

SENSORS WEB PORTAL

THE WORLD'S SOURCE FOR SENSORS INFORMATION

MEDIA PLANNER



2012



Dear Advertiser !

Our Media Products are ways to reach sensor decision makers worldwide and put your marketing budget to work

At Sensors Web Portal – the world’s source for sensors information, and International Frequency Sensor Association, we know that our media products, marketing services and tools will produce results and increase your profit. Why ? Because we have ...

...the experience

Over 12 years of online publishing leading business and electronic media on a global scale. We offer valuable online advertising programs.

...the circulation

We pride ourselves that our readers are decision-makers, buyers and customers. Our mailing list is continuously up-dated and added.

...the quality and readability

Not only do our publications solve application problems, but our features on new products, our news stories and our reviews of events cover the readers’ needs.

...the media products

IFSA Newsletter (founded in 2000)

Sensors & Transducers Magazine (e-Digest) (founded in 2000)

Sensors & Transducers Journal (founded in 2003)

IFSA Internet-based Television Network (founded in 2010)

... the proof

Please read some of our readers and advertisers’ comments

Our mission is to help you in your sales and marketing effort. Your advertisements in our media and at Sensors Web Portal will get results.

Your sincerely



Sergey Y. Yurish,
Editor-in-Chief, IFSA President

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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 Business-to-Business (B2B), Business-to-Customer (B2C) and Business-to-Research (B2R) 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 community through the combination of magazine, journal, newsletter, web, online forum, e-mail, news feed (xml and rss) and Internet-based television network.

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 in 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.

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.

➔ 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
- Internet TV network
- Twitter and LinkedIn sensors professional network

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* (monthly)
- Sensors web portal (monthly up-dated)
- Sensor Industry News feed (weekly up-dated)

Circulation: 46, 000+

SENSOR MARKET REALITIES

According to the New Report by Global Industry Analysts, Inc. global sensors market to reach US \$ 76.7 billion by 2017, and new sensors market studies (Freedonia Group) reported that the US sensor demand will grow 4.3 percent annually through 2012.

Sensors Market in Europe earned revenues of \$12.5 billion in 2009 and estimates this to reach \$19.0 billion in 2016.

The total Asia-Pacific sensors market is poised for robust growth in all the end-user segments. New analysis from Frost & Sullivan, finds that the market earned revenues of over \$377 million in 2009 and estimates this to reach \$651.5 million in 2016.

According to Global Industry Analysts, Inc. the world smart sensors market is projected to reach \$ 7.8 billion by 2015; and global chemical sensors market to reach \$17.28 billion by 2015.

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).

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

The biosensors market is expected to grow from \$6.72 billion in 2009 to \$14.42 billion in 2016.

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

➔ Main 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
- We are able to develop an advertising campaign for you specifically according to your marketing budget. Please inform us about your current ad budget (info@sensorsportal.com) and we bring every dollar to do profit for you. Our online marketing experts will work with you to help achieve your marketing goals

**Select Sensors Web Portal as your
online advertising agency !**

TESTIMONIES

I came across your website and it's one of the more comprehensive information sites out there. The information base you've assembled is quite impressive, to be honest (Tisho, ThomasNet.com).

I have been reading your magazine. During 16 years that Sensortek, Inc. has been in the sensors business we have recommended your articles to intelligent users. Now that I am consulting and have retired from my business your journal is ever more important (Matt Eichenbaum, Sensortek, Inc.).

Thanks for your valuable guidance and devotion in sensors industry. Sir, You are the only person on the planet Earth, who initiated, promoted and devoted (and developed the system of publication of sensors in all sense) in case of all types of sensors and providing the information in every corner around the globe. Because of this information, new researchers may get the ideas to fabricate and test the sensors. This may develop any kind of sensors in near future (Dr. D. R. Patil).

I came across your website and it's one of the more comprehensive information sites out there. The information base you've assembled is quite impressive, to be honest (Tisho, Web Associate at ThomasNet.com).

The Newsletter is very well, because, you can see and know news articles to understand more the environment about the sensors (Miguel E. Madrigal A.).

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. Well organized. Rich content.

One of the best web sites I visit.

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

ADVERTISING OPTIONS

SENSORS WEB PORTAL

Overview and Audience

Today most effective online advertising for sensors, transducers and measurements related products is possible on specialized (vertical) web portals.

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:

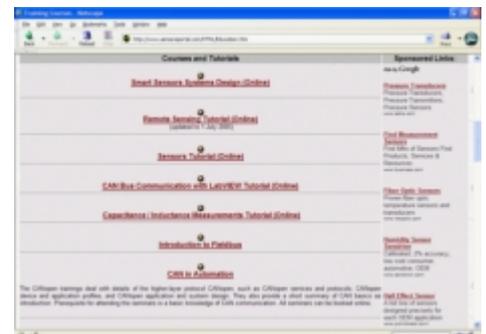
- Home page
- Sensors & Transducers Magazine (e-Digest)
- Sensors & Transducers Journal
- Top articles
- Top sensors products
- IFSA Newsletter section
- 35 x 2 sensors sections (articles and lists of manufacturers)
- Sensors Industry News section
- Training Courses section
- Projects section
- Forums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

Our Media Products:
Achieve your marketing goals

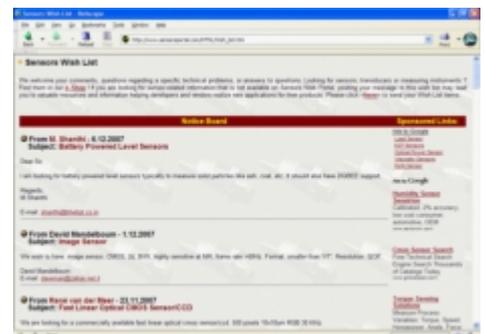
- Build your brand
- Engage your customers
- Generate quality leads



Sensor Sections on Sensors Web Portal



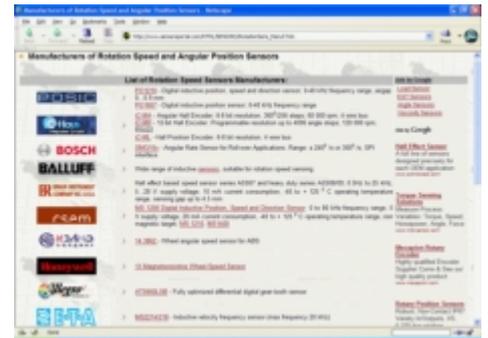
Training Courses Section



Sensors Wish List

Lists of Sensors Manufacturers

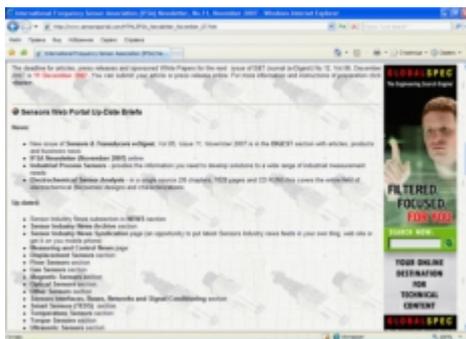
If your company is selling various sensors, transducers or measuring instruments, specialized animation or static banners can be incorporated on your request. Links to your web site and ads can be created and placed in various appropriate much targeted subsections in SENSORS section. Today we have 35 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 (ISSN 1726-5479) AND MAGAZINE (E-DIGEST)

Your ads can be also included in our international peer review Sensors & Transducers Journal, which goes to more than 46, 000+ subscribers per month and published with the full support of the IFSA. It is a recognized as the leading sensors journal in the field.

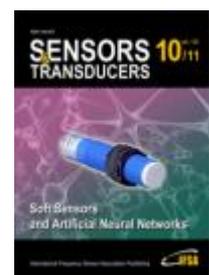
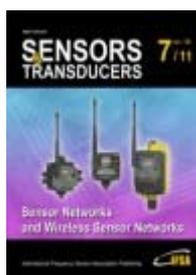
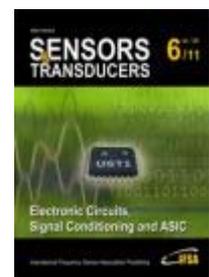
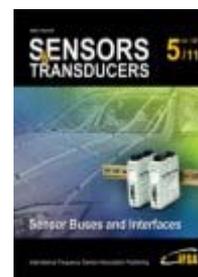
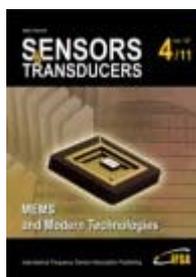
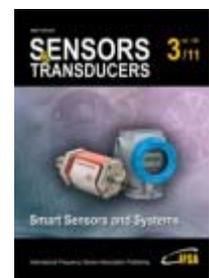
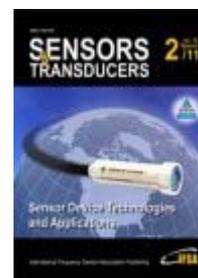
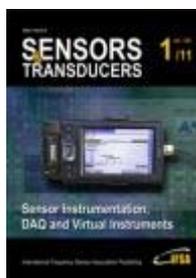
The journal provides information about sensors and related systems in areas:

- 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 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 2012.



Editorial Calendar 2012

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: 46, 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 31, 2012 Vol.136, No.1	20.12.2011	17.01.2012	Sensor Instrumentation, Data Acquisition Systems and Virtual Instruments	Research, applications, cover story, reviews
February 28, 2012 Vol.137, No.2	24.01.2012	14.02.2012	Chemical Sensors, Biosensors, Immunosensors	Research, applications, cover story, review, feature, case study
March 27, 2012 Vol.138, No.3	21.02.2012	13.03.2012	Smart Sensors and Systems	Research, applications, cover story, review, feature
April 30, 2012 Vol.139, No.4	27.03.2012	17.04.2012	MEMS and Modern Technologies	Research, cover story, feature, special reports
May 29, 2012 Vol.140, No.5	27.04.2012	15.05.2012	Sensor Buses and Interfaces	Research, applications, cover story, review, feature
June 26, 2012 Vol.141, No.6	22.05.2012	12.06.2012	Electronic Circuits, Signal Conditioning and ASIC for Sensors	Research, applications, cover story, review
July 31, 2012 Vol.142, No.7	26.06.2012	17.07.2012	Sensor Networks and Wireless Sensor Networks	Research, applications, cover story, review, feature
August 28, 2012 Vol.143, No.8	24.07.2012	14.08.2012	Sensors and Transducers Applications	Research, applications, cover story, review, feature, case study
September 25, 2012 Vol.144, No.9	21.08.2012	11.09.2012	TEDS Sensors, IEEE 1451 Standards	Research, applications, cover story, feature, special reports
October 30, 2012 Vol.145, No.10	25.09.2012	16.10.2012	Soft Sensors and Artificial Neural Networks (ANN)	Research, applications, feature, case study
November 27, 2012 Vol.146, No.11	23.10.2012	13.11.2012	Nanosensors and Nanodevices	Research, cover story, feature, special reports
December 26, 2012 Vol.147, No.12	23.11.2012	11.12.2012	Sensor Market Trends	Research, cover story, special reports, case study

Sensors and Transducers journal is indexed and abstracted very quickly by Chemical Abstracts, EBSCO Publishing, ProQuest Science Journals, Index Copernicus Journals Master List (ICV=6.04), Open J-Gate, Google Scholar, Scirus, etc. Since 2011 the journal is covered and indexed (including a Scopus, Embase, Engineering Village and Reaxys) in Elsevier products.

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 46,000 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. Our editorial team will make it based on your application and technical notes, white papers and press releases. No extra works from your side !

Advertising Rates in Sensors & Transducers Journal

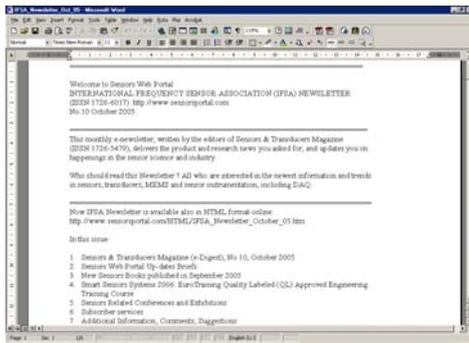
2012 Rate (US \$)			
Colour	1x	3x	6x
Full Page	2,150	1,900	1,250
2/3 Page (Vertical or horizontal)	1,400	1,150	750
1/2 Page (Vertical or horizontal)	1,150	1,050	650
1/3 Page (Vertical or square)	950	750	550
1/4 Page (Vertical or horizontal)	800	550	350
Inside Front Cover	3,150	2,950	2,550
Inside Back 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 2011, for example) in tiff, jpg, gif or png graphical format with 300 dpi resolution according to the appropriate size from the 2011 Rates table. Please choose the appropriate issue of journal for your ads from the Editorial Calendar 2011. 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 monthly IFSA Newsletter (ISSN 1726-6017) is written by Sensors & Transducers journal's editors to inform our readers of news, articles and the latest products available in the marketplace. The Newsletter goes to more than 46,000+ (since 2010 it has been increased on 2,000 subscribers) decision makers worldwide, 1-2 times per month, in ASCII (text format) and exists online at Sensors Web Portal in html – format.

The newsletter in ASCII (text format) can contain not more than ten messages from advertisers, text-only and around 30-50 words, and in html format – any illustrations.



IFSA Newsletter in text-format

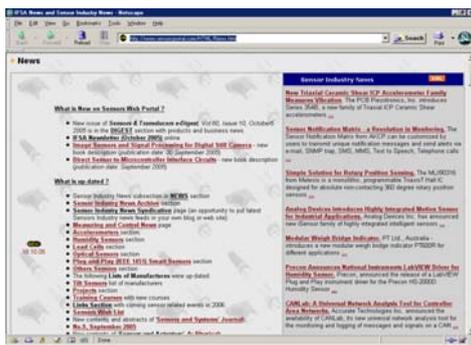


IFSA Newsletter in HTML-format

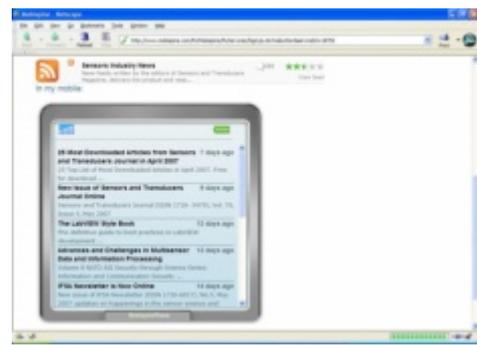
Please note: the number of ads in IFSA Newsletter is limited (up to 10 ads per issue). Please reserve ads in the IFSA Newsletter in advance.

SENSORS INDUSTRY NEWS FEED (RSS, 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

Since 2010 we are in Twitter, Facebook and LinkedIn !

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 75 (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 and 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

The prices for press release and white publication are only \$ US 55 and \$ US 95 respectively. If your company regularly publishes press releases, it is the best solution for you to order one year subscription for \$ US 800 with unlimited number of press releases per company, and save time and money.



Press Release on Sensors Web Portal

VIDEO ADS

More and more industrial marketers are developing video content as part of their marketing content strategy. From client testimonials and event promotions to executive interviews and technical tips/instructions, video can provide a rewarding viewer experience and help promote your brand.

The International Frequency Sensor Association's Internet-based Television Network (IFSA ITVN) is a general public access network launched in August 2010 with the aim to produce and deliver special-interest video content about sensor technology, products, applications, events and webinars : <http://www.sensorsportal.com/VIDEO/>



Videos Web Section

You are welcome submit your company presentation or product from 1 to 30 min video clip and/or video press releases. We accept any video formats.

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. Your video ads can be placed in both: our separate videos web section or your online advertising, for example, online press releases.

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 Example.

Please check more videos examples at <http://www.sensorsportal.com/VIDEO/>

ADVERTISING IN BOOKS, PUBLISHED BY IFSA



International Frequency Sensor Association (IFSA) Publishing is a publisher of scientific and technical books related to various sensors, transducers, MEMS and sensor instrumentation and makes them available to researchers, academics, professionals, and students in accessible formats. Advertise in books published by IFSA Publishing (see currently available and coming books' titles and contact for details at:

http://www.sensorsportal.com/HTML/IFSA_Publishing.htm - clickable ads with embedded web links in printable pdf (Acrobat) book's format. It is a great opportunity for long-term visibility. As usually, sensor related books are selling during 10 years and more and each of them has many readers. The coming title is 'Modern Sensors, Transducers and Sensor Networks' (contact for ads reservation: ifsa.books@sensorsportal.com)

Advertising Rates in Books Published by IFSA Publishing

2012 Rate (US \$)			
Colour	1x	2x	3x
Full Page	1,900	1,450	1,150
2/3 Page (horizontal)	1,300	1,050	700
1/2 Page (horizontal)	1,050	950	600
1/3 Page (horizontal)	900	700	650

ADVERTISING IN SOCIAL MEDIA NETWORKS

Go global while social media networks are growing exponentially around the world. Advertise your products or events in our daily Tweets and LinkedIn sensors professional network. It is free of charge if you will order a press release or news feeds publication. Please visit, joint and follow to see how it is working at:

SENSORS WEB PORTAL AND IFSA IN TWITTER

<http://twitter.com/sensorsportal>

Sensors professional network in LinkedIn:

http://www.linkedin.com/groups/sensors-3974892?trk=myg_ugrp_ovr



Sensors Web Portal and IFSA on Twitter

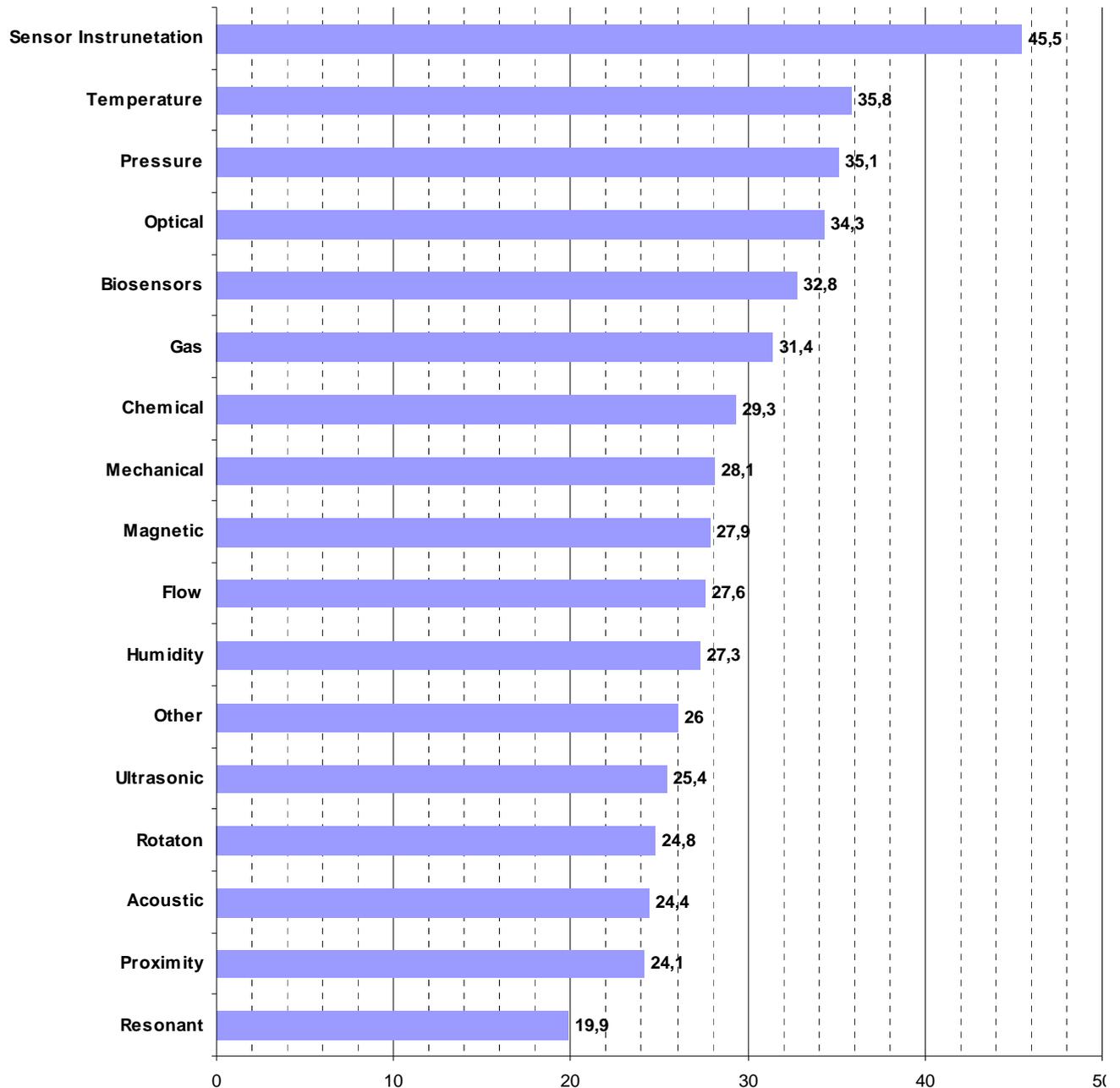


Sensors professional networks in LinkedIn



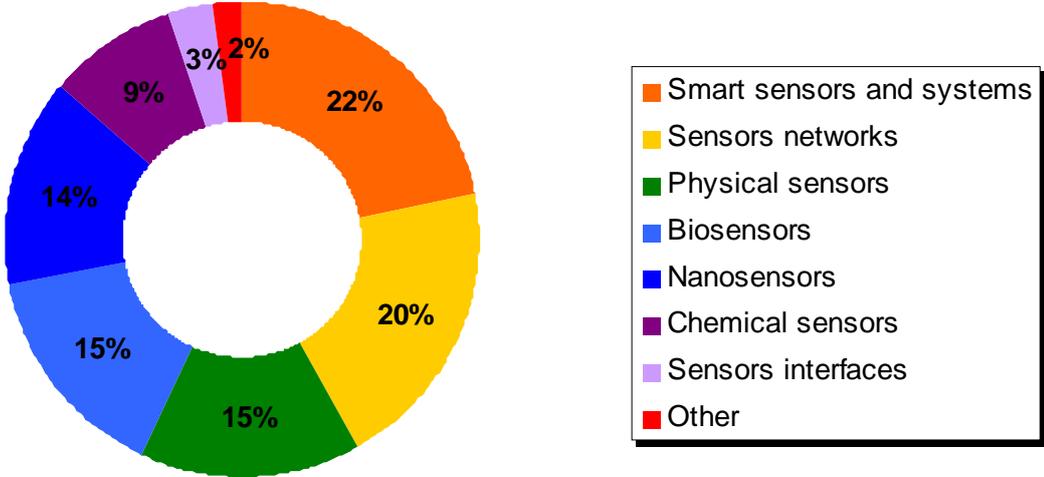
VISITORS AND READERS PROFILE

Products Specified (in %)

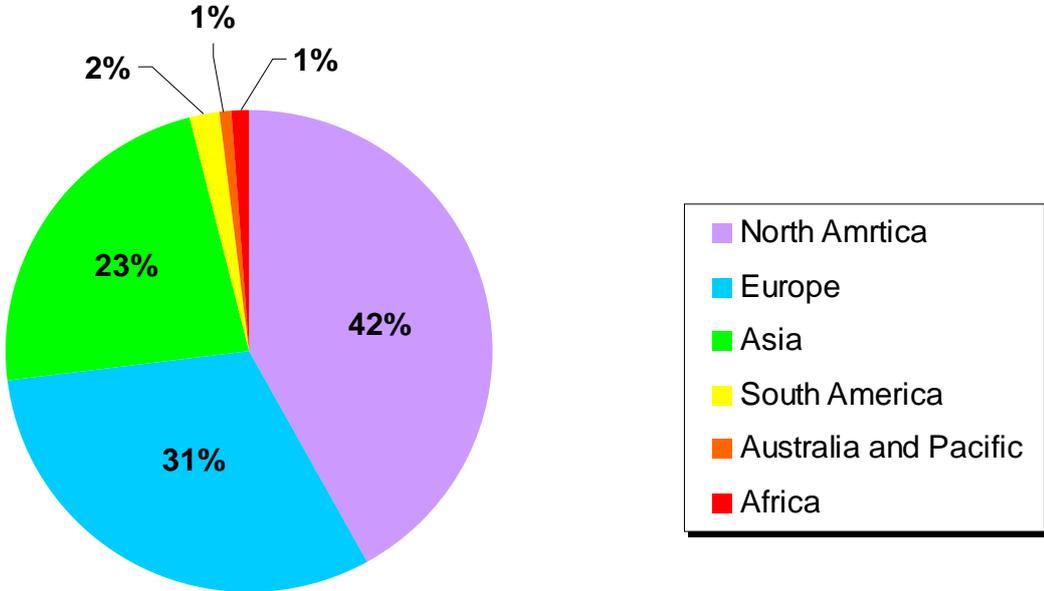


Products and topics of interest (see below) are based on Sensors Web Portal's and IFSA members' surveys. The 'Other' includes sensor interfacing, sensor signal conditioners, image processing for sensor systems SAW sensors, underwater sensors and sensors for satellite remote sensing. Geographical are is based on Sensors Web Portal's log file analysis.

Topic of Interest



Geographical Area



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 **15 % discount for International Frequency Sensor Association (IFSA) members** and **15 % discount for advertising agencies**. Stay ahead of competition and save time and money.

Advertising Rates:		
1	Press Release publication (One year subscription \$ US 800 with unlimited number of press releases from one company)	\$ US 75
2	White Paper publication	\$ US 95
3	Logo + Link Company logo, web or e-mail link in a List of Sensors Manufacturers	\$ US 250 per month
4	Banner or Text Ads + Link Animation or static banner or text ads in targeted portal's sections, different banner sizes	\$ US 270 per month
5	IFSA Newsletter (ISSN 1726-6017) More than 46, 000 subscribers	\$ US 350 per one mailing
6	Ads in Sensors & Transducers Magazine (e-Digest)	\$ US 350 per issue
7	Ads in Sensors & Transducers Journal (ISSN 1726-5479)	See 2012 Rate Table above
8	Sponsored issue of Sensors & Transducers Journal	\$ US 4,150 for issue
9	News Feeds on Sensors Industry RSS and XML formats	\$ US 100 per month
10	Showcase in sensors online store at Sensors Web Portal	10 % for each sale + US \$ 75 one time setup payment
11	Video Ads 400 x 300 screen size, any video format with an audio track	\$ US 0.5 per show (minimum order - 20 shows)
12	Ads in books, published by IFSA	See 2012 Rate Table above

You can choose any of our ads services in any combinations from the Ads Order Form below (p.17). In addition we offer some ads packages. Choose the right **advertising package for 2012:**

Ads Packages:		
A	<p style="text-align: center;">Entry-Level Ads Package</p> <p>Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers Save 20 % on individual items</p>	\$ US 450 per month
B	<p style="text-align: center;">Economic Ads Package</p> <p>Ads package A + Newsletter mailing to 46, 000+ subscribers Save 25 % on individual items</p>	\$ US 650 per month
C	<p style="text-align: center;">Standard Ads Package</p> <p>Ads packages A and B + News Feed (RSS and XML) Save 20 % on individual items</p>	\$ US 850 per month
D	<p style="text-align: center;">Advanced Ads Package</p> <p>Ads packages A , B and C + ads in Sensors & Transducers Magazine (e-Digest) Save 15 % on individual items</p>	\$ 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

Turn Our Visitors into Your Customers by the Shortest Way!

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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 75 per press release (\$ US 800 one year subscription for unlimited number of press releases from one company)
<input type="checkbox"/> White paper publication _____ white paper	White paper publication in Sensors & Transducers Journal, 46,000+ subscribers – \$ US 95
<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 web link - US \$ 270 per month.
<input type="checkbox"/> B2B, B2C and B2R online store:	10 % 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 46,000 subscribers: for _____ mailing(s)	\$ US 10 per one thousand targeted address per one issue: 10 X 46 = \$ US 460 per one mailing Newsletter
<input type="checkbox"/> Ads in Sensors & Transducers Magazine (e-Digest): for _____ issue(s)	\$ US 350 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 2012 Rates table and Editorial Calendar 2012 for prices and ads-closed dates
<input type="checkbox"/> Ads in books, published by IFSA	See the 2012 Rates table
<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 show (minimum ordered shows – 20)
<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 650 per month. Ads package A + Newsletter mailing to 46,000+ 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 1,200 per month. Ads packages A, B and C + ads in <i>Sensors & Transducers Magazine (e-Digest)</i>

* IFSA members and advertising agencies have **15 % discount** for all Sensors Web Portal services

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

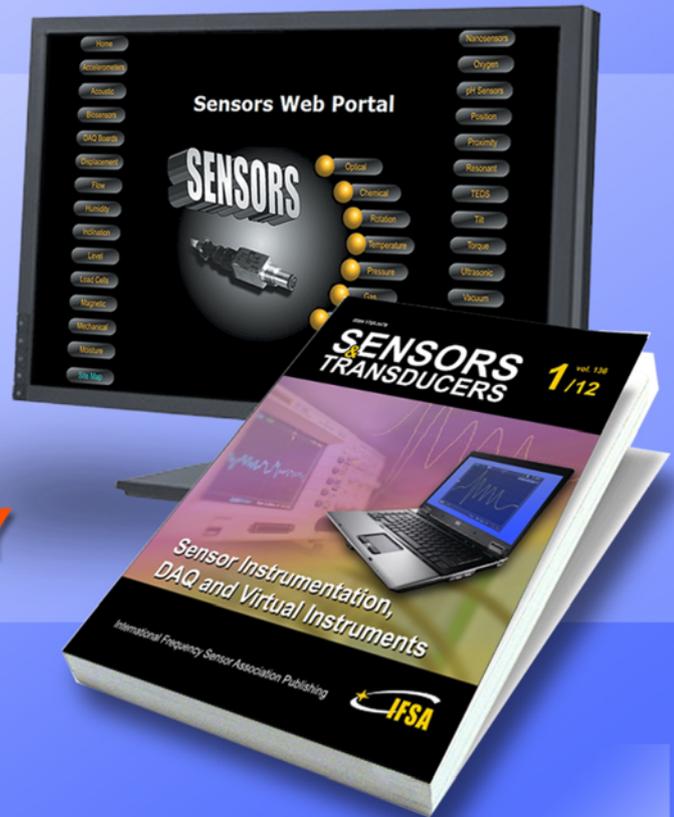
Complete form and send it by e-mail:

For more details: info@sensorsportal.com

Sensors Web Portal -

world's source for sensors information

**TURN
OUR VISITORS
INTO
YOUR CUSTOMERS
BY THE SHORTEST WAY**



Advertise in

Sensors Web Portal and its media:

sales@sensorsportal.com

http://www.sensorsportal.com/DOWNLOADS/Media_Kit_2012.pdf

VISIT SENSORS WEB PORTAL TODAY AT
WWW.SENSORSPORTAL.COM