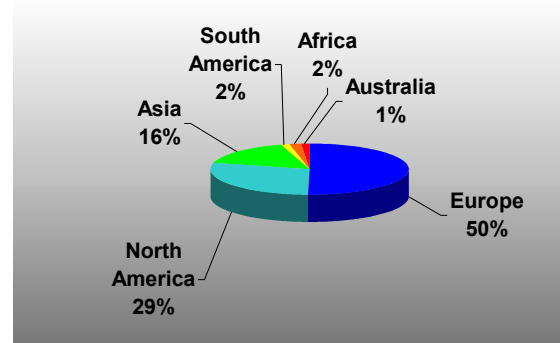


IFSA Home page at Sensors Web Portal

IFSA members are entitled to make use of the network's comprehensive (particularly web-based) dissemination services: *Sensors & Transducers Almanac*, Job advertisements, Search for partners. Members have 10 % discount for all Sensors Web Portal services including advertising and e-commerce and sensor related events sponsored by IFSA. John Wiley & Sons publisher offers to IFSA members an exclusive 20% discount on all books when purchased online directly from the company's web site.



IFSA Membership Grows



IFSA Membership per Continent (October 2004)

Research and Development

Research and Development on your request are possible. We are able to use big offshore potential in order carry out such investigations. Please inform us about your design problems and we will help you to solve it.

Training Courses

International Frequency Sensor Association has developed new engineering advanced training course on *Data Acquisition and Signal Processing for Smart Sensors and MEMS* (lectures and PC demonstrations). This course devoted to modern achievements in this promised area. It can be given directly in your company.

In 2001-2004 this course was given in technical universities of Germany (twice), Italy, Spain and Austria. The lecture from this course has been included in the annual Quality Labelling EURO PRACTICE course on Smart Sensors Systems (2001-2004), Delft University of Technology, The Netherlands and IEEE online tutorial.

NATO Advanced Study Institute (ASI) '*Smart Sensors and MEMS*' has been organized together with University of Aveiro on 8-19 September 2003, Povoia de Varzim, Portugal.

... and many more !

Please consider carefully how our services can be helpful to your company. We would be pleased to answer any questions you might have. Mainly, we look forward to helping you increase your sales with a minimum of effort on your part.

Editorial Calendar 2005

Title: Sensors & Transducers

Format: Magazine (online)

ISSN: 1726-5479

Publisher: International Frequency Sensor Association

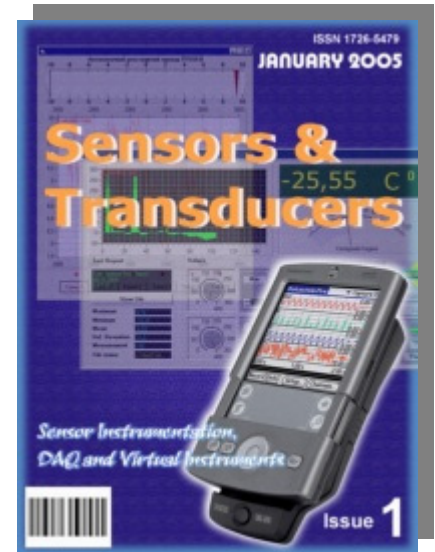
Periodicity: 12 issues/12 months

Addition Sponsored Issues: Yes

Circulation: 33 000

Published since: October 2000

Geographical Area: Worldwide



Issue Date	Article Deadline	Ad-Close Date	Editorial Features	Article Type
January 20, 2005 <i>Vol.51, No.1</i>	22.11.2004	20.12.2004	Sensor Instrumentation, DAQ and Virtual Instruments	Research, applications, cover story, reviews
February 19, 2005 <i>Vol.52, No.2</i>	20.12.2004	24.01.2005	Chemical Sensors and Biosensors	Research, applications, cover story, review, feature, case study
March 19, 2005 <i>Vol.53, No.3</i>	24.01.2005	21.02.2005	Smart Sensors and Systems	Research, applications, cover story, review, feature
April 20, 2005 <i>Vol.54, No.4</i>	21.02.2005	21.03.2005	MEMS and Modern Technologies	Research, cover story, feature, special reports
May 20, 2005 <i>Vol.55, No.5</i>	21.03.2005	25.04.2005	Sensor Buses and Interfaces	Applications, cover story, review, feature
June 20, 2005 <i>Vol.56, No.6</i>	25.04.2005	23.05.2005	Electronic Circuits for Sensors	Research, applications, cover story
July 20, 2005 <i>Vol.57, No.7</i>	23.05.2005	20.06.2005	Sensor Networks	Applications, cover story, review, feature
August 19, 2005 <i>Vol.58, No.8</i>	20.06.2005	18.07.2005	Sensors and Transducers Applications	Research, applications, cover story, review, feature, case study
September 19, 2005 <i>Vol.59, No.9</i>	18.07.2005	22.08.2005	TEDS Sensors, IEEE 1451 Standards	Applications, cover story, feature, special reports
October 20, 2005 <i>Vol.60, No.10</i>	22.08.2005	19.09.2005	Soft Sensors and Artificial Neural Networks (ANN)	Research, applications, feature, case study
November 19, 2005 <i>Vol.61, No.11</i>	19.09.2005	25.10.2005	Nanosensors and Nanodevices	Research, cover story, feature, special reports
December 19, 2005 <i>Vol.62, No.12</i>	25.10.2005	21.11.2005	Sensor Market Trends	Cover story, special reports, case study

Price List

Check boxes for number of entries required:

- | | | | |
|--|---|---|---------------------------------------|
| <input type="checkbox"/> Acceleration | <input type="checkbox"/> Angle | <input type="checkbox"/> Acoustic | <input type="checkbox"/> Biochemical |
| <input type="checkbox"/> Biomedical | <input type="checkbox"/> Chemical | <input type="checkbox"/> Conductivity | <input type="checkbox"/> Current |
| <input type="checkbox"/> Density | <input type="checkbox"/> Dewpoint | <input type="checkbox"/> Dimension | <input type="checkbox"/> Displacement |
| <input type="checkbox"/> Flow | <input type="checkbox"/> Force | <input type="checkbox"/> Gas | <input type="checkbox"/> Humidity |
| <input type="checkbox"/> Length | <input type="checkbox"/> Liquid Level | <input type="checkbox"/> Magnetic | <input type="checkbox"/> Mass |
| <input type="checkbox"/> Moisture | <input type="checkbox"/> Optical | <input type="checkbox"/> Position | <input type="checkbox"/> Pressure |
| <input type="checkbox"/> Proximity | <input type="checkbox"/> Rotation Speed | <input type="checkbox"/> Sensor Instrumentation | <input type="checkbox"/> Temperature |
| <input type="checkbox"/> Tilt | <input type="checkbox"/> Torque | <input type="checkbox"/> Velocity | <input type="checkbox"/> Vibration |
| <input type="checkbox"/> Other (please specify): _____ | | | |

Services:

<input type="checkbox"/> Logo + WebLink+E-mail link: for _____ month(s)	company logo, web or e-mail link in List of Manufacturers – \$ US 250 per month
<input type="checkbox"/> Ads Banner or Text Ads + WebLink: for _____ month(s)	animation or static ads in appropriate portal's sections (full size animated (java applet) banners, text ads as well as new banners standard vertical skyscraper (120x600) and wide skyscraper (160x600), rectangular banners (180x150, 300x250, 336x280, 240x400) with embedded link - US \$ 350 per month.
<input type="checkbox"/> B2B and B2C online store:	5 % for each sale made through the Sensors Web Portal + \$ US 75 (one time payment for showcase set up)
<input type="checkbox"/> IFSA Targeted Mailing List (Newsletter), more than 34 000 subscribers: for _____ mailing(s)	\$ US 15 per one thousand address per one month: 15 X 33 = \$ US 495 per one mailing Newsletter
<input type="checkbox"/> Publication in Sensors & Transducers Magazine: for _____ issue(s)	\$ US 320 per issue
<input type="checkbox"/> International Frequency Sensor Association (IFSA) Membership*: for _____ year(s)	<input type="checkbox"/> - \$ US 25 for students per year <input type="checkbox"/> - \$ US 50 for individuals per year <input type="checkbox"/> - \$ US 100 for universities per year <input type="checkbox"/> - \$ US 200 for companies per year <input type="checkbox"/> - \$ US 400 for corporation per year
<input type="checkbox"/> One Month Trial Ads:	Animation, static or text ads with embedded link + one mailing to more than 33 000 persons - \$ US 750 only
<input type="checkbox"/> Premium Service: for _____ year(s)	ads + WebLink, 6 times target mailings during one year to more than 33 000 persons from IFSA mailing list, publication in Sensors & Transducers Magazine (e-Digest), Sensor Industry News feeds - \$ US 950 per month

* IFSA members have **10 % discount** for all Sensors Web Portal services

GET SENSORS WEB PORTAL POSSIBILITIES IN ORDER TO ADVERTISE EFFECIENTLY !

Name:	Company:	Country:
Address:	Town/City:	Post Code:
Tel:	Fax:	E-mail:
http://	Signature:	

Complete form and send it by e-mail

For more details: info@sensorsportal.com



Visit Sensors Web Portal today at
www.sensorsportal.com

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