

SENSORS WEB PORTAL
www.sensorsportal.com

MEDIA KIT



2010

OUR MEDIA PRODUCTS

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

1	Lists of Sensors Manufacturers 35 x 2 very targeted sensors sections, new sections on request. More on p. 6
2	Banner Advertising Static or animated images, all possible banner sizes. More on p. 6
3	Sensors & Transducers Magazine (e-Digest) Circulation: 42, 000+ decision makers persons per month. For more details see p. 7
4	Sensors & Transducers Journal (ISSN 1726-5479) Circulation: 42, 000+ subscribers per month. Sponsored issues on request. For more details see pp. 7-9
5	IFSA Newsletter (ISSN 1726-6017) Written by Sensors & Transducers Editors. Twice per month circulation. Online and e-mailing, HTML and ASCII text formats. More than 42, 000 subscribers. See pp. 9-10
6	Sensors Industry News Feed RSS and XML formats. Links and short product description to be placed within syndication news feed. See p. 10
7	Online Sensors Store The ideal place to sell your product online. See p. 11
8	Press Releases and White Papers Publication Text, company logo, web link and product colour photos. Circulation: 42, 000+ persons More on pp. 11-12
9	Video Ads Your company or product video clip in Internet. Pay-for-showing (download) price model. The number of downloads can be preliminary ordered. More details on pp. 12

*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 and B2C 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 2 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, online forum, 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 and sensors 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 sensors and instrumentation products, services, job offers, exhibitions, conferences, training courses, books, etc. and publish press releases

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 Smart (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:
89, 000+

Unique IPs visitors per month
30, 000+

Total bandwidth per month
26.3 Gb

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)

Circulation: 42, 000+

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.

Enroll 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

According to new sensors market studies (Freedonia Group), the US sensor demand will grow 4.3 percent annually through 2012 and will reach \$12.1 billion in 2010

According to Global Industry Analysts, Inc. smart sensors will reach US \$ 7.8 billion by 2015

Europe represents the largest and fastest growing smart sensors market and is projected to reach US \$ 2.1 billion by 2010

The past few decades have witnessed an explosive growth in sensors and sensor-based applications which has led to a greater demand for sensor interfacing integrated circuits (ICs)

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

World Plug and Play Smart TEDS Sensors (IEEE1451) Markets is to reach \$40.9 million in 2013 (Frost & Sullivan)

North American smart flow sensors market is projected to reach US \$ 660 million by 2010 (Global Industry Analysts, Inc.)

Smart pressure sensors are expected to emerge as the fastest growing product segment in the smart sensors market worldwide

Smart Pressure Sensors market in Asia-Pacific is expected to post a CAGR of 6.5 % over the period 2000-2010

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, web link 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 1st position in rating of most popular search engines and portals as Google, Yahoo!, Lycos, AltaVista, Ask Excite, AOL, MSN, AllTheWeb, HotBot, iWon, A9, Metacrawler, Netscape, 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

TESTIMONIES

Sensors portal is the best sensors related resource in the Net. Thank you !

Please take my appreciation of www pages and information. They are clearly and professionally prepared. I do not remember the first visit on your portal but from this time it is still present in my mind.

Extremely technical website designed to share information throughout the world in relation to sensors of all kinds. I was absolutely impressed with the level of technical information on this site. I will definitely be visiting this site again.

Easy to navigate. loads real fast.

A good site if you are interested in sensors, transducers, MEMS and sensor instrumentation because this site can offer the latest up-to-date educational information at your fingertips.

IFSA Newsletter provides consolidated information.

Wow, great resource ! Thanks.

It is very useful for us in the design of instruments.

A very interesting site well done.

A well presented site and easy to navigate.

Very informative, useful and easy to navigate web portal. Good job ...

Sensors & Transducers journal has potential to grow as highest impact factor publication.

I have checked your website and found it very interesting from professional point of view.

I was advised of your sensor site by a colleague and am really impressed by the technical information on it. I have therefore instructed my webmaster to link to it.

You have some wonderful information on your website. You have done a nice job. Congratulations.

I have found the Sensors Web Portal very interesting (I learned of it in the current issue of Design News, by the way).

Excellent layout of information. Very organized. Rich content.

One of the best web sites I visit.

All about sensor this is a very good site ...

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 more than 160 countries worldwide every year.

Audience statistics:

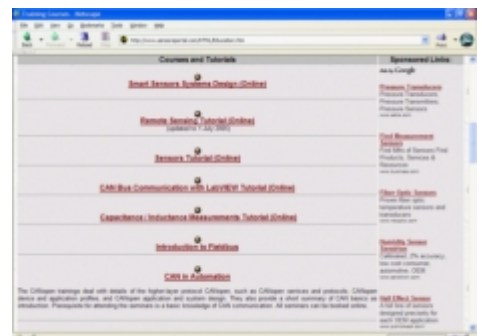
- 2, 000, 000+ annual page views
- 1,000, 000+ annual portal's visitors
- 360, 000+ annual unique visitors
- 165, 000+ average monthly page views
- 89, 000+ average monthly visitors

Most Visited locations:

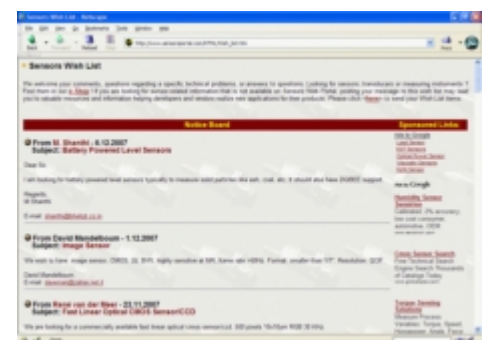
- Home page
- Sensors & Transducers Magazine (e-Digest)
- Sensors & Transducers Journal
- Top articles
- IFSA Newsletter section
- 35 x 2 sensors sections
(articles and lists of manufacturers)
- Sensors Industry News section
- Training Courses section
- Projects section
- Forums section
- Marketplace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



Sensor Sections on Sensors Web Portal



Training Courses Section



Sensors Wish List

Lists 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 various appropriate much targeted subsections in SENSORS section. Today we have 35 x 2 much targeted sensor sections at our portal. New sections can be launched 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 editor@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, which goes to more than 42, 000+ subscribers per month.

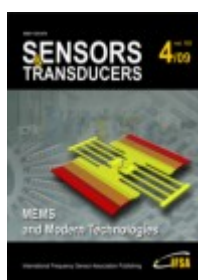
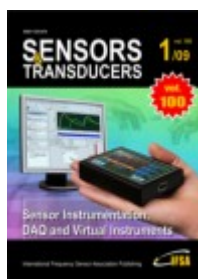
Sensors & Transducers Journal provides information about sensors and related systems in areas:

- 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 and NEMS
- Nanosensors and nanodevices
- Applications



Sensors & Transducers 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 on request. Some special issues with selected sensor related conferences papers will be also printed in 2010.



Editorial Calendar 2010

Title: Sensors & Transducers

Format: Journal (pdf-format online, CD)

ISSN: 1726-5479

Publisher: International Frequency Sensor Association

Periodicity: 12 issues/12 months + special issues

Language: English

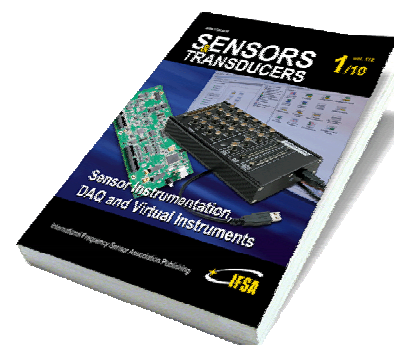
Addition Sponsored Issues: Yes

Circulation: 42, 000+

Published since: October 2000

Geographical Area: Worldwide

2008 e-Impact Factor: 205.767



Issue Date	Article Deadline	Ad-Close Date	Editorial Features	Article Type
January 26, 2010 Vol.112, No.1	22.12.2009	22.01.2010	Sensor Instrumentation, Data Acquisition Systems and Virtual Instruments	Research, applications, cover story, reviews
February 23, 2010 Vol.113, No.2	22.01.2010	19.02.2010	Chemical Sensors, Biosensors, Immunosensors	Research, applications, cover story, review, feature, case study
March 30, 2010 Vol.114, No.3	26.02. 2010	26.03. 2010	Smart Sensors and Systems	Research, applications, cover story, review, feature
April 27, 2010 Vol.115, No.4	26.03. 2010	23.04. 2010	MEMS and Modern Technologies	Research, cover story, feature, special reports
May 25, 2010 Vol.116, No.5	28.04. 2010	21.05. 2010	Sensor Buses and Interfaces	Research, applications, cover story, review, feature
June 29, 2010 Vol.117, No.6	29.05. 2010	25.06. 2010	Electronic Circuits, Signal Conditioning and ASIC for Sensors	Research, applications, cover story, review
July 27, 2010 Vol.118, No.7	25.06. 2010	23.07. 2010	Sensor Networks and Wireless Sensor Networks	Research, applications, cover story, review, feature
August 31, 2010 Vol.119, No.8	30.07. 2010	27.08. 2010	Sensors and Transducers Applications	Research, applications, cover story, review, feature, case study
September 28, 2010 Vol.120, No.9	27.08. 2010	24.09. 2010	TEDS Sensors, IEEE 1451 Standards	Research, applications, cover story, feature, special reports
October 26, 2010 Vol.121, No.10	24.09. 2010	22.10. 2010	Soft Sensors and Artificial Neural Networks (ANN)	Research, applications, feature, case study
November 30, 2010 Vol.122, No.11	29.10. 2010	26.11. 2010	Nanosensors and Nanodevices	Research, cover story, feature, special reports
December 28, 2010 Vol.123, No.12	26.11. 2010	22.12. 2010	Sensor Market Trends	Research, cover story, special reports, case study

Sensors and Transducers journal is indexed and abstracted very quickly by Chemical Abstracts, Index Copernicus Journals Master List (ICV=6.31), Open J-Gate, Google Scholar, Scirus, etc.

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 42,000 subscribers. The price for sponsored issue is 4,150 US \$. Please order a special issue of *Sensors & Transducers Journal* about your company products and activities today.

Advertising Rates in Sensors & Transducers Journal

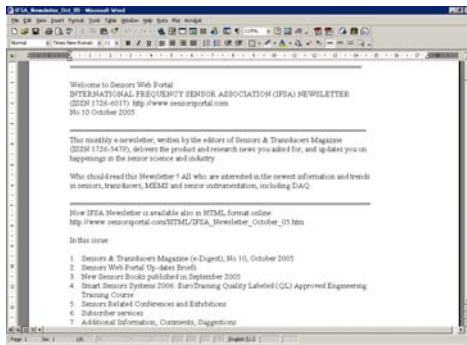
2010 Rate (US \$)			
Colour	1x	3x	6x
Full Page	2,150	1,900	1,250
2/3 Page (Vertical or horizontal)	1,400	1,150	750
1/2 Page (Vertical or horizontal)	1,150	1,050	650
1/3 Page (Vertical or square)	950	750	550
1/4 Page (Vertical or horizontal)	800	550	350
Inside Front Cover	3,150	2,950	2,550
Inside Back Cover	2,550	2,150	1,950
Back Cover	2,150	1,950	1,550

Mailing Instructions. Graphical ads for publication in *Sensors & Transducers Journal* should be sent by e-mail to editor@sensorsportal.com up to the ads-close date (see Editorial Calendar 2010, for example) in tiff, jpg, gif or png graphical format with 300 dpi resolution according to the appropriate size from the 2010 Rates table. Please choose the appropriate issue of journal for your ads from the Editorial Calendar 2010. Text ads and product description should be sent in txt (ASCII), doc, pdf or html formats.

IFSA NEWSLETTER (ISSN 1726-6017)

The targeted high-response IFSA Newsletter (ISSN 1726-6017) is written by Sensors & Transducers Journal's editors. It goes to more than 42,000+ decision makers worldwide, twice per month, in ASCII (text format) and exists online at Sensors Web Portal in html - format.

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



IFSA Newsletter in text-format



IFSA Newsletter in HTML-format

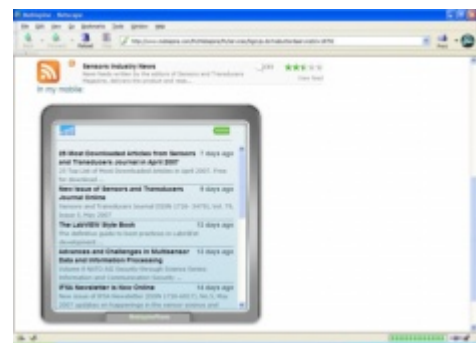
Please note: the number of ads in IFSA Newsletter is limited (up to 10 ads per issue). Please reserve ads in the IFSA Newsletter in advance.

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) 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

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



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 50 (one time payment for showcase set up). Each of showcases can contain up to 12 products.

Please submit your products (short description, photo and price), which you would like to sell through our Sensors Web Portal: sales@sensorsportal.com

PRESS RELEASES AND WHITE PAPERS PUBLICATION

Please send your 1-2 page press releases in txt, pdf, doc or html format with photos by e-mail to editor@sensorsportal.com

A white paper must be formatted according to *Sensors & Transducers* journal's preparation rules. See the following web page for instructions and examples:

<http://www.sensorsportal.com/HTML/DIGEST/Submission.htm>

and send in both: the MS Word for Windows (doc) and pdf (Acrobat) formats by e-mail to editor@sensorsportal.com



Press release on Sensors Web Portal

The prices for press release and white publication are only \$ US 55 and \$ US 85 respectively.

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:

1	Logo + Link Company logo, web or e-mail link in a List of Sensors Manufacturers	\$ US 250 per month or \$ US 100 CPM (cost per 1000 impressions)
2	Banner or Text Ads + Link Animation or static banner or text ads in targeted portal's sections, different banner sizes	\$ US 270 per month or \$ US 150 CPM (cost per 1000 impressions)
3	IFSA Newsletter (ISSN 1726-6017) More than 42, 000 subscribers	\$ US 350 per one mailing
4	Ads in Sensors & Transducers Magazine (e-Digest)	\$ US 420 per issue
5	Ads in Sensors & Transducers Journal (ISSN 1726-5479)	See 2010 Rate table above
6	Sponsored issue of Sensors & Transducers Journal	\$ US 4,150 for issue
7	News Feeds on Sensors Industry RSS and XML formats	\$ US 100 per month
8	Showcase in sensors online store at Sensors Web Portal	5 % for each sale + US \$ 50 one time setup payment
9	Video Ads 300 x 250 screen size, <i>avi, asf, quicktime, windows media, divx, rm</i> or <i>mpeg</i> format with an audio track	\$ US 0.5 per download (minimum order - 20 downloads)

You can choose any of our ads services in any combinations from the Ads Order Form below (p.16). In addition we offer some ads packages. Choose the right **advertising package for 2010:**

Ads Packages:		
A	Entry-Level Ads Package Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers Save 20% on individual items	\$ US 450 per month
B	Economic Ads Package Ads package A + Newsletter mailing to 39, 000+ subscribers Save 25% on individual items	\$ US 650 per month
C	Standard Ads Package Ads packages A and B + News Feed (RSS and XML) Save 20% on individual items	\$ US 850 per month
D	Advanced Ads Package Ads packages A , B and C + ads in Sensors & Transducers Magazine (e-Digest) Save 15% on individual items	\$ US 1,200 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: **editor@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: **editor@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"/> Press release publication _____ press releases	Press release publication in Sensors & Transducers Magazine (e-Digest) at Sensors Web Portal - \$ US 55 per press release
<input type="checkbox"/> White paper publication _____ white papers	White paper publication in Sensors & Transducers Journal, 42,000+ subscribers – \$ US 85
<input type="checkbox"/> Logo + Web Link or e-mail link: for _____ impressions	company logo, web or e-mail link in List of Manufacturers – \$ US 150 CPM (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 – \$ US 250 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 - US \$ 270 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 - US \$ 150 CPM (cost per 1000 impressions)
<input type="checkbox"/> B2B and B2C online store:	5 % for each sale made through the Sensors Web Portal + \$ US 50 (one time payment for showcase set up)
<input type="checkbox"/> IFSA Targeted Mailing List (Newsletter), more than 42,000 subscribers: for _____ mailing(s)	\$ US 10 per one thousand targeted address per one issue: 10 X 39 = \$ US 350 per one mailing Newsletter
<input type="checkbox"/> Ads in Sensors & Transducers Magazine (e-Digest): for _____ issue(s)	\$ US 420 per issue
<input type="checkbox"/> News Feeds (RSS and XML) for _____ month(s)	\$ US 100 per month
<input type="checkbox"/> Ads in Sensors & Transducers Journal (1726-5479) for _____ month(s), size & type	See the 2010 Rates table and Editorial Calendar 2010 for prices and ads-closed dates
<input type="checkbox"/> Sponsored Issue of Sensors & Transducers Journal (1726-5479)	\$ US 4,150 per sponsored issue with application specific articles, white papers, tutorials, market review, information for investors, etc.
<input type="checkbox"/> Video Ads	\$ US 0.5 per download (minimum ordered downloads – 20)
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ISSN 1726-5479

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