

SENSORS WEB PORTAL
the world's source for sensors information

MEDIA PLANNER

2015

yahoo.com

sensorsportal.com

linkedin.com

google.com

twitter.com



IFSA Publishing, S.L.

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 15 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

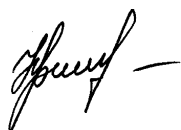
Please read some of our readers and advertisers' comments

... cost effective

Sensors Web Portal offers a cost-effective way to reach your target audience

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

Contents

Lists of Sensors Manufacturers

35 x 2 very targeted sensors sections, new sections on request.

7

Banner Advertising

Static or animated images, all possible banner sizes.

7

Sensors & Transducers Magazine (e-Digest)

Circulation: 48,000+ decision makers persons per month.

8

Sensors & Transducers Journal (ISSN 1726-5479)

Circulation: 48, 000+ subscribers per month.
Sponsored issues on request.

8

IFSA Newsletter (ISSN 1726-6017)

One per month circulation.
Online and e-mailing, HTML and ASCII text formats. More than 48, 000 subscribers.

10

Press Releases and White Papers Publication

Text, company logo, web link and product colour photos.
Circulation: 48, 000+ persons

10

Video Ads

Your company or product video clip in Internet.

10

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 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 are 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: a highly targeted: 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*
- 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: 48, 000+

Social media: 100, 000+

SENSOR MARKET TRENDS

Sensors are being used across a wide variety of industries, including automotive, medical, industrial, entertainment, security, and defense due to increased usage of process controls and sensing elements in different sectors.

The need for sensors is increasing dramatically with the ongoing boom in smart mobile communication technologies and tablet PCs. Many companies are already researching novel types of sensors for these applications. Mobile phones with face recognition are just around the corner. Cell phones with integrated spectrometers to measure food freshness are no longer inconceivable, even though at present they seem a rather long way off.

The global market for sensors is expected to increase to \$95.3 billion in 2015, and to nearly \$154.4 billion by 2020, a compound annual growth rate (CAGR) of 10.1% over the five-year period from 2015 through 2020. Image, flow, and level sensors as a segment is expected to grow at a five-year CAGR of 11.7% from 2015 to 2020 and is expected to reach nearly \$25.6 billion by 2014, \$28.9 billion by 2015, and nearly \$50.2 million by 2020. Biosensor and chemical sensors as a segment is expected to total \$19.0 billion by 2015. With a CAGR of 11.5%, analysts expects this segment to reach nearly \$32.8 million by 2020.

The smart sensor market is expected to reach \$10.46 billion in 2020 at a CAGR of 36.25% from 2014 to 2020. The U.S. smart sensor market is expected to reach \$483 million by 2018 at a CAGR of 37%.

The global wireless sensor devices market is expected to grow to \$4.3 billion by 2019, with a five-year compound annual growth rate (CAGR) of 23.7 %. The industrial installations category, the fastest-growing segment of the overall market, is anticipated to surge at a tremendous CAGR of 34.1 %.

The global biosensors market is expected to grow at a CAGR of 9.6% to reach USD 18.9 Billion in 2018.

How to be a leader in the dynamic, rapidly expanding sensors market ? The answer is to make your advertising campaign more effective.

What we advertise ? You can advertise all sensor products, measuring instruments and DAQ systems; related services such as calibration, consulting, design house services, training courses, workshops, conferences, symposiums and trade exhibitions.

➔ 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
- 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 (sales@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

TESTIMONIES

IFSA is one of six organizations that either focus entirely on sensors or sensors provide a major thrust for their activities (Randy Frank, Contributing Editor, Design News)

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

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

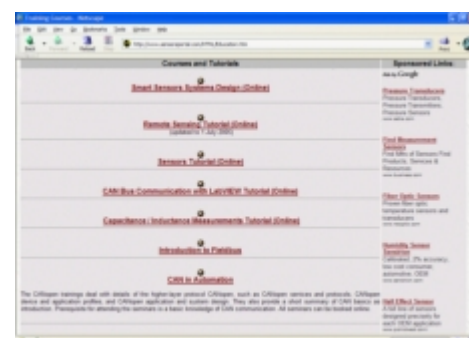
Our Media Products:

Achieve your marketing goals

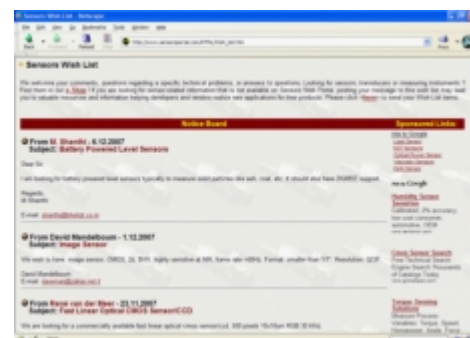
- Build your brand
- Engage your customers
- Generate quality leads



Sensor Sections on Sensors Web Portal



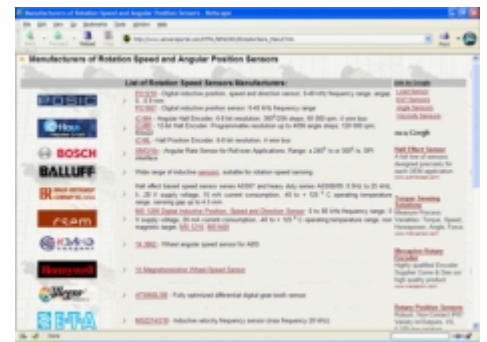
Training Courses Section



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

Targeted banner advertising 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. The price does not depend on the banner size.

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

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.

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 48, 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.

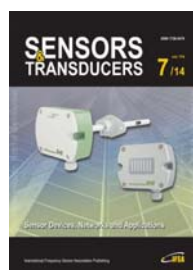
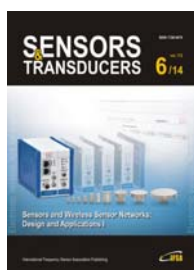
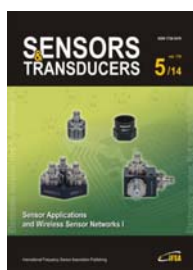
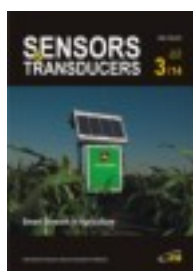
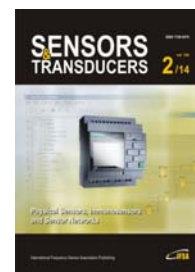
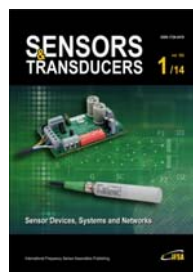
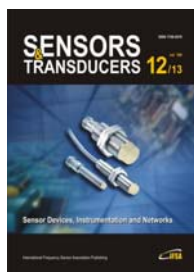
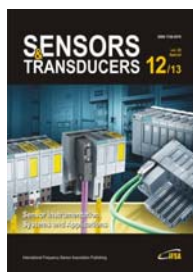
The journal provides information about sensors and related systems in areas:

- 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 2015.



Sensors and Transducers journal is indexed and abstracted very quickly by Chemical Abstracts, EBSCO Publishing, ProQuest Science Journals, Index Copernicus Journals Master List (ICV=6.13), 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, and since 2013 the journal exists also in a print format.

Sponsored Journal's 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 48,000 subscribers. The price for sponsored issue is **2,700 EUR €**. 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

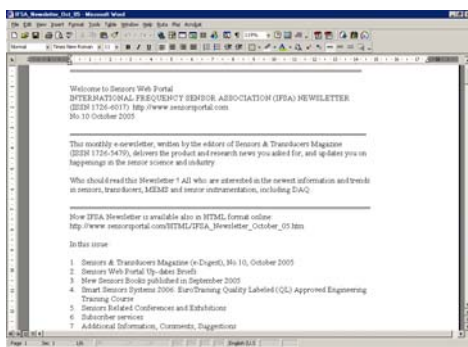
2015 Rate (EUR €)			
Colour	1x	3x	6x
Full Page	1,600	1,400	1,250
2/3 Page (Vertical or horizontal)	1,100	900	750
1/2 Page (Vertical or horizontal)	900	800	700
1/3 Page (Vertical or square)	700	600	500
1/4 Page (Vertical or horizontal)	600	400	300
Inside Front Cover	2,400	2,200	1,900
Inside Back Cover	1,900	1,600	1,500
Back Cover	1,200	1,500	900

Mailing Instructions. Graphical ads for publication in *Sensors & Transducers Journal* should be sent by e-mail to editor@sensorsportal.com in tiff, jpg, gif or png graphical format with 300 dpi resolution according to the appropriate size from the 2015 Rates table. Text ads and product description should be sent in txt (ASCII), doc, pdf or html formats.

IFSA NEWSLETTER (ISSN 1726-6017)

E-newsletter advertising and custom email products deliver branded messaging to your target audience—and qualified traffic to your website. This 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. Each e-newsletter features rich editorial content, including industry trends and events, the latest research, innovative technology, product news and career information. The Newsletter goes to more than 48,000+ (since 2013 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

PRESS RELEASES AND WHITE PAPERS PUBLICATIONS

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 55 EUR and 75 EUR respectively.



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/>

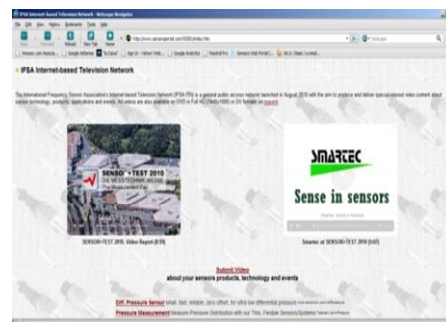
You are welcome submit your company presentation or product (the web link to video clip and/or video press releases).

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.

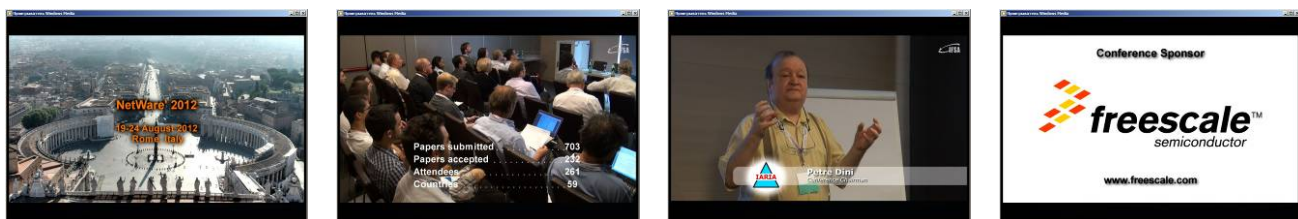


Videos Web Section



Video Ads Screen Captures Example.

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



Video Captures from the SENSORDEVICES Conference (NetWare, IARIA)

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 (EUR €):

1	Press Release publication	55 EUR €
2	White Paper publication	75 EUR €
3	Logo + Link Company logo, web or e-mail link in a List of Sensors Manufacturers	120 EUR € per month
4	Banner or Text Ads + Link Banner or text ads in targeted portal's sections, different banner sizes	170 EUR € per month
5	IFSA Newsletter (ISSN 1726-6017) More than 48, 000 subscribers	290 EUR € per one mailing
6	Ads in Sensors & Transducers Magazine (e-Digest)	250 EUR € per issue
7	Ads in Sensors & Transducers Journal (ISSN 1726-5479)	See 2015 Rate Table above
8	Sponsored issue of Sensors & Transducers Journal	2,700 EUR € for issue
11	Video Ads	190 EUR € per month

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 2015:**

Ads Packages (EUR €):

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	350 EUR € per month
B	Economic Ads Package Ads package A + Newsletter mailing to 48, 000+ subscribers Save 25 % on individual items	500 EUR € per month
C	Standard Ads Package Ads packages A and B + video Save 20 % on individual items	700 EUR € per month
D	Advanced Ads Package Ads packages A , B and C + ads in Sensors & Transducers Magazine (e-Digest) Save 15 % on individual items	900 EUR € 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

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

CUSTOMIZED MARKETING PROGRAMS

Sensors Web Portal gives you more great ways to reach the right audience at every point in the buy cycle. And we customize these plans to reflect your specific business objectives - then adjust your program to achieve the maximum ROI.

Reach the largest sensors audience of decision making professionals available. **Connect** with them through industry-leading media channels – reaching them both online and in their inboxes. **Generate** the branding, exposure and engagement opportunities you need.

CONNECT WITH US:

Twitter:
<http://twitter.com/sensorsportal>

Sensors professional network in LinkedIn:
http://www.linkedin.com/groups/sensors-3974892?trk=myg_ugrp_ovr

Measurements and Instrumentation professional network in LinkedIn:
http://www.linkedin.com/groups/Measurements-Instrumentation-4559233?trk=myg_ugrp_ovr



Sensors Web Portal and IFSA on Twitter



Sensors Professional Networks in LinkedIn



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 - 55 EUR € per press release (650 EUR €) 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, 48,000+ subscribers – 75 EUR €
<input type="checkbox"/> Logo + Web Link or e-mail link: for _____ month(s)	Company logo, web or e-mail link in List of Manufacturers – 120 EUR € per month
<input type="checkbox"/> Ads Banner or Text Ads + Web Link: for _____ month(s)	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 - 170 EUR € per month.
<input type="checkbox"/> IFSA Targeted Mailing List (Newsletter), more than 48,000 subscribers: for _____ mailing(s)	300 EUR € per one mailing Newsletter
<input type="checkbox"/> Ads in Sensors & Transducers Magazine (e-Digest): for _____ issue(s)	250 EUR € per issue
<input type="checkbox"/> Ads in Sensors & Transducers Journal (1726-5479) for _____ month(s), size & type _____	See the 2015 Rates table for prices
<input type="checkbox"/> Sponsored Issue of Sensors & Transducers Journal (1726-5479)	2,700 EUR € per sponsored issue with application specific articles, white papers, tutorials, market review, information for investors, etc.
<input type="checkbox"/> Video Ads	190 EUR € per month
<input type="checkbox"/> A. Entry-level ads package for _____ month(s)	350 EUR € 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)	500 EUR € per month. Ads package A + Newsletter mailing to 46,000+ subscribers
<input type="checkbox"/> C. Standard ads package for _____ month(s)	700 EUR € per month. Ads packages A and B + News feed (RSS and XML)
<input type="checkbox"/> D. Advanced ads package for _____ month(s)	900 EUR € 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

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The background features an abstract design with three overlapping circles in shades of teal and green in the upper right quadrant. In the lower half, there are several curved, layered shapes in similar colors, creating a sense of depth and movement.

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