

**SENSORS WEB PORTAL**  
**[www.sensorsportal.com](http://www.sensorsportal.com)**

# **MEDIA KIT**

# **2008**

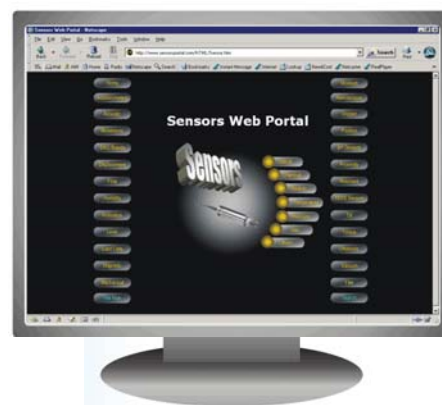


***Join the Sensors Web Portal  
for you profitable growth***



# Our Media Products

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



1	<b>List of Sensors Manufacturers</b> 35 x 2 very targeted sensors sections, new sections on request. <i>More on pp. 5</i>
2	<b>Banner Advertising</b> Static or animated image for brand recognition. All possible banner sizes. <i>More on p. 5</i>
3	<b>Sensors &amp; Transducers Magazine (e-Digest)</b> Circulation: 37 000+ decision makers persons per month. <i>For more details see p. 6</i>
4	<b>Sensors &amp; Transducers Journal (ISSN 1726-5479)</b> Circulation: 37 000+ subscribers per month. Sponsored issues are welcome. <i>For more details see pp. 6-8</i>
5	<b>IFSA Newsletter (ISSN 1726-6017)</b> Written by Sensors & Transducers Editors. Twice per month circulation. Online and e-mailing, HTML and ASCII text formats. More than 37 000 subscribers. <i>See p. 8</i>
6	<b>Sensors Industry News Feed</b> RSS and XML formats. Links and short product description to be placed within syndication news feed. <i>See p. 9</i>
7	<b>Online Sensors Store</b> The ideal place to sell your product online. <i>See p. 10</i>
8	<b>Video Ads</b> Your company or product video clip in Internet. Pay-for-showing (download) price model. The number of downloads can be preliminary ordered. <b>More details on pp. 11</b>

*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 ?

Sensors Web Portal is one of the world's most effective industrial and scientific online B2B publisher with associated an award-winning, one of the biggest, vertical, 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 (over 1.9 million web pages per year) Sensors web portal represents a unique and exciting opportunity to influence the worldwide sensors customers through the combination of magazine, journal, 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.

You can advertise here related products, services, job offers, exhibitions, conferences, training courses, books, etc.

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/HTML/Sensor.htm>) - saving 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, Viscosity, Wireless Sensors, 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 and transducers related information delivery including principles, applications, design, etc. among all sensor community in the world.

### Media Products:

- *Sensors & Transducers Magazine (e-Digest) and Journal (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

**Average monthly visitors:**

60, 000+

### Frequency:

- *Sensors & Transducers Magazine (e-Digest) and Journal* (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 Realities

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.

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 ?

### ➔ Top Reasons to Advertise at Sensors Web Portal

- High Quality Rating Score (QRS);
- Very targeted ads (text ads, banners, lists of manufacturers, video ads, 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 aggregators (news feeds readers) every week.
- Sensors Web Portal takes mainly the 1<sup>st</sup> position in rating of most popular search engines and portals as Google, Yahoo!, Lycos, 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.

A Sensor 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 152 countries worldwide every year.



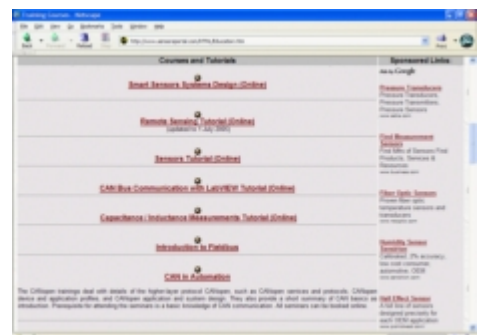
Sensor Sections on Sensors Web Portal

### Audience statistics:

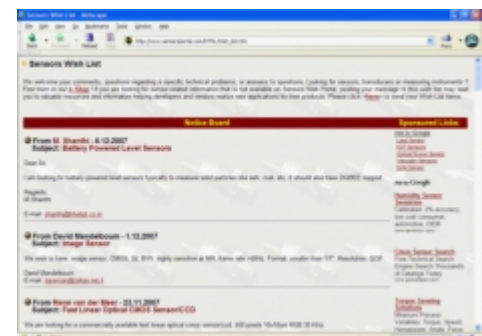
- 1 900 000+ annual page views
- 720 000+ annual visitors
- 310 000+ annual unique visitors
- 160 000+ average monthly page views
- 60 000+ average monthly visitors

### Most Visited locations:

- Home page
- Sensors & Transducers Magazine (e-Digest)
- IFSA Newsletter section
- 35 x 2 Sensors sections (articles and lists of manufacturers)
- News section
- Training Courses section
- Projects section
- Forums section
- Marketplace
- Sensor Jobs section
- Polls section
- Wish List
- Links section
- Projects section
- Standardization section
- Tools section



Training Courses Section



Sensors Wish List



## 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 35 x 2 much targeted sensor sections at our portal. New sections can be opened on your request. The list of manufactures will include your company logo, product description and link to your company web site and a special section devoted to your product.



### ➔ Sensors Sections:

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

## Banner Advertising

Banner ads will increase your brand recognition and together with the listing in manufacturers 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) in jpg, gif or png graphical formats. It can be animated (java applets, flash) 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 in jpg or gif format and link by e-mail to [sales@sensorsportal.com](mailto: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 Journal and Magazine (e-Digest) (ISSN 1726-5479)

Your ads can be also included in our international peer review Sensors & Transducers Journal or Magazine (e-Digest), which goes to more than 37 000+ subscribers per month.

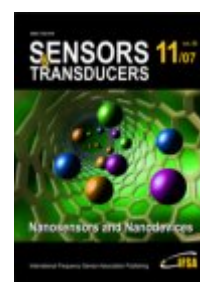
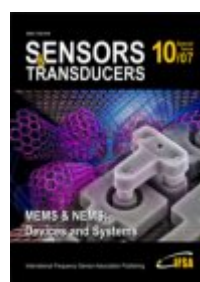
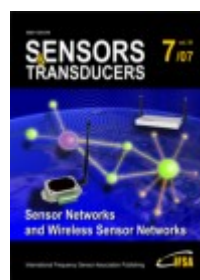
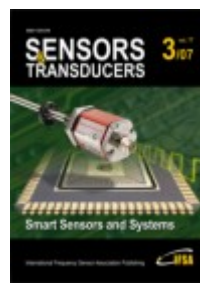
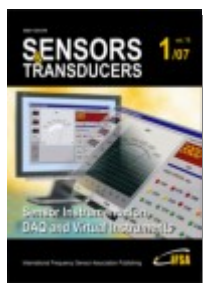
Sensors & Transducers Journal provides information about sensors and related systems in areas:

- 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-digital converters, ADC
- Technologies and materials
- Microsystems
- Nanosensors and nanodevices
- Applications



Sensors & Transducers Magazine  
(e-Digest)

We are publishing 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 sensor related conferences papers also will be printed in 2008.



## Editorial Calendar 2007

**Title:** Sensors & Transducers  
**Format:** Journal (pdf-format online, CD)  
**ISSN:** 1726-5479  
**Publisher:** International Frequency Sensor Association  
**Periodicity:** 12 issues/12 months  
**Language:** English  
**Addition Sponsored Issues:** Yes  
**Circulation:** 37 000+  
**Published since:** October 2000  
**Geographical Area:** Worldwide



Issue Date	Article Deadline	Ad-Close Date	Editorial Features	Article Type
<b>January 30, 2007</b> Vol.87, No.1	<b>20.12.2007</b>	<b>22.01.2008</b>	Sensor Instrumentation, DAQ and Virtual Instruments	Research, applications, cover story, reviews
<b>February 27, 2007</b> Vol.88, No.2	<b>29.01.2008</b>	<b>22.02.2008</b>	Chemical Sensors and Biosensors	Research, applications, cover story, review, feature, case study
<b>March 27, 2007</b> Vol.89, No.3	<b>25.02.2008</b>	<b>18.03.2008</b>	Smart Sensors and Systems	Research, applications, cover story, review, feature
<b>April 24, 2007</b> Vol.90, No.4	<b>25.03.2008</b>	<b>22.04.2008</b>	MEMS and Modern Technologies	Research, cover story, feature, special reports
<b>May 29, 2007</b> Vol.91, No.5	<b>29.04.2008</b>	<b>20.05.2008</b>	Sensor Buses and Interfaces	Applications, cover story, review, feature
<b>June 26, 2007</b> Vol.92, No.6	<b>27.05.2008</b>	<b>17.06.2008</b>	Electronic Circuits and ASIC for Sensors	Research, applications, cover story
<b>July 24, 2007</b> Vol.93, No.7	<b>24.06.2008</b>	<b>22.07.2008</b>	Sensor Networks and Wireless Sensor Networks	Research, applications, cover story, review, feature
<b>August 28, 2007</b> Vol.94, No.8	<b>29.07.2008</b>	<b>19.08.2008</b>	Sensors and Transducers Applications	Research, applications, cover story, review, feature, case study
<b>September 25, 2006</b> Vol.95, No.9	<b>26.08.2008</b>	<b>23.09.2008</b>	TEDS Sensors, IEEE 1451 Standards	Research, applications, cover story, feature, special reports
<b>October 30, 2007</b> Vol.96, No.10	<b>30.09.2008</b>	<b>21.10.2008</b>	Soft Sensors and Artificial Neural Networks (ANN)	Research, applications, feature, case study
<b>November 27, 2007</b> Vol.97, No.11	<b>28.10.2008</b>	<b>18.11.2008</b>	Nanosensors and Nanodevices	Research, cover story, feature, special reports
<b>December 21, 2007</b> Vol.98, No.12	<b>25.11.2008</b>	<b>23.12.2008</b>	Sensor Market Trends	Research, cover story, special reports, case study

## Sponsored Issues

Since 2007 we have started to publish sponsored journal issues with application specific articles, sensors and transducers principles descriptions, tutorials, market reviews, white papers, cover story, products features, information for investors, etc. Together with regular issues it will be delivered to our more than 37,000 subscribers. The price for sponsored issue is 5,250 US \$. Please order a special issue of *Sensors & Transducers Journal* about your company products and activities today.



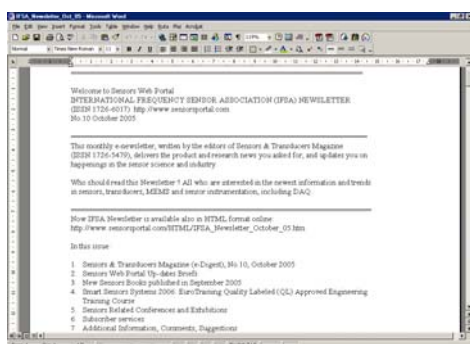
## Advertising Rates in Sensors & Transducers Journal

2008 Rate (US \$)			
Colour	1x	3x	6x
Full Page	3,250	3,050	2,750
2/3 Page (Vertical or horizontal)	2,250	2,050	1,750
1/2 Page (Vertical or horizontal)	1,250	1,050	750
1/3 Page (Vertical or square)	1,050	900	650
1/4 Page (Vertical or horizontal)	900	800	550
Inside Front Cover	5,250	5,050	4,750
Inside Back Cover	3,950	3,500	3,250
Back Cover	4,250	4,050	3,750

**Mailing Instructions.** Ads for publication in *Sensors & Transducers Journal* should be sent by e-mail to [editor@sensorsportal.com](mailto:editor@sensorsportal.com) up to the ads-close date (see Editorial Calendar 2008) in jpg, gif or png graphical format according to the appropriate size from the 2008 Rates table. Please choose the appropriate issue of journal for your ads from the Editorial Calendar 2008.

## IFSA Newsletter (ISSN 1726-6017)

The targeted high-response *IFSA Newsletter* (ISSN 1726-6017) is written by *Sensors & Transducers Journal* editors. It goes to more than 37 000+ decision makers worldwide, twice per month, in ASCII (text format) and exists online at Sensors Web Portal in HTML - format.



IFSA Newsletter in text-format



IFSA Newsletter in HTML-format

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

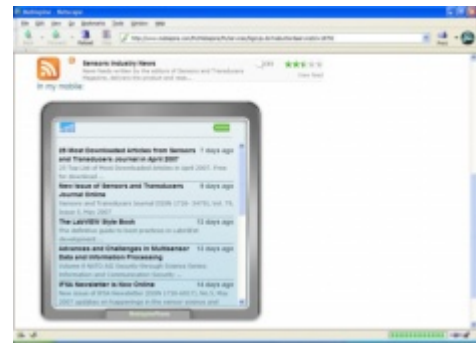
**Please note: the number of ads in IFSA Newsletter is limited (up to 10 ads per issue). Please reserve ads in the IFSA Newsletter in advance.**

## Sensors Industry News Feed (RSS and XML)

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 advertising is becoming more viable. Our Sensor Industry News (RSS, XML) are syndicated by many web sites, news feeds catalogs, search engines and news aggregators (news feed readers) every week. Customers can now read the Sensors Industry News in their mobile phones.



Syndicated Sensor Industry News feed  
(right column)



Sensor Industry News feed  
for Mobile Phone

### ➔ 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. This 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](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 sensors 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](http://www.sensorsportal.com/HTML/Sensor_newsfeed.htm)

# Online Sensors Store

The sensor online store is a specialized B2B and B2C store for sensors, transducers and sensor instrumentation. Today you can see there 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



# Video Ads

It means your company or product video clip in appropriate targeted sensors section at Sensors Web Portal. If a user clicks on a static image or play button, he will be able to see the video in a new window or download it on his computer for further showing. The screen size for video ads should be: 300 x 250, duration time from 2 to 5 min. The format of your video must be: *avi, asf, quicktime, windows media, divx, rm or mpeg* with an audio track.

*We are using a unique (TV ads similar) price model: pay-per-showing (download). So, you are able to order how many times your video ad will be shown per month.*

In order to be mostly effective, a video ad stream (scenario) may include the following components:

- company logo and url address;
- a short introduction that give an information about your company and products;
- unique product or service (a core of video ad) with an educational impact (a sensors operation principle, technology novelty, new method, etc.) if possible;
- a short story (a few sentences like in standard press release) from a responsible person about product or service;
- company logo and url address again at the end of video clip.

An example of video ads (four main screens captures) is shown below.



Video Ads Screen Captures

# 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:

<b>1</b>	<b>Logo + Link</b> Company logo, web or e-mail link in a List of Sensors Manufacturers	<b>\$ US 250</b> per month or <b>\$ US 100</b> CPM (cost per 1000 impressions)
<b>2</b>	<b>Banner or Text Ads + Link</b> Animation or static banner or text ads in targeted portal's sections, different banner sizes	<b>\$ US 300</b> per month or <b>\$ US 150</b> CPM (cost per 1000 impressions)
<b>3</b>	<b>IFSA Newsletter (ISSN 1726-6017)</b> More than 37 000 subscribers	<b>\$ US 400</b> per one mailing
<b>4</b>	<b>Ads in <i>Sensors &amp; Transducers Magazine (e-Digest)</i></b>	<b>\$ US 350</b> per issue
<b>5</b>	<b>Ads in <i>Sensors &amp; Transducers Journal</i> (ISSN 1726-5479)</b>	<b>See 2008 Rate table above</b>
<b>6</b>	<b>Sponsored issue of <i>Sensors &amp; Transducers Journal</i></b>	<b>\$ US 5,250</b> for issue
<b>7</b>	<b>News Feeds on Sensors Industry</b> RSS and XML formats	<b>\$ US 100</b> per month
<b>8</b>	<b>Showcase in sensors online store at Sensors Web Portal</b>	<b>5 %</b> for each sale <b>+ US \$ 75</b> one time setup payment
<b>9</b>	<b>Video Ads</b> 300 x 250 screen size, <i>avi, asf, quicktime, windows media, divx, rm</i> or <i>mpeg</i> format with an audio track	<b>\$ US 0.7</b> per download (minimum order - 10 downloads )

You can choose any of our ads services in any combinations from the Ads Order Form below (p.14). In addition we offer some ads packages. Choose the right **advertising package for 2008:**

<b>Ads Packages:</b>		
<b>A</b>	<b>Entry-Level Ads Package</b> Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers <i>Save 20% on individual items</i>	<b>\$ US 450</b> per month
<b>B</b>	<b>Economic Ads Package</b> Ads package A + Newsletter mailing to 37, 000+ subscribers <i>Save 25% on individual items</i>	<b>\$ US 750</b> per month
<b>C</b>	<b>Standard Ads Package</b> Ads packages A and B + News Feed (RSS and XML) <i>Save 20% on individual items</i>	<b>\$ US 850</b> per month
<b>D</b>	<b>Advanced Ads Package</b> Ads packages A , B and C + ads in <i>Sensors &amp; Transducers Magazine (e-Digest)</i> <i>Save 15% on individual items</i>	<b>\$ US 1,200</b> 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](mailto:sales@sensorsportal.com)**

*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](mailto: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    |
| <input type="checkbox"/> Other (please specify): _____ |   |   |                                       |

## Services:

<input type="checkbox"/> Logo + Web Link or e-mail link: for _____ impressions	company logo, web or e-mail link in List of Manufacturers – <b>\$ US 100 CPM</b> (cost per 1000 impressions)
<input type="checkbox"/> Logo + Web Link or e-mail link: for _____ month(s)	company logo, web or e-mail link in List of Manufacturers – <b>\$ US 250</b> per month
<input type="checkbox"/> Ads Banner or Text Ads + Web Link: for _____ month(s)	animation or static ads in appropriate portal's sections (full size animated (java applet, flash), 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 - <b>US \$ 300</b> per month.
<input type="checkbox"/> Ads Banner or Text Ads + Web Link: for _____ impressions	animation or static ads in appropriate portal's sections (full size animated (java applet, flash), 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 - <b>US \$ 150 CPM</b> (cost per 1000 impressions)
<input type="checkbox"/> B2B and B2C online store:	5 % for each sale made through the Sensors Web Portal + <b>\$ US 75</b> (one time payment for showcase set up)
<input type="checkbox"/> IFSA Targeted Mailing List (Newsletter), more than 37,000 subscribers: for _____ mailing(s)	\$ US 11 per one thousand targeted address per one issue: 11 X 37 = <b>\$ US 400</b> per one mailing Newsletter
<input type="checkbox"/> Ads in Sensors & Transducers Magazine (e-Digest): for _____ issue(s)	<b>\$ US 350</b> per issue
<input type="checkbox"/> News Feeds (RSS and XML) for _____ month(s)	<b>\$ US 100</b> per month
<input type="checkbox"/> Ads in Sensors & Transducers Journal (1726-5479) for _____ month(s), size & type _____	See the 2008 Rates table and Editorial Calendar 2007 for prices and ads-closed dates
<input type="checkbox"/> Sponsored Issue of Sensors & Transducers Journal (1726-5479)	<b>\$ US 5,250</b> per sponsored issue with application specific articles, white papers, tutorials, market review, information for investors, etc.
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