

MEDIA KIT



SENSORS WEB PORTAL

2006

Join the Sensors Web Portal
for your profitable growth

www.sensorsportal.com

Our Publications

A way to reach sensor decision makers worldwide and put your marketing budget to work.

1 List of Sensors Manufacturers

...32 very targeted sensor sections, new sections on request. **More on p.6**

2 Banner Advertising

Graphic image for a brand recognition. All possible banner sizes. **See p.6**

3 Sensors & Transducers Magazine

Circulation: 30 000+ decision makers per month. **For more details see pp.7-8**

4 IFSA Newsletter

Written by Sensors & Transducers editors. Twice per month circulation. More than 30 000 subscribers... **See p.8**

5 Sensors Industry News Feed

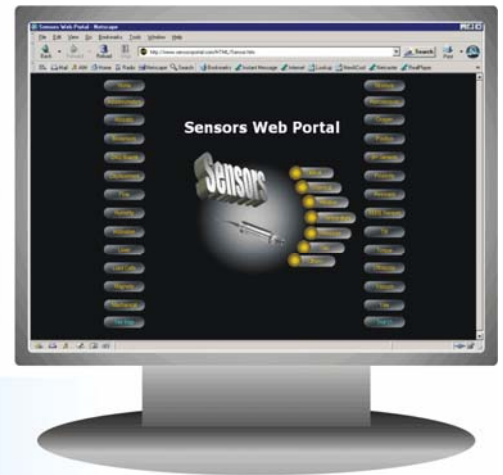
...RSS and XML formats. Links and short description to be placed within syndication news feeds. **See p.9**

6 Press Release Publication

... brief description and product photo on a separate web page. It is free ! **Full details on p.9**

7 Online Sensors Store

... the first sensor online store in the Net - the ideal environment for selling online. **See p.10**



To stop an advertising campaign in order to save money
is the same as to stop a clock in order to save time ...

Why Sensors Web Portal ?

It is an award-winning, one of the biggest, primary Internet resource dedicated to the world of sensors, transducers, MEMS, sensor instrumentation and data acquisition systems with continuously growing number of members and visitors. Sensors web portal represents a unique and exciting opportunity to influence the worldwide sensors customers through the combination of magazine, newsletter, web, e-mail and news feed (xml and rss).

Because this resource is a vertical, specialized Internet portal, ALL of our visitors are from the mentioned industrial sector and ads on sensors web portal is very targeted in comparison with other online engineering resources. We fine-tune information, e-services and your product offerings to serve our target audience much 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 (<http://www.sensorsportal.com>) - saving they customers both time and money.

Portal has many different, strongly-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, DAQ, Displacement, Flow, Gas, Inclination, Humidity and Moisture, Level, Load Cells, Magnetic, Mechanical, Nanosensors, Optical, Oxygen, pH, Plug-and-Play (TEDS) Sensors, Position, Pressure, Proximity, Resonant, Rotation speed, Temperature, Tilt, Torque, Ultrasonic, Vacuum, Vibration, Yaw and Others subsections, including MEMS, Sensor Instrumentation and Networks.

➔ Overview

Launch date: 23 August 1999

Audience: engineers, technologists, managers and researchers who use sensors, transducers and related products.

Mission: sensors related information delivery including principles, applications, design, etc. among all sensor community in the world.

Products:

- *Sensors & Transducers Magazine* (ISSN 1726-5479)
- *International Frequency Sensor Association (IFSA) Newsletter* (ISSN 1726-6017)
- *Sensors Industry News Feed* (XML and RSS)
- Sensors web portal
- Sensors bookstore
- Online store

Geographic Coverage: worldwide

Circulation: 30, 000+

Frequency:

- *Sensors & Transducers Magazine* (monthly, plus special issues);
- *IFSA Newsletter* (twice per month)
- Sensors web portal (monthly up-dated)
- Sensor Industry News feed (weekly up-dated)

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 sensor manufacturers in the world and to choose your products.

Market Facts

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 favourable 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. *Source: Intechno Consulting*

U.S. demand for sensors will grow 7.8% annually through 2008, driven by sales of more advanced types of sensors used in motor vehicles, consumer electronics, and information technology.

Demand for OEM automotive sensors in North America will increase 10.7% annually through 2007. Gains will be driven by new mandated and market-driven sensor-based features.

Strong growth expected for sensors based on MEMS-technologies, smart sensors and sensors with bus capabilities. *Source: The Freedonia Group*

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

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

➤ Top Reasons to Advertise at Sensors Web Portal

- High Quality Rating Score (QRS);
- Very targeted ads (text ads, banners, lists of manufacturers, etc.) and high advertising efficiency;
- Press release service (text, your company logo and product colour photos);
- Sensor Industry News feeds (RSS, XML) syndicated by many web sites, news feeds catalogs, search engines and news agregators (news feeds readers) every week.
- 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 Sensors 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.

Advertising Options

Sensors Web Portal

Overview and Audience

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

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.

Sensors Web Portal's content is up-dated regularly which results in frequent repeat visits by our visitors, and continuously growing number of new visitors. There are visitors from 145 countries worldwide every year.

Audience statistics:

- 885, 000+ annual page views
- 74, 000+ average monthly page views
- 230, 000+ annual unique visitors
- 40, 000+ average monthly visitors
- 480, 000+ annual visitors

Most Visited locations:

- Home page
- Sensors & Transducers e-Digest
- News section
- Wish List
- 32 x 2 Sensors sections (articles and lists of manufacturers)
- Training Courses section
- Links section
- Marketplace
- Projects section
- Sensor Jobs section



Sensor Sections on Sensors Web Portal



List of Sensor Manufacturers

List of Sensors Manufacturers

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. Today we have 32 very targeted sensor sections at our portal. New sections can be opened on your request.

➔ Sensors Sections:			
- Accelerometers	- Humidity	- Optical	- Rotation Speed
- Acoustic	- Inclination	- Others	- TEDS sensors
- Biosensors	- Level	- Oxygen	- Temperature
- Chemical	- Load Cell	- pH sensors	- Tilt
- DAQ systems	- Magnetic	- Position	- Torque
- Displacement	- Mechanical	- Pressure	- Ultrasonic
- Flow	- Moisture	- Proximity	- Vacuum
- Gas	- Nanosensors	- Resonant	- Yaw

The list of manufacture will include your company logo, product description and link to your company web site and a special section devoted to your product.

Banner Advertising

Banner ads will increase your brand recognition and together with the listing in manufacturer lists generate addition leads.



Banner ads at Sensors Web Portal

We are supporting all banners standards, for example, vertical skyscraper (120 x 600), rectangular banners (300 x 250); wide skyscraper (160 x 600) and leaderboard (728 x 90). It can be animated (java applets) or static. Custom banner sizes are also available.

Strong banner advertisements are working better than ever on specialized vertical web portals like sensors web portal– you just need to choose the right targeted sensors section.

Please send us your banner and link by e-mail (sales@sensorsportal.com) and our experts will finish design, optimize and make your ads successful.

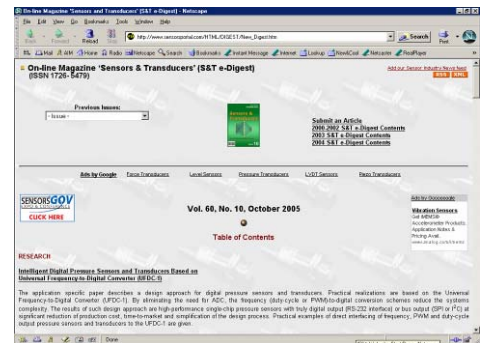
Please note: nevertheless of many web pages available at sensors web portal, the number of banners and places are limited (2-3 banners per page maximum). Please reserve the banner size and place in advance.

Sensors & Transducers Magazine (ISSN 1726-5479)

Your ads can be also included in our Sensors & Transducers Magazine (e-Digest) goes to more than 30 000 decision makers per month.

Sensors & Transducers Magazine provides information about sensors and related systems in areas:

- Biosensors, physical and chemical sensors
- Theory, principles, effects, design, standardization and modeling
- Smart sensors and systems
- Sensor instrumentation
- Virtual instruments
- Sensors interfaces, buses and networks
- Signal processing;
- Frequency (period, duty-cycle)-to-code converters, ADC
- Technologies and materials
- Microsystems
- Applications



Sensors & Transducers e-Digest

We are publish research and application specific papers, technical and market reviews, cover story, feature, special reports, case studies, etc. Sponsored issues with application specific articles are available. Special issues with selected conferences papers also will be printed during 2006.

Editorial Calendar 2006

Title: Sensors & Transducers

Format: Magazine (online)

ISSN: 1726-5479

Publisher: International Frequency Sensor Association

Periodicity: 12 issues/12 months

Addition Sponsored Issues: Yes

Circulation: 30 000+

Published since: October 2000

Geographical Area: Worldwide



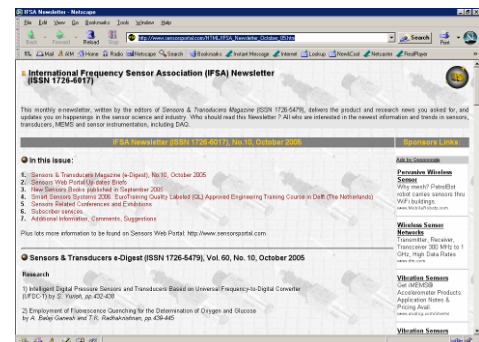
Issue Date	Article Deadline	Ad-Close Date	Editorial Features	Article Type
January 17, 2006 Vol.63, No.1	20.12.2005	20.12.2005	Sensor Instrumentation, DAQ and Virtual Instruments	Research, applications, cover story, reviews
February 21, 2006 Vol.64, No.2	22.01.2006	22.01.2006	Chemical Sensors and Biosensors	Research, applications, cover story, review, feature, case study
March 21, 2006 Vol.65, No.3	20.02.2006	20.02.2006	Smart Sensors and Systems	Research, applications, cover story, review, feature
April 18, 2006 Vol.66, No.4	20.03.2006	20.03.2006	MEMS and Modern Technologies	Research, cover story, feature, special reports
May 23, 2006 Vol.67, No.5	25.04.2006	25.04.2006	Sensor Buses and Interfaces	Applications, cover story, review, feature
June 20, 2006 Vol.68, No.6	22.05.2006	22.05.2006	Electronic Circuits and ASIC for Sensors	Research, applications, cover story
July 18, 2006 Vol.69, No.7	19.06.2006	19.06.2006	Sensor Networks and Wireless Sensor Networks	Applications, cover story, review, feature
August 22, 2006 Vol.70, No.8	17.07.2006	17.07.2006	Sensors and Transducers Applications	Research, applications, cover story, review, feature, case study
September 19, 2006 Vol.71, No.9	21.08.2006	21.08.2006	TEDS Sensors, IEEE 1451 Standards	Applications, cover story, feature, special reports
October 17, 2006 Vol.72, No.10	19.09.2006	19.09.2006	Soft Sensors and Artificial Neural Networks (ANN)	Research, applications, feature, case study
November 21, 2006 Vol.73, No.11	24.10.2006	24.10.2006	Nanosensors and Nanodevices	Research, cover story, feature, special reports
December 19, 2006 Vol.74, No.12	20.11.2006	20.11.2006	Sensor Market Trends	Cover story, special reports, case study

IFSA Newsletter (ISSN 1726-6017)

The targeted high-response *IFSA Newsletter* (ISSN 1726-6017) is written by *Sensors & Transducers Magazine* editors. It goes to more than 30 000+ decision makers worldwide, twice per month, in ASCII (text format) and exists at Sensors Web Portal in HTML - format.



IFSA Newsletter in text-format



IFSA Newsletter in HTML-format

The newsletter contains not more ten messages from advertisers, text-only and around 30-50 words.

Please note: the number of ads in IFSA Newsletter are limited (up to 10 ads per issue). Please reserve ads in the IFSA Newsletter in advance.

Sensors Industry News Feed (RSS and XML)



Syndicated Sensor Industry News feed (right column)

Sensors Web Portal, Inc. offers an advertising service that will allow for sponsored links and short description to be placed within syndication news feeds. With RSS an 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 (news feed readers) every week.

➔ What is RSS ?

RSS (Really Simple Syndication) is a way for sites to make content, such as news articles, available by another means. RSS feeds are used by Sensors Web Portal to publish a variety of content - for example a summary of latest news and ads. These information can be subscribed to and viewed like bookmarks in a web browser or like email in an email client. They can also be viewed in a special reader designed just for managing and reading RSS subscriptions.

Links to RSS feeds can be found wherever the icon **RSS** or/and **XML** located, for example, on Sensors & Transducers e-Digest (http://www.sensorsportal.com/HTML/DIGEST/New_Digest.htm) and News web pages (<http://www.sensorsportal.com/HTML/News.html>). Feeds can also be subscribed to by area of interest - for example items relating to sensors, transducers, MEMS, DAQ or sensor instrumentation.

Many other sensor related and engineering web sites and portal syndicate our news feed and display the news and ads in they own web pages. Please see the following link for more details: http://www.sensorsportal.com/HTML/Sensor_newsfeed.htm

Press Release Publication

Sensors Web Portal publishes all relevant press releases free. Please send us brief description and product photo by e-mail: sales@sensorsportal.com In additional to product description and photo we will put your logo and link to a separate web page, created especially for your press release publication.



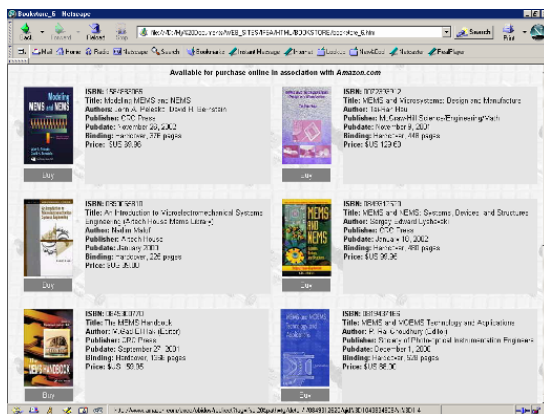
Press release publication at Sensors Web Portal

Online Sensors Store

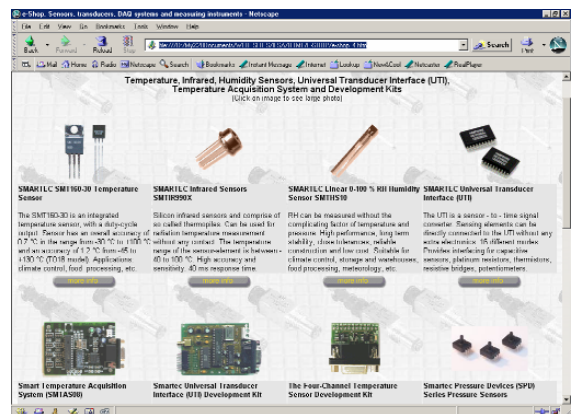
The sensor online store is the first e-Shop in the Net at a specialized vertical web portal devoted to sensors, transducers and sensor instrumentation. Today you can see a lot of sensors, transducers, measuring instruments and sensor related products from well-known brands.

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. As a hub of the sensors market, Sensors Web Portal is the ideal environment for selling on-line.



Sensor Bookstore



Online Sensors Store

The rate to be listed in the sensors online store is only 5 % for each sale made through the Sensors Web Portal + \$ US 75 (one time payment for showcase set up).

Please submit what are your products you would like to sell through our Sensors Web Portal: sales@sensorsportal.com

IFSA Membership



The International Frequency Sensor Association (IFSA) was founded in 1999 as professional association and Smart Sensors Network of Excellence, with the aim to promote research and development, standardization, production and application of modern smart sensors with frequency (period), duty-cycle, time interval, pulse number or digital output and digital sensors on its basis through worldwide, thus preparing industries for the world market in this promising field. The IFSA was registered by the Union of International Associations (UIA) in Brussels (Belgium) in 2000 and since then it expanded to serve universities, companies and research institutions.



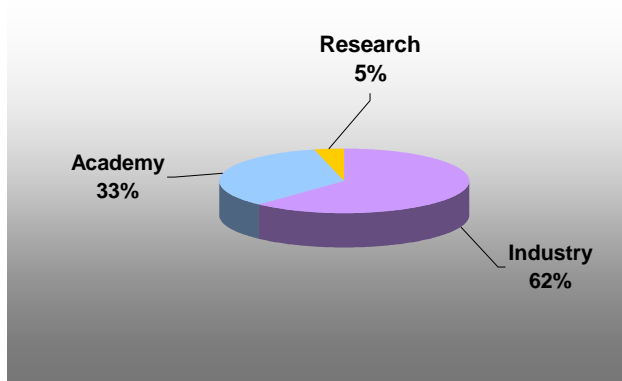
IFSA Home Page at Sensors Web Portal

The main aim of IFSA is to provide a forum for academicians, researchers and engineers to present and discuss the latest research results, experiences and future trends in the area of design and application of different smart sensors and create the network of excellence. The main IFSA objectives are:

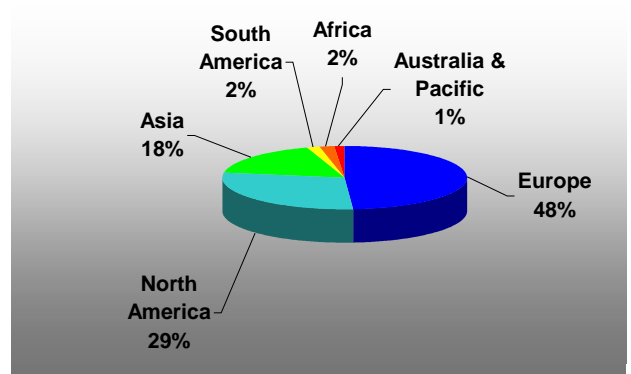
- Bring together the key players in industries and R&D working on mentioned scientific topics and provide platform for the mutual exchange of information within those communities and end-users;
- Stimulate cooperation and research by providing an appropriate infrastructure;
- Increase the number of practitioners and users by stimulating effective links between customers, R&D providers, manufacturers and supplies to help IFSA members improve the market profitability of their existing products and develop new ones;
- Establish strong link between R&D in instrumentation, sensors and modern technologies including nanosensors, as well as working partnerships between industry and academia;
- Convert new technology or ideas into industrial design and productions processes;
- The rapid dissemination of important results in the multidisciplinary fields of smart sensors and transducers

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 464 members (March 2006) represent 61 countries. 62 % from our members are from the industry, 33 % - from universities, 5 % - from research institutions. It is big corporations like ABB, Analog Devices, Bell Technologies, Bosch, Honeywell, IMEC, Keller, Mazda, Melexis, Memsis, Motorola, PCB Piezotronics, Sandia Labs, Sensor Technology and Yokogawa, different SMEs and individual members as well as NASA (USA), US Navy and National Research Councils.

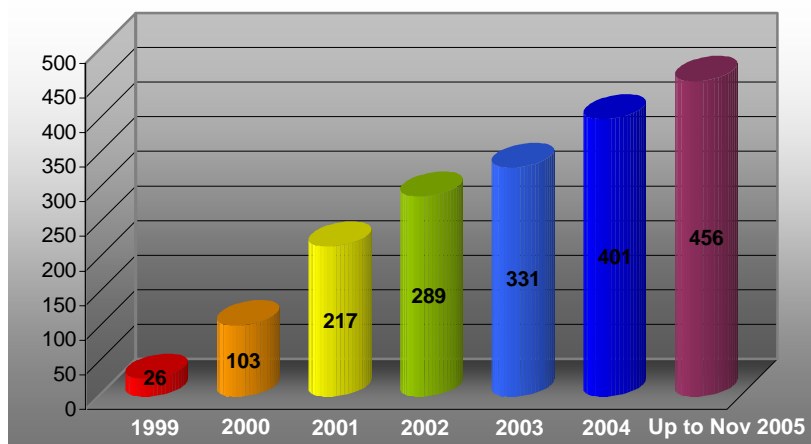
IFSA Members have free access to a wide variety of sensors related information: reports on various strategic and current IFSA activities, invitations to workshops on sensors-specific topics, *IFSA Newsletter*, free publications in *Sensors & Transducers e-Digest* on the first order basis. Members will be entitled (and encouraged) to submit information for members database. The purpose of this database 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 members



IFSA members per continent (November 2005)



IFSA membership growth

IFSA members are entitled to make use of the network's comprehensive (particularly web-based) dissemination services: Sensors & Transducers Magazine, 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.

Membership Rates:

- Students 25 \$ US
- Individuals: 50 \$ US
- Universities: 100 \$ US
- Industrial: 200 \$ US
- Corporate: 400 \$ US

Interesting to be an active IFSA Members ? Please ask about membership today: ifsa@list.ru or fill out the application form: http://www.sensorsportal.com/HTML/Membership_Form.htm

Advertising Rates and Ads Packages

One more reason to advertise on our awards-winner Sensors Web Portal is the reasonable prices for all such ads when compared with other Internet information resources. In addition, there is a **10 % discount for International Frequency Sensor Association (IFSA) members** and **10 % discount for advertising agencies**. Stay ahead of competition and save time and money.

Advertising Rates:		
1	Logo + Link Company logo, web or e-mail link in a List of Sensors Manufacturers	\$ US 250 per month
2	Banner or Text Ads + Link Animation or static banner or text ads in targeted portal's sections, different banner sizes	\$ US 300 per month
3	IFSA Newsletter (ISSN 1726-6017) More than 30 000 subscribers	\$ US 450 per one mailing
4	Ads in <i>Sensors & Transducers Magazine</i> (ISSN 1726-5479)	\$ US 350 per issue
5	News Feeds on Sensors Industry RSS and XML formats	\$ US 150 per month
6	Showcase in sensors online store at Sensors Web Portal	5 % for each sale + \$ US 75 one time payment

You can choose any of our ads services in any combinations from the Ads Order Form below. In addition we offer some ads package. Choose the right **advertising package for 2006**:

Ads Packages:		
A	<p>Entry- Level Ads Package</p> <p>Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers</p>	\$ US 450 per month
B	<p>Economic Ads Package</p> <p>Ads package A + Newsletter mailing to 30, 000+ subscribers</p>	\$ US 750 per month
C	<p>Standard Ads Package</p> <p>Ads packages A and B + News Feed (RSS and XML)</p>	\$ US 850 per month
D	<p>Advanced Ads Package</p> <p>Ads packages A , B and C + ads in <i>Sensors & Transducers Magazine (e-Digest)</i></p>	\$ US 1200 per month

If your company is interested in advertising your products and/or services at primary Internet resource devoted to sensors and transducers please contact us today: sales@sensorsportal.com

Ads Order Form

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 |
- Other (please specify): _____

Services:

<input type="checkbox"/> Logo + WebLink or 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 \$ 300 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 30 000 subscribers: for _____ mailing(s)	\$ US 15 per one thousand targeted address per one issue: 15 X 30 = \$ US 450 per one mailing Newsletter
<input type="checkbox"/> Ads in Sensors & Transducers Magazine: for _____ issue(s)	\$ US 350 per issue
<input type="checkbox"/> News Feeds (RSS and XML) for _____ month(s)	\$ US 150 per month
<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"/> A. Entry-level ads package for _____ month(s)	\$ US 450 per month. Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers
<input type="checkbox"/> B. Economic ads package for _____ month(s)	\$ US 750 per month. Ads package A + Newsletter mailing to 30, 000 + subscribers
<input type="checkbox"/> C. Standard ads package for _____ month(s)	\$ US 850 per month. Ads packages A and B + News feed (RSS and XML)
<input type="checkbox"/> D. Advanced ads package for _____ month(s)	\$ US 1200 per month. Ads packages A , B and C + ads in <i>Sensors & Transducers Magazine (e-Digest)</i>

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

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

Sensors Web Portal, Inc., 46 Thorny Vineway, Toronto, Ontario, Canada, M2J 4J2, <http://www.sensorsportal.com>
e-mail: sales@sensorsportal.com, tel./fax: +1 (416) 255-9779

Advertising Guide

Here is an example of an effective advertising campaign and its annual ads budget. All considerations are based on the Internet ads practice.

You know that to achieve a good effect from the advertising campaign, an ad must appear 3 up to 6 times. The best practice shows, that the same ad must be presented in different forms. Let see how Sensors Web Portal can help to achieve this goal.

There are six different ads services at Sensors Web Portal: list of sensor manufacturers (logo and text), banner (graphical), news feed (rss and xml), publication in *Sensors & Transducers Magazine* (e-Digest), IFSA Newsletter and press release publication. In order to reduce the ads cost it should be expediently to use the Advanced Ads Package 'D'. The banned ad will raise a brand awareness, the rest of ads services`

An example of possible ads annual budget for ads services at Sensors Web Portal is below.

Example 1:

Ad Type	Price	Comments
1. Advanced Ads Package 'D'	\$ US 1200	For the 1st month
2. Press release publication	Free	For the 1st month
3. List of sensor manufactures	\$ US 250	For the 2nd month
4. List of sensors manufactures and IFSA Newsletter	250+350 = \$ US 600	For the 3rd month

Amount: \$ US 2050

Addition \$ US 100 will give you and opportunity to have also an additional banner ads at the 3rd month (use Economic Ads Package 'B' for the last month instead of two separate ad services).

In addition, your IFSA membership (\$ US 200 for industry company per year) will give you \$ US 205 money saving and many other benefits from IFSA membership.

This approach guarantees that you products will be visible for all our unique and constant visitors, including IFSA members. It also let you know what the best ad service was proposed by Sensors Web Portal for your product and next advertising campaign should be planned with its further usage.

Example 2. Sometimes (it is dependent on your product, your market position, etc.) you can achieve the same effect from ads at Sensors Web Portal if will use, for example, listing in the list of sensor manufactures for six months: $6 \times 250 \text{ \$ US} = 1500 \text{ \$}$. You will save \$ US 550 in comparison with the first example, but will waiting in two times more for the same effect.

We are sure, that you are able to choose ad services according to your budget and goals. In any case our team will be happy to consult you how to make your advertising campaign more effective and present your products by more attractive manner. Contact us today: sales@sensorsportal.com

Visit Sensors Web Portal today at
www.sensorsportal.com