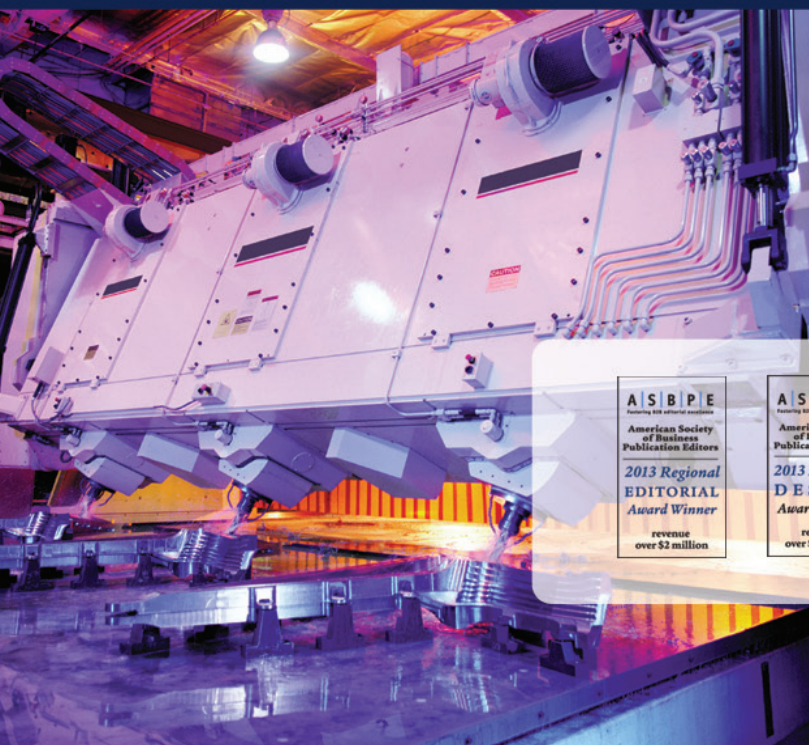


CONTENT ★ **AMPLIFYING** ★ ENGAGEMENT ★ CONVERSIONS

# Design World

## 2014 Media Guide



**ASBP**  
Partnership 500 editorial excellence  
American Society  
of Business  
Publication Editors  
2013 Regional  
EDITORIAL  
Award Winner  
revenue  
over \$2 million

**ASBP**  
Partnership 500 editorial excellence  
American Society  
of Business  
Publication Editors  
2013 Regional  
DESIGN  
Award Winner  
revenue  
over \$2 million

**100**  
WEATHERHEAD  
2013

**Inc.**  
**5000**

# Design World

## 2014 Media Guide



### Design World Magazine

*Design World Magazine* is a monthly BPA audited print publication reaching 40,000. Design World covers aerospace, food & beverage, medical equipment, military, packaging, semiconductor, machine tool, energy, material handling, motion control, and robotics among others. Editorially, Design World provides real world case studies by industry while delivering technical tutorials across engineering disciplines.



### Digital Editions

The monthly special digital edition of Design World magazine goes out to over 100,000 online subscribers worldwide. Reach an engaged audience with our enhanced rich media digital publication.

[designworld-digital.com](http://designworld-digital.com)



### Design World Online Fastest Growing Design Engineering Community

The Design World Digital Network logs 3M monthly visitors and 8M unique page views across 30+ domains. Design World sites cover a range of technologies including electrical engineering / EDA, 3D CAD, automation, sensors, motion

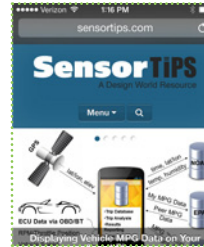
control, robotics, mechatronics, test & measurement, fluid power, cable, wire, and connectors, analog ic, power electronics, data signal processing and more.



### Design World Enewsletters

Enhance lead generation and measure performance in real time with the latest E-delivery technology. Enewsletters are segmented by specific industries and technologies and reach over 600,000 opt-in subscribers.

[designworldonline.com/newsletter-archive](http://designworldonline.com/newsletter-archive)



### Design World Mobile

In the fast changing landscape of mobile devices, Design World has been at the forefront of mobility for all content. All sites are optimized and customized for smart phones, tablets and other mobile devices. The Design World iOS app is a native application optimized for the iPad / iPhone that includes community feeds, industry news and video. Reach an ever-growing audience of mobile users.



### Design World Services

Marketing Services helps organizations improve their return on marketing investment by targeting and engaging customers with highly precise marketing. Services include social media management, positioning, creative development, website development, SEO, custom publishing and video content creation & editing.



### Design World Social

From over 15,000 LinkedIn group users, 13,000 Engineering Exchange Members, over 100,000 Facebook Fans and 16,000 Twitter Followers - Design World has the most engaged social media audience in its class.



### Design World Events

Design World technical /education / editorial webinars and podcasts generated over 18,000 registrations in 2013. Partner with Design World to provide thought leadership for your company, technology or new product launch.

[designworldonline.com/webinars](http://designworldonline.com/webinars)

[www.designworldonline.com](http://www.designworldonline.com)

### Design Engineering

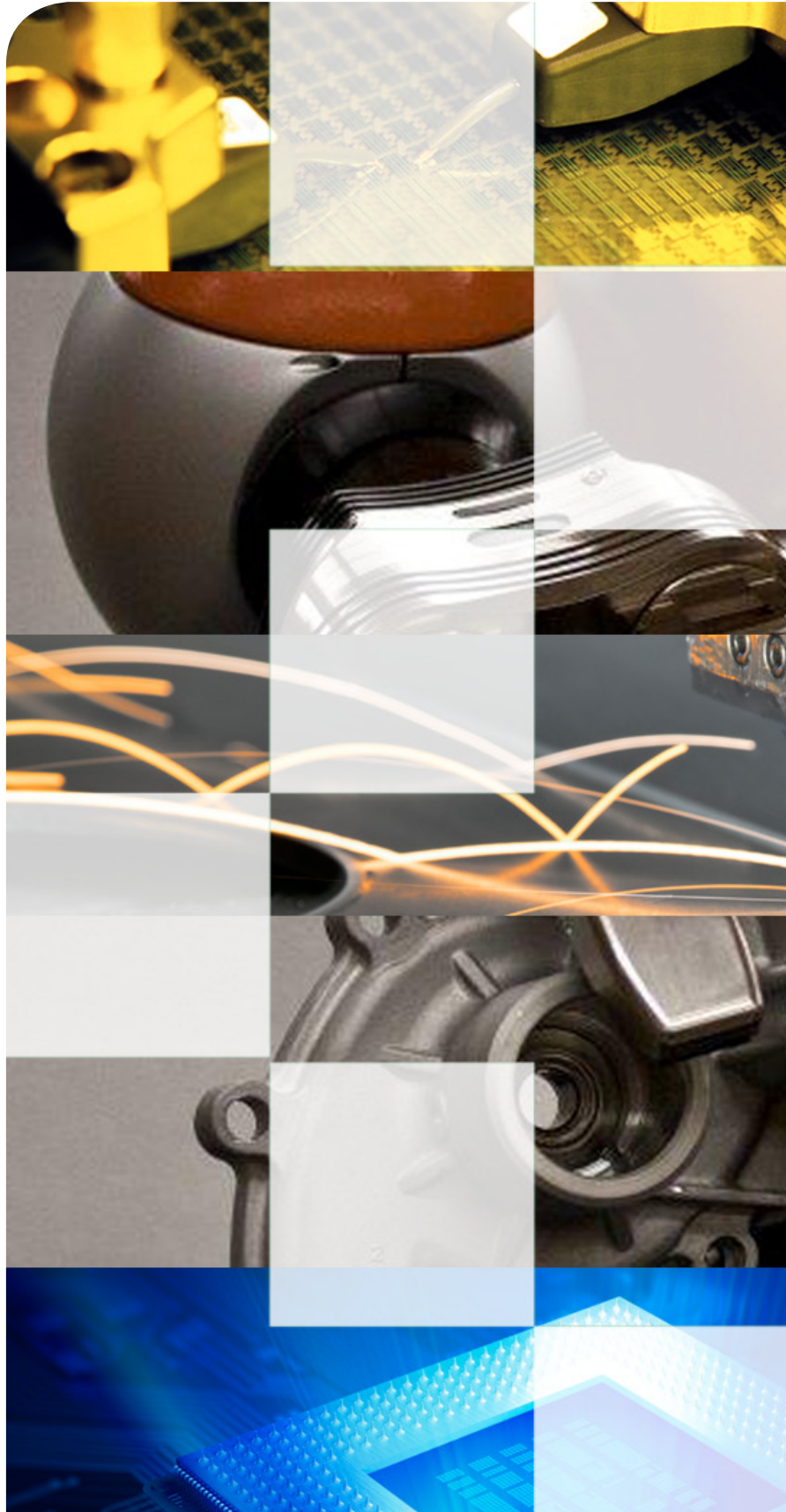
[designworldonline.com](http://designworldonline.com)  
[couplingtips.com](http://couplingtips.com)  
[engineeringexchange.com](http://engineeringexchange.com)  
[engineeringwhitepapers.com](http://engineeringwhitepapers.com)  
[linearmotiontips.com](http://linearmotiontips.com)  
[makepartsfast.com](http://makepartsfast.com)  
[mechatronictips.com](http://mechatronictips.com)  
[mobilehydraulictips.com](http://mobilehydraulictips.com)  
[motioncontroltips.com](http://motioncontroltips.com)  
[pneumatictips.com](http://pneumatictips.com)  
[video.designworldonline.com](http://video.designworldonline.com)

### Electrical Engineering

[analogictips.com](http://analogictips.com)  
[connectortips.com](http://connectortips.com)  
[edaboard.com](http://edaboard.com)  
[datasheetpro.com](http://datasheetpro.com)  
[digitalsignalprocessingtips.com](http://digitalsignalprocessingtips.com)  
[fpgatips.com](http://fpgatips.com)  
[microcontrollertips.com](http://microcontrollertips.com)  
[powerelectronicstips.com](http://powerelectronicstips.com)  
[sensortips.com](http://sensortips.com)  
[testandmeasurementtips.com](http://testandmeasurementtips.com)  
[wireandcabletips.com](http://wireandcabletips.com)

### 3D CAD

[3dcadworld.com](http://3dcadworld.com)  
[3dcadtutorials.com](http://3dcadtutorials.com)  
[3dcadforums.com](http://3dcadforums.com)  
[mcadcentral.com](http://mcadcentral.com)



Participate throughout 2014 in Leadership in Engineering, a community based print and online promotion to support and gain industry recognition for individuals, engineering teams and your company.

Now in its 8th year! Your sponsorship in the January 2014 issue of Design World's Leadership in Engineering program enables you to specify your nomination. Nomination examples include engineering leadership for a person or inventor, engineering leadership by a specific department or overall company accomplishment. Additionally, corporate overviews are also available in the January issue that does not include the online promotion. Nomination and Profile pages are a full 4/C page in the January issue.



## PRINT & DIGITAL EDITION

**Leadership in Engineering**

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### AMETEK DYNAMIC FLUID SOLUTIONS

**AMETEK Dynamic Fluid Solutions** is a unit of AMETEK, Inc., a leading global manufacturer of electronic instruments and control systems with annual sales of \$3.4 billion.

**Engineering innovation and custom solutions a specialty of AMETEK Dynamic Fluid Solutions**

AMETEK Dynamic Fluid Solutions specializes in engineering intelligent, variable speed industrial motors, blowers, pumps, and electronic control drives that allow designers to customize each for specific applications and design more precise control systems. Customizable options include serial communications, interface, logic inputs and outputs, and an external pressure/flow sensor. Key operating features include reliable low speed operation, surge protection, and closed loop feedback. Intelligent VFD/ESP/EM and Inverter™ systems, blowers DC blowers incorporate the latest integrated digital signal processor (DSP) control technology. Other monitoring and protection features include over- and under-voltage protection and LED fault indication.

Manufacturers operating in the medical, industrial equipment, aerospace, analytical instrument, computer peripheral and semiconductor industries have come to depend on AMETEK's engineering expertise and its willingness to provide custom solutions.

The robust motor blower and pump products that result include the widest selection of motor technologies, frame sizes, and performance characteristics available. They range from dished and direct-drive, brushless DC motor industrial motors, to IntelliGen blowers with integrated digital signal processor (DSP) controller technology.

In addition to technology innovations across its broad product line, AMETEK's engineering expertise extends to designing housing, and internal to meet water spray, air humidity, salt, fog, shock, and vibration associated with harsh environments.

With its combined motor, blower and pump solution capabilities, we offer a greater depth of engineering knowledge supporting such a breadth of products. In fact, its product offerings form a veritable city of motor solutions.

For more information contact Kevin Martin, AMETEK Dynamic Fluid Solutions, 100 E. Erie Street, Avon, OH 44010. Phone: 330.677.3452 Fax: 330.677.3300 [www.ametek.com](http://www.ametek.com)

**AMETEK**  
PRECISION MOTION CONTROL

**Windjammer**  
**Nautilair**  
**ROTRON®**

[www.designworldonline.com](http://www.designworldonline.com) January 2014 DESIGN WORLD 167

## Materials Checklist

Program includes a custom page both in print with the January 2014 Issue and online at Design World Online through 2014.

- Company Logo: High resolution, .eps, .ai preferred
- 250 Words on why you're a Leader in Engineering
- 3 Images 3"x3" - 300 DPI - .tif or .eps preferred
- 100 Words for Company Overview / Boilerplate

All nominations will receive a full page, full color profile along with an online web page with real time counter for votes received. Design World will promote the voting process throughout the year in print and online.

Members of the engineering community will be required to register in order to cast votes for nominees. Participation rates are based on earned frequency and ongoing marketing programs with Design World.

## Categories for 2014

- Advanced Materials
- Digital Manufacturing
- Electrical & Electronics
- Engineering Services
- Fastening & Joining
- Fluid Power
- Mechanical
- Mechatronics
- Motion Control
- Networks & Fieldbuses
- Software
- Switches & Sensors
- Test & Measurement

## ON-LINE ALL YEAR

Home > Companies > Maple Systems

### Maple Systems

LOG IN TO VOTE FOR THIS COMPANY

**Every Machine Needs the Human Touch**  
Maple Systems specializes in manufacturing and selling industrial operator interfaces for the control and automation industry.

Founded in 1983, Maple Systems began as a small manufacturing company that built controller boards and embedded control systems. From that humble beginning, Maple Systems has expanded its focus to create display products that provide the critical link between the plant floor operator and the industrial control system.

**Maple Systems now offers a complete line of display products:**

- Panel-mounted Windows-based computers
- Touchscreen graphics HMIs
- Touchscreen/keypad graphics HMCs (combo HMI and PLC)
- Text-based membrane-style keypad OITs

These products connect to over 100 different programmable controllers from leading manufacturers including Allen Bradley, Schneider Electric, GE Fanuc, Siemens, Mitsubishi and Omron using serial or Ethernet. The software that configures these products is very easy to use yet provides many features such as data capture, trending, alarms, and control. Maple Systems displays meet strict certification standards for harsh industrial environments including support for Class I, Division 2 installations.

**Best value in HMIs**  
Quite simply, our goal is to offer high quality products at an affordable price. Of course, every company says that. Nevertheless, at Maple Systems, we know that our future success depends upon how we treat our customers today. Over the years, we continuously strive to improve our products by employing the latest in technological advances as well as ensuring that every product we sell is fully tested and inspected before it leaves our manufacturing facility. We also recognize that service and after-the-sale support is just as important to our customers as is the quality of construction. This is why we continue to offer superior customer support, complementary technical support and a robust online Support Center where you will find product specifications, manuals, demo software, controller information sheets and more.

**The Maple Standard**  
What makes us unique? We believe it is our ability to create and maintain long-term business relationships with our customers — delivering outstanding support on all levels. We refer to that dedication to product and service as "The Maple Standard". That standard of service is backed up with an outstanding company support staff and website that gives customers 24 hour a day solutions to their technical challenges.

## Creative Sizes

First value designates pixel width:

- 120x600 – 728x90 – 300x250 - 300x600 - 180x150
  - 728x90 & 180x150 Available on Design World Digital Editions
- \$650 per month with guarantee min. 10K impressions (\$65 CPM).

## Interstitial / Welcome Ads

640x480 - Defaults to homepage after 20 Seconds. Welcome ads priced for weekly run \$1850 up to 3 advertisers max in rotation.

## Guidelines for ALL ad types

- GIF, JPG, file size limit 60K
- FLASH, file size limit 5MB
- 3X LIMIT ROTATION ON ANIMATED MATERIALS
- Sound Off by Default
- Rich Media Accepted

## FLASH CREATIVE :: IMPORTANT::

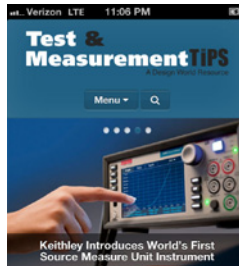
If Flash is provided, please provide a clickTAG for click tracking embedded in .swf file and URL provided separately. Do not embed the URL in the file. Click tag code:

```

on (release) {
if (clickTAG.substr(0,5) == "http:") {
getURL(clickTAG, "_blank");
}
}
    
```

## Mobile Advertising

Contact your sales representative about custom ad programs for the mobile versions of the Design World Digital Network including special iPad / Tablet versions and smart phone placement.



## Targeting

Programs can be specifically targeted against relevant editorial, categories or tags across the Design World Network including TIP & Network sites:

- 3DCADTips.com
- AnalogICTips.com
- ConnectorTips.com
- CouplingTips.com
- DataSheetPro.com
- DigitalSignalProcessingTips.com
- EDABoard.com
- FPGATips.com
- LinearMotionTips.com
- MakePartsFast.com
- MechatronicTips.com
- MicroControllerTips.com
- MotionControlTips.com
- PneumaticTips.com
- PowerElectronicsTips.com
- SensorTips.com
- TestandMeasurementTips.com
- WireandCableTips.com

The screenshot shows the Design World website interface with a resolution of 728 x 90. The layout includes a top navigation bar, a main content area with multiple columns of articles and video thumbnails, and a right sidebar with sections for Engineering White Papers, Design World Digital Editions, Newsletter Subscriptions, and Design World Podcasts. At the bottom, there are several ad slots with dimensions: 180 x 150, 180 x 150, 180 x 150, 180 x 150, and 300 x 250.

## Build engagement, target content, and develop leads.

Design World offers custom enhanced supplier pages for companies participating in year long package programs. Supplier pages are built on a flexible framework allowing for customization of content on a single page. Choose video options, add whitepapers, catalogs, custom URL's or whitepapers and your Leadership link profile in addition

Please contact your sales representative for more information on how to participate.

The screenshot shows a supplier page for HELUKABEL® USA on the Design World website. The page layout includes a header with navigation links, a search bar, and a main content area divided into several sections. Annotations with yellow circles point to specific features:

- Company Logo & Description:** Points to the HELUKABEL logo and the introductory text about the company's 30+ years of experience.
- Social Media Connections:** Points to the social media icons (Twitter, LinkedIn, Facebook, YouTube) and the "VISIT THEIR WEBSITE" link.
- Site Links:** Points to the "Category Premium Sponsorship Packages" link.
- Featured Video / Video Player:** Points to the video player showing "HELUKABEL Cable Solutions for the Material Hand...".
- Featured Articles / Products / PR:** Points to the "FEATURED ARTICLES & PRODUCTS" section, which includes articles like "Cable and insulated wire safety requirements—Part 5: Reduce mechanical stress" and "Cable and insulated wire safety requirements—Part 4: Defining voltage and current capacities".
- Datasheets & Catalogs:** Points to the "DATA" section, which includes a "Helukabel Catalog" download link.
- Whitepapers:** Points to the "FEATURED WHITEPAPERS" section, which includes a whitepaper titled "Cable Solutions for Servo and Variable Frequency Drives (VFD)".
- Additional Resources:** Points to the "ADDITIONAL RESOURCES" section, which includes a "Leadership in Engineering" badge and a "VOTE FOR THE LEADER" button.

[designworldonline.com/suppliers](http://designworldonline.com/suppliers)



Example Tech Tip on Rapid Manufacturing - Interactive PDF 8-12 Pages for download and direct browser interaction

Design World Tech Tips combine Design World editorial content with your own to produce a custom online optimized interactive PDF Ebook to position you as a technical leader in your field. We work closely with you to utilize existing technical content focused by topic to create a unique co-branded vehicle for lead generation & brand recognition.

Technical content is promoted across Enews, the Design World Network and social media outlets to drive download traffic. Customize lead information and year long promotion is part of all Tech Tip programs.

Design, layout, interactive, promotion and topical ideas are handled by our specialized in-house team. In addition to custom topics, technology & product focused tech tip ideas for 2014 include:



Tech Tips Enews Promotion to over 90,000 Opt-In Users. Ebook Program \$13,500. Contact your rep for more information and package pricing.

**PNEUMATICS**  
 Actuators & Cylinders  
 Air Compressors  
 FRLs  
 Miniature Pneumatics  
 Vacuum Components

**HYDRAULICS**  
 Accumulators  
 Brakes & Clutches  
 Couplings & Hoses  
 Cylinders  
 Filtration  
 Filters  
 Manifolds  
 Fittings & Flanges  
 Motors  
 Pumps  
 Seals  
 Grippers

**MOTION CONTROL**  
 AC Drives  
 AC Motors  
 BLDC Motors  
 Clutches & Brakes  
 Encoders  
 Gearing

**MOTION cont.**  
 Couplings  
 HMI  
 Motion Controllers  
 Servo Controllers  
 Servo Motors  
 Stepper Motors  
 Motion Networks  
 PLCs  
 Ball Screws  
 Bearings  
 Belts & Pulleys  
 Cable Carriers  
 Cabling  
 Electric Actuators  
 Lead Screws  
 Positioning Stages  
 Roller Chains  
 Compression Springs  
 Electric Grippers  
 Transducers  
 Retaining Rings  
 Wave Springs

The screenshot shows the Design World digital edition interface. On the left is a sidebar with navigation options: 'contents', 'pages', 'links', 'FRONT COVER', 'BACK COVER', 'CONTENTS', 'FEATURES', 'DEPARTMENTS', and social media icons. The main content area features a large blue banner with '728x90' and a Helical advertisement. The Helical ad includes a 'NOW YOU CAN DREAM' section, a 'COUPLING CHECKLIST', a 'PRODUCT OVERVIEW', a 'PRODUCT CATALOG', and a 'WHITE PAPER'. To the right is a large cover image for the May 2013 issue, featuring a person in a green safety vest and helmet, with the headline 'Simpler adhesive bonding for low surface energy polyolefin plastics'. The cover also lists 'INSIDE' content: 'MOTION CONTROL: Safety PLCs: A new paradigm for safety PAGE 50', 'DESIGN NOTES: Precision positioning for microscope scanning PAGE 26', and 'CAE SOLUTIONS: Keeping carbonation bottled up with FEA PAGE 36'.

1. Customize your digital full page located next to the DW cover page. Use an existing print ad or customize your own page to direct customers to your offers. (4 Offers max recommended)

Spec: Page size: 9x10 7/8 in. 150 dpi PDF RGB

2. Prime exposure with two exclusive banner ads running for one month on the Digital Edition website and mobile apps.

Spec: Ad sizes: 728x90 px & 180x150 px

3. Exclusive featured offer in Enewsletter pushed to 100,000 Design World Digital Edition subscribers.

Spec: Image size: 290x160 px & 40 words copy + URL

4. Featured Digital Edition promotion on Design World website

5. Promotion across Design World social media networks

Digital Issue Programs \$8500. Please contact your sales representative for exclusive package pricing.

The screenshot shows an email newsletter from Design World. The header includes the Design World logo and 'May Digital Edition Brought to you by: HELICAL PRODUCTS COMPANY, INC.'. The main content area features a 'Featured Online Offers' section with a white paper titled 'WHITE PAPER: Wire Springs versus Machined Springs'. The white paper description states: 'One of the first questions asked about machine springs is how they compare with wire wound springs.' Below the description is a 'Click here' button. The newsletter also includes a small thumbnail of the May 2013 cover and a footer with contact information: 'This email was sent to archive@example.net', 'WTWH Media', '2019 Center St - STE 300 Cleveland, OH 44113', and 'Forward | View Online | Unsubscribe'.



Design World Enewsletter programs afford marketers with quantifiable lead generation programs and detailed user activity.

### Design World Direct - Covering a mix of all editorial.

Frequency	Reach	Cost
4X Month	70,000	\$5800 Single Sponsor Exclusive

### EDABoard - Covering analog ic, microcontrollers, fpga, dsp, power electronics & more.

Frequency	Reach	Cost
6X Month	40K - 200K	\$5800 to \$13750

### 3DCADTips - 3DCAD Focus

Frequency	Reach	Cost
4X Month	90,000	\$6100 Single Sponsor Exclusive

### Motion Control

Frequency	Reach	Cost
4X Month	30,000	\$4740 Single Sponsor Exclusive

### Mechatronic TIPS - Covering the World of Mechatronics

Frequency	Reach	Cost
1X Month	50,000	\$5300 Single Sponsor Exclusive

### White Papers / Product Review

Frequency	Reach	Cost
4X Month	40,000	\$4930 Single Sponsor Exclusive

### Engineering Watch™ Video Review

Frequency	Reach	Cost
2X Month	30,000	\$4400 Single Sponsor Exclusive

### Make Parts Fast / 3D Printing

Frequency	Reach	Cost
2X Month	50,000	\$5300 Single Sponsor Exclusive

### Electronics - Test & Measurement, Power Supplies, Connectors

Frequency	Reach	Cost
3X Month	35,000	\$4800 Single Sponsor Exclusive

### Automation Notes

Frequency	Reach	Cost
1X Month	40,000	\$4930 Single Sponsor Exclusive

### Engineering Exchange

Frequency	Reach	Cost
2X Month	40,000	\$4930 Single Sponsor Exclusive

**Design World**
Design Engineering Enews & Resources
Read Online | Forward

**October 9, 2013**

Sponsor: Smalley

**Free Retaining Ring & Wave Spring Sample**  
Smalley offers free samples of over 10,000 Spirolox® Retaining Rings and Wave Springs to test, available from stock in carbon and stainless steel. Spirolox Retaining Rings have No Ears To Interfere™ with mating components. Wave Springs reduce spring heights by 50%. Specials are available from .200" - 120". [More>>](#)

**300 AND 316 STAINLESS STEEL RETAINING RINGS FROM STOCK**  
Over 6,000 Spirolox® Rings are stocked in 302 and 316 stainless steel from 1/4" to 16" diameters. Specials can be manufactured from .200" to 120". Smalley's manufacturing process allows for the economical production of stainless steel rings. Free samples are available of stock parts to test in your application. [More>>](#)

**Custom Wave Springs**  
Because force & deflection are application specific, Smalley Wave Springs can be manufactured quickly & economically to meet your requirements. Smalley's No-Tooling-Cost™ manufacturing process allows for specials from .200" - 120" with in as little as two weeks. Reduce your spring height by up to 50%! [More>>](#)

**Seal It, Protect It!**  
A Smalley Laminar Seal is a metallic labyrinth seal consisting of multiple rings in a groove. Sealing an assembly from contamination while withstanding high temperatures and corrosive environments, Laminar rings are produced from metal. Arrangement and orientation of the rings are dictated by the application. [More>>](#)

**Unit Conversion Tool**  
Convert popular Wave Spring units such as force, or Spirolox Retaining Ring thrust capacities, into metric units with Smalley's new engineering tool. A simple conversion tool allows for units to be converted such as mass and weight, angular measurements, velocities, temperatures, pressures and densities, and more. [More>>](#)

**Making Strong Connections**

Because of enhanced ergonomics, lightweight and affordable designs, newer plastic quick connect tube fittings are finding their way into an increasing number of mission-critical laboratory and industrial applications, replacing traditional metal quick connects.

To meet the stringent requirements for use in medical devices, today's plastic tube connectors must be lightweight, cost-efficient and reliable. Because of their proven use in medical applications, they are now increasingly being integrated into laboratory instrumentation and industrial equipment, where the need for reliable, critical connections is paramount, and ease of servicing vital to maintain production uptime and throughput. [More>>](#)

**Around Design World**

**Specialty Epoxy Formulation for Electronics**  
Master Bond EP21FL is a two component epoxy well suited for bonding dissimilar substrates with different coefficients of expansion. As a lower viscosity system it is also excellent for potting, coating and sealing electronics. [More>>](#)

**Customized & Stock Electric Heaters**  
Hotwatt, made in USA, has maintained leadership in manufacturing resistance-heating elements for over 60 years. Products include cartridge, air process, immersion, strip and finned strip, tubular and finned tubular, band, crankcase, foil, flexible glasspore and ceramic heaters. We are a quality supplier to OEM, Industrial, Medical, Commercial, Packaging, Instrumentation, Aviation, Transportation and Military fields. The size, sheath, terminations and ratings can be adapted to your heating requirements. [More>>](#)

**Clear Flexible Tubing — Complimentary Sample**  
Clearflo® PVC tubing combines glass-like clarity with a smooth surface for outstanding flow. Offers rubber-like flexibility with excellent abrasion and wear resistance. Sizes to 4" I.D. stocked. Made in USA. [More>>](#)

**HMB Series of Hydraulic Motors by Kawasaki Hydraulics**  
Fixed Displacement, High Torque, Low Speed, Radial Piston Type Motor. The Staffs HMB high torque, low speed, fixed displacement, radial piston motor is designed for rigorous industrial, marine and mobile applications. [More>>](#)

**A Superior Sensing Solution: Timken® Magnetic Encoders**  
Timken® magnetic encoder technology offers clear operational and cost benefits over other commonly used technologies. Our superior sensing products provide reliable speed and position data, even in harsh operating environments. [More>>](#)

**EngineeringWatch™**  
Using The Universal Air Knife Mounting System  
See the adjustability and composition of the mounting system.

[Upload your engineering videos here>>](#)

**Design World Resources**

- Design World News
- Pneumatic TIPS
- Engineering Videos
- Motion Control TIPS
- Sensor Tips

**eNews Contact**

WTWH Media  
2019 Center Street STE 300  
Cleveland, Ohio, 44113, USA  
440-234-4531

**Connect**

[f](#) [t](#) [in](#) [ex](#) [rss](#)

Design World uses the latest in delivery, lead and profile management software to ensure all Enews delivery is optimized and targeted only at permission-based users. Tracking details, performance and detailed reporting are provided for all placements.

## SPECIFICATIONS

Placements include: Headline, Image, Copy & URL

IMAGES - Each placement contains 1 image

125 x 90 pixels (72DPI) STATIC .jpg or .gif (No FLASH Files or animated GIFs)

## COPY

- Headline - Strong Call to Action
- 35-40 Words for each image - Concise Copy
- URL for linking

**FOR EXCLUSIVE SPONSORSHIP** - All 5 placements for exclusive sponsorship

Please include a jpg or gif company logo  
250 pixels across in addition to the placements.

## CUSTOM E-Delivery

Design World offers direct HTML sends on behalf of advertisers to reach targeted segments of our opt-in Enewsletter audience now over 600,000 professionals.

Design World custom eDelivery lists are available on a limited basis for delivering custom-branded messaging to our engineering audience.

- CPM \$350 : Cost varies with DW full print and online programs
- Setup \$500 : Includes initial list pull - count only-, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

Design World recommends HTML not to exceed 750px across, optimized images with absolute image URLs, no animation and no javascript or embedded rich media.

Design World uses custom software and 3rd party services to check the content of the creative for red-flags that might prohibit delivery. In addition, all creative is validated to ensure proper rendering in most email clients. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, DW acknowledges actual differences in how the creative will appear.

Design World delivers information and resources that enable an engineer to design products faster, easier, and under budget. At the core of the Design World media platform is to deliver information to the user on their terms in print, online, social media, and on-demand.

The Design World webinar series enables the OEM supplier community to work with Design World editors on preparing and delivering both editorial and custom content.



## Editorial Webinars

Design World has developed a 2014 webinar schedule and invites suppliers to share their experiences and expertise to help engineers better understand technology or product related issues and challenges. Design World editors will select a limited number of manufacturers to participate on each webinar. Sponsorships are available up to 4 per webinar: \$3,250 per sponsor.

## Custom Webinars

For a unique specified supplier topic, Design World will assign an editor, coordinate, promote and record the event.

### Quick Checklist

- Concise Title - Topical
- Detailed Description
- Graphics, Images to Accent Promotion
- Headshots of Presenter(s), Title(s)
- PowerPoint / Keynote Deck

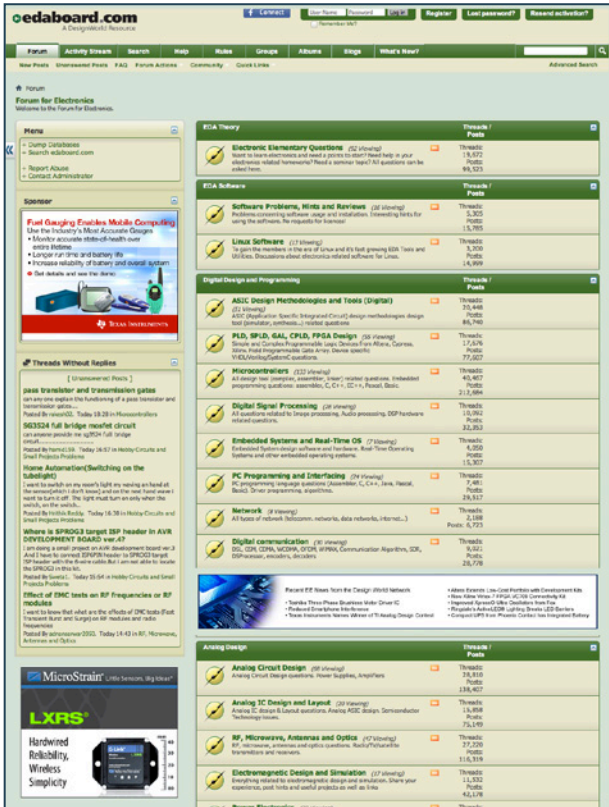
Design World will assign a technical coordinator and moderator for assistance, guidance and practice sessions.

Webinars are priced out at \$45 cost-per-registrant basis.

All webinars are recorded and emailed to all registrants (video & deck links), then placed online behind registration for on-demand viewing.

## 2014 Editorial Webinars

Jan	<b>Mechatronics</b>
Feb	<b>Software</b>
March	<b>Motion Control</b>
April	<b>Automation</b>
May	<b>Sensors</b>
June	<b>Networks</b>
July	<b>Motion Control</b>
August	<b>Rapid Prototyping</b>
Sept	<b>Mechatronics</b>
Oct	<b>Fluid Power</b>
Nov	<b>Energy Efficiency</b>
Dec	<b>Software</b>



Reach a highly technical and engaged electrical engineering audience focused on all aspects of electronic design.

The EDABoard.com Engineering community focuses on hardware and software design including semiconductor and component selection, board design and layout as well as software and tool development.

## Display Advertising

728x90 & 300x250

\$65/CPM - min 10,000 impressions / 3 month min program

Multiple custom (topical as well as geographic) forum placement options are available.

## EDABoard Enews Sponsorship 2x monthly reaching 50,000 engineers in each segment: \$5300

(see Newsletter specifications for material requirements)

- Analog Circuit Design
- DSPs
- FPGAs
- Microcontrollers
- Power Electronics

## FORUMS on EDABoard.com INCLUDE:

- Analog Circuit Design
- Analog IC Design and Layout
- ASIC Design Methodologies and Tools
- Digital Communication
- Digital Signal Processing
- Electromagnetic Design and Simulation
- Embedded Systems and Real-Time OS
- Mathematics and Physics
- Mechanical Engineering and Design
- Machine Learning, AI, and Soft Computing
- Microcontrollers
- Networks
- PC Programming and Interfacing
- PCB Routing Schematic Layout / Design / Simulation
- PLD, SPLD, GAL, CPLD, FPGA Design
- Power Electronics
- Professional Hardware and Electronics Design
- RF, Microwave, Antennas and Optics
- Robotics and Automatics Forum

Tip Site promotional opportunities includes forum sponsorship with related Tip Site display advertising and custom eMail program opportunities.

Please contact your sales representative for targeted packaged opportunities.

## EE TIP SITES INCLUDE:

- analogictips.com
- connectortips.com
- digitalsignalprocessingtips.com
- fpgatips.com
- microcontrollertips.com
- powerelectronictips.com
- sensortips.com
- testandmeasurementtips.com
- wireandcabletips.com



## PARTS CATALOG & DATA MANAGEMENT SOLUTIONS FOR INDUSTRIAL MANUFACTURERS.

CADENAS PARTsolutions is all about helping industrial manufacturers drive revenue and cut costs. Their primary areas of expertise include the creation of digital catalogs with product configuration, 3D CAD catalogs, interactive models and CAD downloads; as well as parts management solutions for industrial engineering and design teams.



eCATALOGsolutions Interactive CAD Catalog  
powered by CADENAS PARTsolutions



Interactive sales configurator with 3D CAD downloads.  
www.bimba.com

Create the ultimate customer experience. Generate direct sales leads by providing engineers with the tools they need to do their jobs better. Make it easy for engineers to configure the exact product they want and enable them to download your 3D CAD model in the native format they need.

- Generate highly qualified marketing and sales leads
- Drive more revenue with up to 85% lead to sales conversion rate
- Improve your customer experience
- Ease of use - by simplifying the process for your customers

### eCATALOGsolutions CAD Catalog Features:

- Sales lead capture and delivery
- Online product catalog
- Product configurator
- High definition 3D previews & 2D Drawings
- Output to 150+ formats, including native CAD in all major formats
- Publish to 3D PDFs with part number and component reference
- Distribution via 50 engineering portals
- Direct integration within your website
- Universal browser compatibility

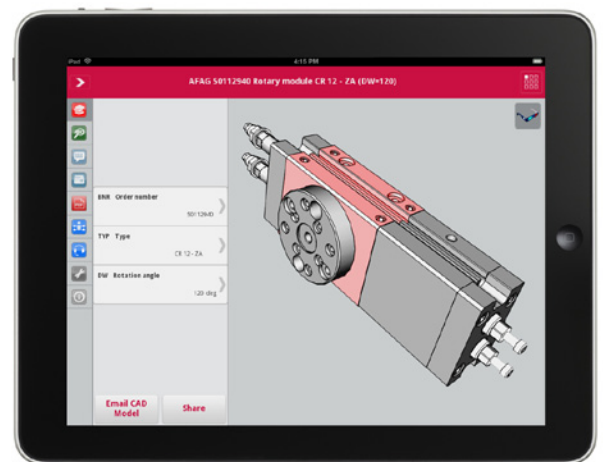
150 Output Formats, all major CAD in native format!  
Autodesk®, Solidworks®, ProEngineer®, CATIA®,  
NX®, SolidEdge®, Revit® and many more.

### Increase your business

Integrate your components at the very early stage of the design phase into your customers' designs. Independent surveys show that over 70% of CAD models that a mechanical designer downloads and adds to his parts list are later purchased.

### Mobile Apps

Make your catalog mobile - complete with configurable parts, 3D previews and CAD downloads. With eCATALOGsolutions, you can easily publish your catalog to iOS and Android mobile devices.



Please contact your sales representative for more information.

## Engineering Watch HD™ videos.designworldonline.com

- Mobile friendly engineering, educational, technical content video platform
- Free upload - Upload your own video anytime
- Rate, tag, share and embed any video
- Sponsorship available on any dedicated channel: Automation, Electrical, Fluid Power, Green Engineering, Motion Control, Digital Manufacturing / Rapid Prototyping, Robotics, 3DCAD, Mechanical, Sensors, Mechatronics, Networks and Test/ Measurement.
- Video Pre-Roll Available
- Lead generation available

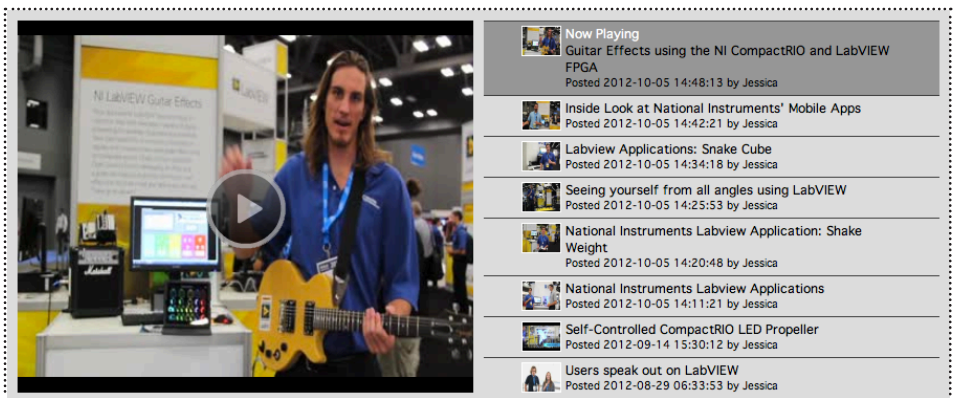
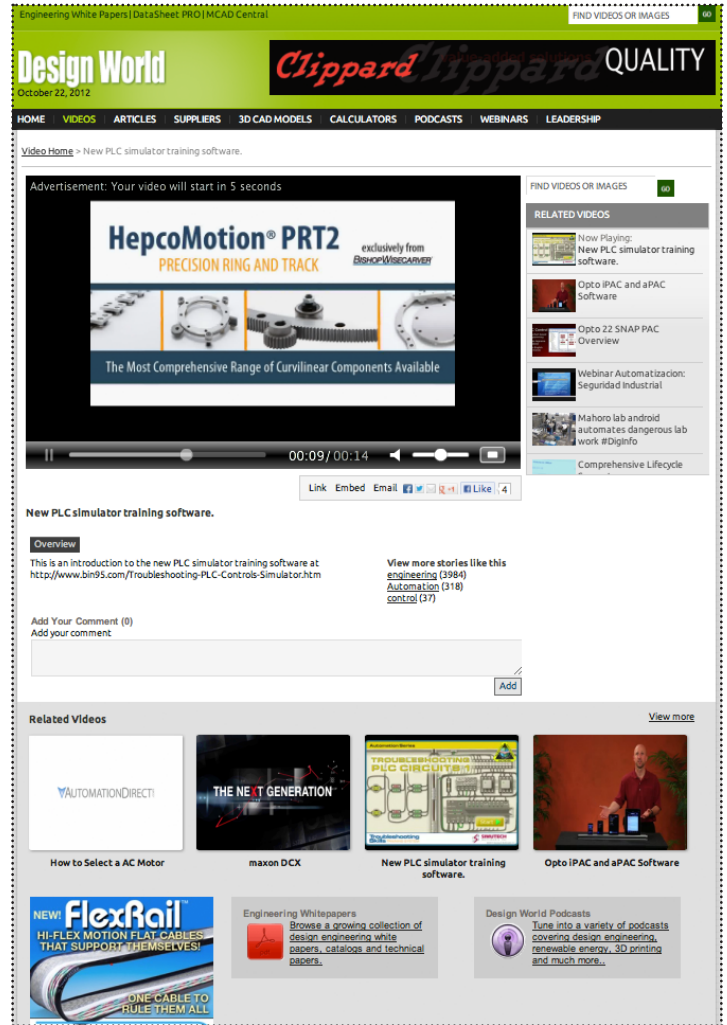
Targeted- your channel of choice. Customized – including pre-roll message, companion Ads and Related Information to a specific video, lead generation & custom category page.

- Base rate: \$2100.00 per month with 6 month minimum with network guarantee of 10,000 impressions per month. Pre-roll runs 1 week per month in rotation.

- Companion ad sizes – 728x90 / 300x250 / 200x200

- Video Pre-roll: .mov & .wmv preferred format - 20 seconds max - 720p resolution minimum 16:9 aspect ratio.

Contact your representative for information on DW services to assist with pre-roll creation, related information, custom page recommendations and custom playlist options.



Upload Video: <http://videos.designworldonline.com>  
Most major formats supported - HD quality.

## Build engagement, target content, and develop leads.

Design World specializes in custom web development including API integration leveraging existing content and data. From domain registration through finished designed end product, mobile version and integration across our digital network, we have a custom solution. Contact your representative to map out your next generation idea.

## Design World offers the following marketing & consulting services:

- Strategic Positioning / Branding
- Web Development
- Retargeting
- SEO
- Social Media Management
- Video Creation, Editing and Distribution
- Print & Online Ad Creation
- Custom Publishing
- Custom Enews Programs
- Mobile / App Creation

Marketing Services helps organizations improve their return on marketing investment by targeting and engaging customers with highly precise marketing and messaging.

Please contact your sales representative for more information.



What We Offer:

**Management & Communication**  
 set-up of all major platforms  
 to ensure your message is being shared

**Monitoring**  
 all interactions  
 of your brand's social media pages



What You Get:

**Ownership**  
 of all accounts

**Monthly**  
 growth reports

**Access**  
 to a team of social media experts

How We Do It:

- ➔ **Frequent Communication**  
with your brand to understand your message
- ➔ **Follow, Listen & Share**  
your customers' and industry's messages
- ➔ **Develop posts & content**  
from your website

## CASE STUDY: Company A



Please contact your sales representative for exclusive creative/package pricing  
 (440) 234-4531    [marketing.wtwhmedia.com](http://marketing.wtwhmedia.com)





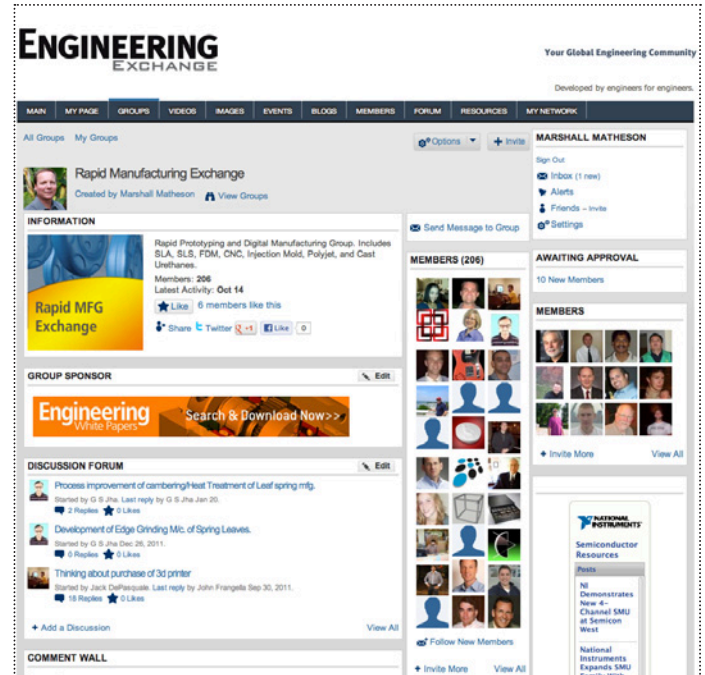
Design World offers opportunities within this educational social environment to leverage your company's expertise to a focused group of engineering professionals. With over 13,000 users, the EX base and Groups continue to grow daily as users embrace social media and peer-to-peer engagement.

The Engineering Exchange is a global educational networking community for engineers. Engineers can connect with their peers in forums, blog posts and over 50+ specialized groups. The Engineering Exchange features a robust set of customized tools geared towards the user and community to facilitate learning and the exchange of ideas.

Exclusive Group sponsorship is available in conjunction with a once-per-month eNewsletter in combination with Design World technology segments. Lead generation and full reporting is provided.

## Engineering Exchange Newsletter

Frequency	Reach	Cost
2X Month	40,000	\$4930.00 Single Sponsor Exclusive



## Group Sponsorship Specifications

- Static jpg or gif banner: 468x60px: Tools, resources, or educational links are recommended and company participation in the Group and on the Exchange is strongly suggested. \$950 per month.

## Display Ad Run of Site - Creative Size

- 120x600
- GIF, JPG, file size limit 60K
- FLASH, file size limit 5MB
- 3X LIMIT ROTATION ON ANIMATED MATERIALS
- Sound Off by Default
- Rich Media Accepted
- \$65/CPM

## FLASH CREATIVE :: IMPORTANT::

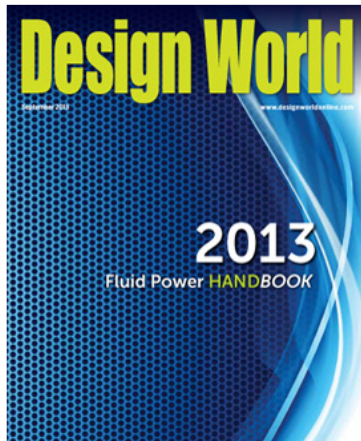
If Flash is provided, please provide a clickTAG for click tracking embedded in .swf file and URL provided separately. Do not embed the URL in the file. Click tag code:

```

-----
on (release) {
if (clickTAG.substr(0,5) == "http:") {
getURL(clickTAG, "_blank");
}
}
-----

```

Aerospace and Defense Tips | Fluid Power Handbook | Make Parts Fast | Medical Tips  
Motion Control Handbook | Motion Control Tips | Robotics | Sensor Tips



Please see the Design World Planning calendar for more information. Print specifications for the Handbooks and are the same for 2014 as Design World Magazine. Please see supplement print specifications for Make Parts Fast and Tips Special Editions.

**AEROSPACE & DEFENSE TIPS**  
August - Materials due July 10

**FLUID POWER HANDBOOK**  
June - Materials due May 2

**MAKE PARTS FAST**  
March - Materials due Feb 10  
May - Materials due April 12  
Aug - Materials due July 13  
Dec - Materials due Nov 2

**MEDICAL DESIGN TIPS**  
April - Materials due March 10  
Sept - Materials due Aug 10

**MOTION CONTROL HANDBOOK**  
August - Materials due July 8

**MOTION CONTROL TIPS**  
February - Materials due Jan 11  
November - Materials due Oct 8

**ROBOTICS**  
October - Materials due Sept 10

**SENSOR TIPS**  
May - Materials due April 12

Please contact your sales representative for exclusive program opportunities.

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- wireandcabletips.com

## COMMUNITY

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- 3dcadtutorials.com
- engineeringexchange.com
- mcadcentral.com
- facebook.com/DesignWorldNetwork
- twitter.com/DesignWorld

*(DesignWorld maintains the most extensive social network in its class with all editors & sites participating across Twitter, LinkedIn, Google+, Facebook, Pinterest, EngineeringExchange and more!)*

## PRINT PUBLICATIONS

- Design World Magazine
- Windpower Engineering & Development
- Solar Power World

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Cleveland, OH 44113  
Phone 1-440-234-4531  
Fax 1-216-453-0617  
wtwhmedia.com



ISSUE DATE	AD CLOSE	FEATURE COVERAGE	FEATURED WEBINARS	MARKET FOCUS	DESIGN FOR INDUSTRY	GREEN ENGINEERING	DESIGN NOTES	CAE SOLUTIONS	ETHERNET WORLD	SENSOR NOTES	ROBOTIC TRENDS	COUPLING NOTES	PRODUCT WORLD	SHOW COVERAGE
Jan	Dec 7	Leadership in Engineering, Motion Control, Pneumatics, Mechanical, EE, Networking	Mechatronics	Medical	Medical, Aerospace/Military, Off-shore, Robotics, Food/Beverage	●	●	●	●		●		Actuators, Motion, Pneumatics, Power Supplies, Couplings	Lab Automation, MD&M West
Feb	Jan 4	Motion Control, 3D CAD, Sensors, Fastening & Joining, Energy Management	Software	Off-highway	Off-highway, Semiconductor, Material Handling/Conveying, Safety	●	●		●	●			Bearings, Motors, Machine Vision, Pneumatics	Design & MFG South IFPE 2014
March	Feb 8	Motion Control, Advanced Materials, Networking, Connectors, Test & Measurement	Motion Control	Solar	Packaging, Aerospace/Military, Machine Tool, Robotics	●	●	●	●			●	HMI, Switches, Sensors, Encoders, Gear Motors	Hannover Messe
April	March 8	Motion Control, 3D CAD, Mechatronics, Fluid Power, Mechanical	Automation	Harsh Environments	Medical, Off-shore, Off-highway, Energy, Food/Beverage	●	●		●		●		Couplings, Seals, Fasteners	AUVSI, OTC, AWEA Windpower
May	April 5	Motion Control, Sensors, Networking, Fastening & Joining, EE	Sensors	Medical	Packaging, Semiconductor, Material Handling/Conveying, Safety	●	●	●	●	●			HMI, Shock & Vibration, Transducers, Gear Motors	OEM-New England, MD&M East, Rapid Show, Sensor Show
June	May 10	Motion Control, 3D CAD, Mechatronics, Advanced Materials, Fluid Power Handbook	Networks	Packaging	Machine Tool, Medical, Aerospace/Military, Pharmaceutical	●	●		●			●	Drives, Motion, Foot Pedals, Controllers, Switches	Intersolar
July	June 7	Motion Control, Test & Measurement, Mechanical	Motion Control	Semiconductor, Solar	Semiconductor, Robotics, Packaging, Off-highway, Food/Beverage	●	●	●	●		●		Bearings, Power Supplies, Connectors	Semicon
Aug	July 8	Motion Control, 3D CAD, Mechatronics, Advanced Materials, Motion Control Handbook	Rapid Prototyping	Machine Tool	Medical, Off-shore, Energy, Material Handling/Conveying, Safety	●	●		●	●			HMI, Seals, Couplings, Cables, Encoders, Shock & Vibration	IMTS, MD&M Midwest
Sept	Aug 2	Motion Control, Networking, Sensors, Fluid Power, Fastening & Joining	Mechatronics	Packaging	Aerospace/Military, Packaging Food/Beverage, Energy	●	●	●	●			●	Valves, Drives, Motors, Pneumatics, Gear Motors	MD&M Minn, Solar Power International
Oct	Sept 6	Motion Control, 3D CAD, Mechanical, Advanced Materials, EE	Fluid Power	Harsh Environments	Medical, Energy, Semiconductor, Off-highway	●	●		●		●		Data, Acquisition, Couplings, Encoders, Machine Vision, Shock & Vibration	Pack Expo
Nov	Oct 4	Motion Control, Sensors, Networking, Pneumatics, Mechanical	Energy Efficiency	Automation	Packaging, Off-shore, Aerospace/Military, Robotics, Safety	●	●	●	●	●			Motion Controllers, Gaskets, Power Supplies	
Dec	Nov 8	Motion Control, 3D CAD, Test & Measurement, Mechatronics, Mechanical	Software	Medical	Semiconductor, Energy, Machine Tool, Medical, Food/Beverage	●	●		●			●	Slides, Cables, Pneumatics, Switches, Encoders, HMI	

### Supplements

#### Make Parts Fast

March - Materials due Feb 10  
 May - Materials due April 12  
 Aug - Materials due July 13  
 Dec - Materials due Nov 2

#### Sensor TIPS

May - Materials due April 12

#### MotionControl TIPS

February - Materials due Jan 11 & November - Materials due Oct 8

#### MedicalDesign TIPS

April - Materials due March 10 & Sept - Materials due Aug 10

#### Aerospace&Defense TIPS

August - Materials due July 10

#### Robotic TIPS

October - Materials due Sept 10

#### Fluid Power Handbook

June - Materials due May 2

#### Motion Control Handbook

August - Materials due July 8

#### Advertising Rates:

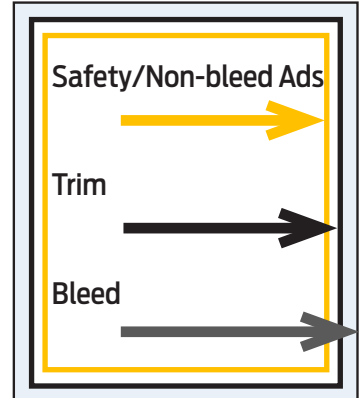
Full page.....\$7,160      1/3 page.....\$2,500  
 2/3 page.....\$5,510      1/4 page.....\$2,140  
 1/2 island.....\$4,270      1/6 page.....\$1,930  
 1/2 page.....\$3,970

Design World is written by engineers for engineers engaged in designing machines and or equipment in aerospace, medical, military, packaging, semiconductor, machine tool, renewable energy, security, material handling, converting, robotics, and off-shore markets. Editorially, Design World provides real world case studies by industry while delivering technical tutorials across engineering disciplines.

Learn about Design World's best-in-class ROI value, delivering an integrated solution to meet your marketing goals and objectives. For marketing information, representative contacts, material specs and digital upload links, please visit us at [marketing.wtwhmedia.com](http://marketing.wtwhmedia.com)

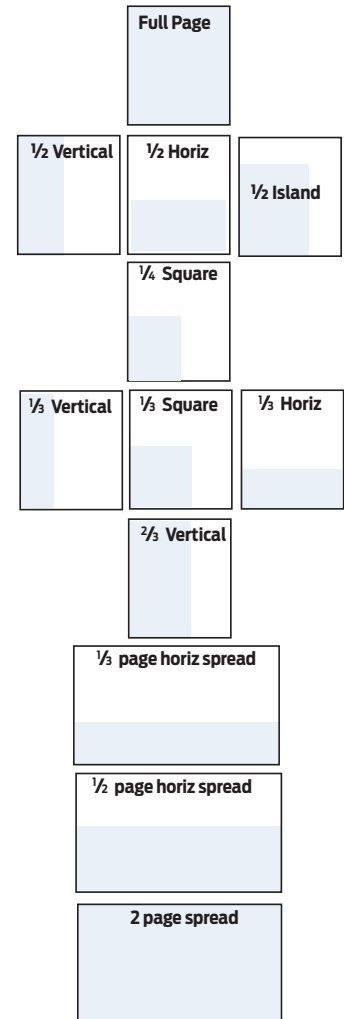
WTWH Media Ad Specification <b>REGULAR ISSUES</b>					
		<b>Design World</b>	<b>Windpower</b> ENGINEERING & DEVELOPMENT	<b>Solar</b> Power World	
Ad Size	Ad Shape	Bleed	Trim	Live/Non-bleed	
Full Page	Full Page	9 1/4" x 11 1/8"	9" x 10 7/8"	8 1/2" x 10 3/8"	
1/2 Page	1/2 Vertical	4 5/8" x 11 1/8"	4 3/8" x 10 7/8"	3 7/8" x 10 3/8"	
	1/2 Island	5 3/8" x 8 5/8"	5 1/8" x 8 3/8"	4 5/8" x 7 7/8"	
1/4 Page	1/2 Horizontal	9 1/4" x 5 1/2"	9" x 5 1/4"	8 1/2" x 4 3/4"	
	1/4 Square	n/a	n/a	4" x 4 3/4"	
1/3 Page	1/3 Vertical	3 1/4" x 11 1/8"	3" x 10 7/8"	2 5" x 10 1/4"	
	1/3 Square	5 3/8" x 5.5"	5 1/8" x 5 1/4"	4 5/8" x 4 3/4"	
	1/3 Horizontal	9 1/4" x 3 7/8"	9" x 3 5/8"	8 1/2" x 3 1/8"	
2/3 Page	2/3 Vertical	5 3/8" x 11 1/8"	5 1/8" x 10 7/8"	4 5/8" x 10 3/8"	
1/3 Page Spread	1/3 Horizontal Spread	18 1/4" x 3 7/8"	18" x 3 5/8"	17 1/2" x 3 1/8"	
1/2 Page Spread	1/2 Horizontal Spread	18 1/4" x 5 1/2"	18" x 5 1/4"	17 1/2" x 4 3/4"	
Two-Page Spread	Two-Page Spread	18 1/4" x 11 1/8"	18" x 10 7/8"	17 1/2" x 10 3/8"	

Please submit ads via the WTWH Ad Portal at <http://ads.wtwhmedia.com/>



WTWH Media Ad Specification <b>SUPPLEMENT ISSUES</b>					
		<b>Design World</b>	<b>Windpower</b> ENGINEERING & DEVELOPMENT	<b>Solar</b> Power World	
Ad Size	Ad Shape	Bleed	Trim	Live/Non-bleed	
Full Page Supplement	Full Page	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"	7 3/8" x 10"	
1/2 Page Supplement	1/2 Vertical	3 5/8" x 10 1/4"	3 7/8" x 10 1/2"	3 3/8" x 10"	
	1/2 Island	4 3/4" x 7 3/4"	5 x 8"	4.5 x 7 1/2"	
1/4 Page Supplement	1/2 Horizontal	8 1/8" x 5 3/8"	7 7/8" x 5 1/8"	7 3/8" x 5 5/8"	
	1/4 Square	n/a	n/a	3 1/4" x 4 1/2"	
1/3 Page Supplement	1/3 Vertical	3 x 10 3/4"	2 3/4" x 10 1/2"	2 1/4" x 10"	
	1/3 Square	n/a	n/a	4 3/8" x 4 1/2"	
	1/3 Horizontal				
2/3 Page Supplement	2/3 Vertical	5 3/8" x 10 3/4"	5 1/8" x 10 1/2"	4 5/8" x 10"	
1/3 Page Spread	1/3 Horizontal Spread	16 x	15 3/4 x	15 1/4 x	
1/2 Page Spread Supplement	1/2 Horizontal Spread	8 1/8" x 5 3/8"	7 7/8" x 5 1/8"	7 3/8" x 4 5/8"	
Two-Page Spread Supplement	Two-Page Spread	16 x 10 3/4"	15 3/4" x 10 1/2"	15 1/4" x 10"	

Please submit ads via the WTWH Ad Portal at <http://ads.wtwhmedia.com/>



**Printing Process:** Offset, computer-to-plate (CTP)

**Binding Method:** Perfect bound

**Ad Materials:** Please submit your ads to the WTWH Media Ad Portal at <http://ads.wtwhmedia.com/>

### Media:

File format: Ads must be PDF/X-1a files  
Fonts: Embed all fonts

Color space: CMYK  
Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

**Safety:** Keep all live items (not intended to trim) 1/4" from trim edges.

**Proof:** Client will receive via email a digital proof and pre-flight report after submission to the WTWH Ad Portal. Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, mail to:

Design World, Attention: Mark Rook, 2019 Center Street, Suite 300, Cleveland, Ohio 44113

**Questions:** For ad production questions, please contact: Mark Rook, Director, Creative Services, 440.234.4531, ext. 103 or [mrook@wtwhmedia.com](mailto:mrook@wtwhmedia.com) or Mary Heideloff, Traffic Manager, 216.536.1630 at [mheideloff@wtwhmedia.com](mailto:mheideloff@wtwhmedia.com).