

# Design World

**Planning Calendars / Specifications  
2015**

ISSUE DATE	AD CLOSE	FEATURE COVERAGE	MARKET FOCUS	DESIGN FOR INDUSTRY	GREEN ENGINEERING	DESIGN NOTES	CAE SOLUTIONS	INTERNET OF THINGS	ETHERNET WORLD	SENSOR NOTES	ROBOTIC TRENDS	COUPLING NOTES	PRODUCT WORLD	SHOW COVERAGE	
Jan	Dec 5	Leadership in Engineering, Motion Control, Linear Motion, Pneumatics, Mechanical, EE, Industrial Ethernet	Medical	Medical, Aerospace/Military, Off-shore, Robotics, Food/Beverage	●	●	●	●	●		●		Actuators, Motion, Pneumatics, Power Supplies, Couplings	Lab Automation, MD&M West	
Feb	Jan 2	Motion Control, Linear Motion, 3D CAD, Sensors, Fastening & Joining	Off-highway	Off-highway, Semiconductor, Material Handling/Conveying, Safety	●	●	●	●	●	●			Bearings, Motors, Machine Vision, Pneumatics	Design & MFG South	
Feb	Jan 15	Motion Control Trends Special Issue													
March	Feb 6	Motion Control, Linear Motion, Advanced Materials, Networking, Connectors, Test & Measurement, Electronic Engineering	Food & Beverage	Packaging, Aerospace/Military, Machine Tool, Robotics	●	●	●	●	●			●	HMI, Switches, Sensors, Encoders, Gear Motors	Hannover Messe	
April	March 6	Motion Control, Linear Motion, 3D CAD, Mechatronics, Fluid Power, Mechanical	Harsh Environments	Medical, Off-shore, Off-highway, Energy, Food/Beverage	●	●	●	●	●		●		Couplings, Seals, Fasteners	AUVSI, OTC, AWEA Windpower	
April	March 16	Power Transmission Handbook Special Issue													
May	April 3	Motion Control, Linear Motion, Sensors, Industrial Ethernet, Fastening & Joining, Electronic Engineering	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 8	Motion Control, Linear Motion, 3D CAD, Mechatronics, Advanced Materials, Fluid Power Handbook	Packaging	Machine Tool, Medical, Aerospace/Military, Pharmaceutical	●	●	●	●	●			●	Drives, Motion, Foot Pedals, Controllers, Switches	Intersolar	
July	June 5	Motion Control, Linear Motion, Test & Measurement, Mechanical, Electronic Engineering	Semiconductor, Solar	Semiconductor, Robotics, Packaging, Off-highway, Food/Beverage	●	●	●	●	●		●		Bearings, Power Supplies, Connectors	Semicon	
Aug	July 10	Motion Control, Linear Motion, 3D CAD, Mechatronics, Advanced Materials, Motion Control Handbook	Machine Tool	Medical, Off-shore, Energy, Material Handling/Conveying, Safety	●	●	●	●	●	●			HMI, Seals, Couplings, Cables, Encoders, Shock & Vibration	MD&M Midwest	
Aug	July 10	Motion Control Handbook Special Issue													
Sept	Aug 7	Motion Control, Linear Motion, Industrial Ethernet, Sensors, Electronic Engineering, Fastening & Joining	Packaging	Aerospace/Military, Packaging Food/Beverage, Energy	●	●	●	●	●			●	Valves, Drives, Motors, Pneumatics, Gear Motors	MD&M Minn, Solar Power International, Pack Expo	
Oct	Sept 4	Motion Control, Linear Motion, 3D CAD, Mechanical, Advanced Materials, Fluid Power	Harsh Environments	Medical, Energy, Semiconductor, Off-highway	●	●	●	●	●		●		Data, Acquisition, Couplings, Encoders, Machine Vision, Shock & Vibration		
Nov	Oct 9	Motion Control, Linear Motion, Sensors, Industrial Ethernet, Mechanical, Electronic Engineering	Automation	Packaging, Off-shore, Aerospace/Military, Robotics, Safety	●	●	●	●	●	●			Motion Controllers, Gaskets, Power Supplies		
Nov	Oct 12	Motion Control Case Book Series Special Issue													
Dec	Nov 6	Motion Control, Linear Motion, 3D CAD, Test & Measurement, Mechatronics, Mechanical, Pneumatics	Medical	Semiconductor, Energy, Machine Tool, Medical, Food/Beverage	●	●	●	●	●			●	Slides, Cables, Pneumatics, Switches, Encoders, HMI		

## Supplements & Handbooks

**make Parts Fast**

March - Materials due Feb 6  
 May - Materials due April 3  
 Aug - Materials due July 10  
 Dec - Materials due Nov 6

**Bearing TIPS**

April - Materials due March 6

**Sensor TIPS**

May - Materials due April 3

**Adhesive TIPS**

July - Materials due June 5

**Aerospace & Defense TIPS**

August - Materials due July 10

**Machine Vision TIPS**

Sept - Materials due Aug 7

**Robotic TIPS**

October - Materials due Sept 10

**Fluid Power Handbook**

June - Materials due May 8

**Interconnect Handbook**

December - Materials due Nov 2

### Advertising Rates:

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

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>MOTION CONTROL</b>												
<b>ENEWS DATES</b>	6 - 13 - 20 - 27	3 - 10 - 17 - 24	3 - 10 - 17 - 24	7 - 14 - 21 - 28	5 - 12 - 19 - 26	2 - 9 - 16 - 23	7 - 14 - 21 - 28	4 - 11 - 18 - 25	8 - 15 - 22 - 29	6 - 13 - 20 - 27	3 - 10 - 17	1 - 8 - 15 - 29
<b>WEBINARS TOPICS</b>	What you need to know about motor efficiency	Demystifying gearing/gear selection	Single-cable solutions for motion control	Choosing the right motion control network	Motion controllers; stand-alone vs. PC-based	Designing a motion control system; easier now?	What's new with PLCs	How to size an electric actuator	Linear motion; lead screws and ball screws	The basics of belts and pulleys	Demystifying couplings	Selecting the right servomotor
<b>EBOOK TOPICS</b>	Servo Motors	Linear Motion	Networks	Controls	Drives	Stages	PLCs	Stepper Motors	Software	Cables	Gearboxes	Couplings
<b>PODCASTS</b>	Jan 7	Feb 11	March 18	April 29	May 20	June 10	July 8	Aug 12	Sept 23	Oct 28	Nov 18	Dec 9
<b>TECH QUIZ</b>	Stepper Motors	Actuators	Fieldbus	PLC's	Encoders	Conveyors	Drives	AC Motors	Ball Screws	Gearboxes	Compression Springs	Cabling
<b>FLUID POWER</b>												
<b>ENEWS DATES</b>	8	12	12	9	7	11	9	6	10	8	12	10
<b>WEBINARS TOPICS</b>	Proper hose assembly guidelines	Dealing with contamination	Cylinder mounting options	Seals for fluid power applications	Designing smart fluid power systems	Keep pressure spikes at bay with the right sensors	Fluid power safety issues	Sizing accumulators	High-pressure hydraulic systems	Pneumatics in medical applications	Understanding hydraulic pump designs	Grippers and vacuum technology
<b>EBOOK TOPICS</b>	Seals	Safety	Filtration	Hoses	Cylinders	Valves	Grippers	Connectors	Pumps	Motors	Air Springs	Fittings
<b>PODCAST DATES</b>	Jan 14		March 4	April 22		June 24		Aug 19		Oct 7		Dec 2
<b>TECH QUIZ</b>	Actuators - Cylinders	Hydraulic Cylinders	Air Compressors	Miniature Pneumatics	FRLs	Manifolds	Hydraulic Values	Seals	Hoses	Accumulators	Actuators Rodless Slides	Pumps
<b>3CAD / SIMULATION / SOFTWARE</b>												
<b>ENEWS DATES</b>	9 - 16	6 - 20	13 - 27	10 - 24	8 - 22	12 - 26	10 - 24	7 - 21	4 - 18	9 - 23	6 - 13	4 - 18
<b>WEBINAR TOPICS</b>		CAD & the Internet of Things		Integrating simulation techniques into product design		Tools for collaboration		3D modeling techniques		Benefits of 3D CAD vs. 2D CAD		Different types of simulation technologies
<b>EBOOK TOPICS</b>	Simulation	Rendering	ERP	IOT	Modeling Techniques	Simulation	3D Part Models	VR	3D Fabrication	Simulation	Design	Animation
<b>PODCASTS</b>		Feb 18		April 15		June 3		Aug 6	Sept 30		Nov 25	
<b>3D PRINTING / MAKE PARTS FAST</b>												
<b>ENEWS DATES</b>	12	13	16	13	11	15	13	10	7	5	9	14
<b>WEBINARS TOPICS</b>	Preparing your part for print		7 additive manufacturing technologies		3DP/AM finishing options		Tips on creating fixtures and tooling, fast		3DP/AM for medical applications		Advances in 3D printing metals	
<b>EBOOK TOPICS</b>	Additive	Materials	Subtractive	Sintering	Software	Alternative	Reverse Engineering	Scanners	Future Additive	Medical	Trends	Materials
<b>PODCAST DATES</b>	Jan 21		March 11		May 6		July 15	Aug 26		Oct 14		Dec 16
<b>WIRE / CABLE / CONNECTORS</b>												
<b>ENEWS DATES</b>	1X month by Tech											
<b>WEBINARS TOPICS</b>	Moving to miniature connectors	Simplifying with one-cable designs	Designing with new ISO medical connectors	Cable carrier designs	Connecting with M12 designs	Specifying flat cables	Quick connect latching connector systems	Specifying single and multi-mode fiber wire	Selecting mezzanine connectors	Effective cable shielding	The benefits of gold-plated connectors	Specifying industrial motion cables
<b>PODCASTS</b>		Feb 4		April 8	May 27		July 29		Sept 16		Nov 14	
<b>COUPLINGS</b>												
<b>WEBINARS TOPICS</b>	Coupling maintenance tips			Proper coupling selection			Installation and alignment			Flexible vs. rigid couplings		
<b>PODCAST</b>		Feb 25				June 17					Nov 11	



## Design World Magazine / Digital Editions

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. 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)

## Digital Network / Video / Display Advertising

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.

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

## Enewsletters / Custom / Editorial

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)

## Custom Ebooks / Custom Publishing

Customize your own content through Design World co-brand digital delivery for lead generation and thought leadership. Distribute content through the entire Design World digital network.

[designworldonline.com/category/tech-tips/](http://designworldonline.com/category/tech-tips/)

## Mobile / Apps

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.

## Marketing / Social Services / Branding

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. From **20,000 LinkedIn group users, 14,000 Engineering Exchange Members, over 300,000 Facebook fans and 50,000 Twitter Followers** - Design World has the most engaged social media audience in its class.

## Design World Digital Events

Design World technical /education /editorial webinars and podcasts generated over **25,000 registrations in 2014**. Partner with Design World to provide thought leadership for your company, technology or new product launch.

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

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



**Participate throughout 2015 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 9th year! Your sponsorship in the January 2015 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.

## Materials Checklist

Program includes a custom page both in print with the January 2015 Issue and online at Design World Online through 2015.

- 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 2015

Advanced Materials

Digital Manufacturing

Electrical & Electronics

Engineering Services

Fastening & Joining

Fluid Power

Mechanical



Mechatronics

Motion Control

Networks & Fieldbuses

Software

Switches & Sensors

Test & Measurement

Design World Enewsletter programs afford marketers with quantifiable lead generation programs and detailed user activity. Please see WTWH specifications for more information.

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

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

### EE FOCUS - 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
2X 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
2X Month	35,000	\$4800 Single Sponsor Exclusive

### Automation Notes

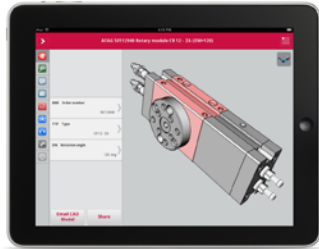
Frequency	Reach	Cost
1X Month	40,000	\$4930 Single Sponsor Exclusive

### Cable / Connector / Wire

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

## 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.



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



eCATALOG solutions Interactive  
CAD Catalog powered by CADENAS  
PARTsolutions

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.



Interactive sales configurator with 3D CAD downloads.  
[www.bimba.com](http://www.bimba.com)

## 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.

## MAKE PARTS FAST

March - Materials due Feb 6  
May - Materials due April 3  
Aug - Materials due July 10  
Dec - Materials due Nov 6

## MOTION CONTROL SPECIAL ISSUES

Motion Control Trends Special Issue  
February - Materials due Jan 15

## Power Transmission Handbook Special Issue

April - Materials due March 16

## Motion Control Handbook

August - Materials due July 8

## Motion Control Case Book Series Special Issue

Nov - Materials due Oct. 12

## BEARING TIPS

April - Materials due March 6

## SENSOR TIPS

May - Materials due April 3

## FLUID POWER HANDBOOK

July - Materials due June 2

## ADHESIVE TIPS

July - Materials due June 5

## AEROSPACE & DEFENSE TIPS

August - Materials due July 10

## MACHINE VISION TIPS

Sept - Materials due Aug 7

## ROBOTICS

October - Materials due Sept 10

## INTERCONNECT HANDBOOK

Dec - Materials due Nov 2

Please see the Design World Planning calendar for more information. Print specifications for the Handbooks are the same for 2015 as Design World Magazine.





Amplifying Content, Engagement and Conversions

**WTWH**  
Media LLC

2015



Digital Media Specifications

**Design World**

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

**Windpower**  
ENGINEERING & DEVELOPMENT

[windpowerengineering.com](http://windpowerengineering.com)

**Solar**  
Power World

[solarpowerworldonline.com](http://solarpowerworldonline.com)

**EE World**

[edaboard.com](http://edaboard.com)

**FluidPower**  
world

[fluidpowerworld.com](http://fluidpowerworld.com)

# Key Sites

## Design Engineering

designworldonline.com  
couplingtips.com  
engineeringexchange.com  
engineeringwhitepapers.com  
linearmotiontips.com  
mechatronictips.com  
motioncontrolltips.com  
videos.designworldonline.com

## 3D CAD & Digital MFG

3dcadworld.com  
3dcadtutorials.com  
3dcadforums.com  
makepartsfast.com  
mcadcentral.com

## Renewable Energy

windpowerengineering.com  
solarpowerworldonline.com

## Fluid Power

fluidpowerworld.com  
hoseassemblytips.com  
mobilehydraulictips.com  
pneumatictips.com

## Electronics Engineering

analogictips.com  
connectortips.com  
edaboard.com  
electro-tech-online.com  
datasheetpro.com  
digitalsignalprocessingtips.com  
fpgatips.com  
microcontrollertips.com  
powerelectronicstips.com  
sensortips.com  
testandmeasurementtips.com  
wireandcabletips.com



WTWH Media is a business-to-business media company focused on providing high value unique content on user's terms while delivering measurable ROI for marketers.

WTWH continues to produce & grow resources with over 30+ technical web sites and 4 print publications covering the design engineering and renewable energy markets.

# Online Display Specifications



WTWH closely follows the Interactive Advertising Board guidelines to share best practices that foster industry-wide growth.

## Creative Sizes

First value designates pixel width:

- 120x600 – 160x600 – 728x90 – 300x250 – 300x600 – 180x150
- 728x90 & 180x150 Available on Digital Editions
- Mobile 320x50 - please inquire about special mobile programs

Display program: \$65 CPM / Min 10K impressions per month.

## Interstitial / Welcome Ads

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

## 728 x 90

**BISON**  
Gear & Engineering Corp.  
1-800-AT-BISON  
www.bisongear.com

We make your products go.®

## 300x250

**Make the Switch!**  
More functionality. More space. More flexibility.

Enter to win a SmartSwitch Development Kit today!

**NIKK SWITCHES** **LEARN MORE**

## 180x150

**PITTMAN**  
**AMETEK**  
PRECISION MOTION CONTROL

Brush/Brushless & Custom DC Motors

## 120x600

**AURORA**

Economy to Aerospace Approved

Stock sizes:  
1/8" to 2"  
3mm - 30mm

Phone: 630-859-2030  
Fax: 630-859-0971

[CLICK HERE](#)

## 300x600

Who will bring our electrical grid out of the Dark Ages?

You and NI will.

**NATIONAL INSTRUMENTS**

## Guidelines for all ad types

- GIF, JPG, file size limit 60K
- FLASH, file size limit 5MB
- 3X Loop Limit
- 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. More information on clickTAG implementation can be found at [marketing.wtwhmedia.com](http://marketing.wtwhmedia.com)

## Mobile Advertising

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

## Targeting

Programs can be specifically targeted against relevant editorial, categories or tags across the WTWH Network.

## Retargeting

Increase the reach of your display campaigns.

First value designates pixel width:

- 300x250 – 728x90 – 160x600
- No Flash Creative : CPM Pricing varies by program

## Landing Pages • A/B Splits • Custom Display Ad Creation

Let WTWH create custom landing pages to help drive lead generation, branding and optimal engagement. We can also assist with content creation, best practices and post-click engagement. Contact your representative for more details.

# Digital Editions & Apps

Digital Editions are supported across all PC's, Apple iOS devices, and Android Platforms including download from Google Play and Amazon Android Apps Stores. Available for all Print Magazines: Design World, Solar Power World, Fluid Power World and Windpower Engineering & Development.

## Desktop Digital Edition Program

1. Customize your digital full page located next to the cover page. Use an existing print ad or customize your own page to direct customers to your offers.

(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.

(728x90 & 180x150)

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

(Image size: 290x160 & 40 words copy + URL)

4. Featured Digital Edition promotion across entire network

5. Promotion across appropriate social media platforms



## App + Digital Edition Programs

In addition to the desktop digital editions, leverage mobile / smart device / digital tablet integration. Apps contains a mix of both real time updates and digital editions both current and back issues.

## App launch splash screen promotion and display ads

iPhone/Android launch image  
(640 x 960 png only)

iPhone 5 launch image  
(640 x 1136 png only)

iPad/Android Tablet launch image  
(1536 x 2048 png only)

Small iPhone/iPad banner ad(s)  
(320 x 50 png only)

Medium iPad-only banner ad(s)  
(728w x 90h png only)

Large iPad-only banner ad(s)  
(960w x 90h png only)

Exclusive Digital Issue Programs \$8500



# Ebooks: Tech Tips

Tech Tips combine editorial content with your own content to produce a custom online optimized interactive PDF Ebook. WTWB works 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 appropriate networks 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. See the Interactive Planning Calendars for a list of Ebook topics.

Custom Interactive Design

**TechTIPS**  
Digital Ebook | A Design World Resource

Smarter Embedded Designs,  
Faster Deployment

Inside:

- Tools for Engineers and Scientists
- NI LabVIEW RIO Architecture
- Disable Productivity with NI Embedded Systems
- NI Embedded Monitoring and Control Solutions
- Top 10 Reasons to Use LabVIEW for Designing Embedded Systems

Sponsored by **NATION INSTRUMENTS**

Web & Enews Promotion

**Design World**  
AUGUST 2013  
View Online | Promote

**Tips For Making Parts Stick Together**

DOWNLOAD THIS E-BOOK

Inside This Tech Tip:

- Tips on Clips (Part 1)**  
One of the many benefits of plastic resin is the ease with which it can be molded into complex shapes. This often allows a single part to...
- Tips on Clips (Part 2): Make it Snappy**  
Resin's ability to flex without permanently deforming allows molded parts to incorporate a variety of snap fasteners other than the...
- Out of Many, One**  
When the designers of the Great Seal of the United States included the phrase "E pluribus unum" Latin for "Out of many, one"...
- Designing Outside the Box**  
Product design provides you with a range of choices involving the function and aesthetic of the product, the methods of manufacturing...
- Video: Spring Clips**
- Protomold Design Tips for Injection Molding**  
In this installment of Design Tips for Plastic Injection Molding, Steve Christ talks about alternative methods of designing a spring clip in a plastic part. One method uses a pinball, the other...

DOWNLOAD THIS E-BOOK

Leverage existing content for lead generation

**TechTIPS**  
Digital Ebook | A Design World Resource

**Rotary Ball Splines**

Inside

- Ball Splines Eliminate Backlash 2
- Rotary Ball Spline Ensures Precise Robotic Movement 3
- Demystifying Ball Spline Specs 4
- VIDEO: NB's Ball Splines 7
- Rotary Ball Spline Technologies 10
- AND MORE!

Sponsored by **NB**

Tech Tips Enews promotion to over 90,000 Opt-In Users, online PR posting, display promotion and Social Media amplification. Ebook Program \$13,500.

Contact your rep for more information and package pricing.

# Enewsletters

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

## SPECIFICATIONS

Placements (1-5) 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 and a URL for linking.

**EXCLUSIVE SPONSORSHIP is reserving all 5 placements.**

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



Please see the Interactive Planning Calendars for complete Enews schedules.

Design World
Design Engineering News & Resources
Read Online | Forward

DW DIRECT

November 30, 2012
Sponsor: CGI Motion

1

CGI Enables Automation Excellence  
We deliver electro-mechanical sub-assembly solutions for a wide range of food processing, heavy automation and packaging applications. We are your design and manufacturing partner helping to differentiate your products, machines or processes.  
[More>>](#)

2

Medical Design Excellence Award  
Advanced Products for Robotics and Automation  
Winning just 13.5 months, the Freedom driver is the world's first wearable device capable for the SynGene's proprietary Total Artificial Heart, the only FDA, Health Canada and CE (Europe) approved Total Artificial Heart in the world.  
[More>>](#)

3

Download CGI 3D CAD Models  
Supplier certified models available for download for virtually any CAD package. Choose from inline and right angle gear heads and offset gearmotors.  
[More>>](#)

4

CGI Motion Featured on World's Greatest TV Show  
Advanced products for robotics and automation. Watch the video covering the wide range of applications and technologies that CGI enables. Aerospace, medical, surveillance, packaging, semiconductor, robotics and more.  
[More>>](#)

5

White Paper 6  
Tips for Choosing a Planetary Gearhead  
When a motor is being designed into a motion control system, all too often the benefits of a gearhead are realized much too late in designing in a gearhead at the end of the project will many times cause delay and additional cost, which could have been prevented if it had been considered at the start of the project.  
[More>>](#)

Why we won't kill the Imperial System

Back in grade school, we were told that the Imperial System was a thing of the past, that eventually we'd be living the Metric System. Well, with all its base-10 logic built right in, that'd be just like the rest of the world. But those predictions have proven about as accurate as the flying cars and moon colonies that we all imagined we'd be enjoying in the year 2012.

Occasionally, the issue bubbles up and people argue back and forth about why we haven't gone Metric, but I think it's all about inertia. There would be a huge logistical cost in moving to a new system—training ourselves to think of temperatures in Celsius when we're leaving home and trying to decide on whether to grab a gallon. Straining to remember what kilometers per hour really means doesn't help either. It's hard to think of miles per gallon. Attempting to determine whether you're losing enough weight as you stare at the scale showing a strange number of kilograms.  
[More>>](#)

Around Design World

XMA Upgrades Website with New Features  
XMA Corporation has significantly upgraded its website, adding robust new features and streamlining its site navigation.  
[More>>](#)

Key Node Options for North American Market  
Parsons has launched a new range of diesel engines targeting the stationary standby electric power market. Designers need key market nodes, the new 6000 Series Electropack, satisfies an important customer demand for power between the current Parsons 11000 and 2000 Series range.  
[More>>](#)

QSFP+ Active Optical Cable  
Moxie Incorporated announces the availability of its QSFP+ low power 56 Gbps Fourteen Data Rate Active Optical Cable (AOC), which delivers a reliable and less costly solution for aggregated data rates up to 56 Gbps over reaches up to 4 km.  
[More>>](#)

SurgeGate™ CAT5-LAN solid-state primary surge protector  
ITM Line announces the launch of its SurgeGate™ CAT5-LAN solid-state primary surge protector. The technology features patented epoxy allowing the protector to provide a response time to capacitance rise.  
[More>>](#)

Dual Channel Virtual Chart Recorder  
The OMEGAB ITHX-SD-SD Datalogger records temperature, relative humidity, and data point over an Ethernet network or the Internet and locally on a SD Card.  
[More>>](#)

EngineeringWatch™

Tri-Tronics at Pack Expo 2012: New Label Products – Ultrasonic Clear Label Sensors and Ultra-High Speed Label Eye  
The Ultrasonic Clear Label Sensor has a unique OLED display in order to visually confirm proper sensing, ensure consistent, reliable, precise performance feedback, and to display sensor features parameters. The CLS is affordable, compact, rugged, and easy to use. The Ultra-High Speed Label Eye, with 10 microsecond response time, offers the most accurate and consistent detection of repeat labels produced. The LER10 provides both an NPN and PNP output from either an M8 or M12 connector, as well as a 4-wire, cable version. Both of these sensors are very easy to install, setup, and tweak...making them very valuable to ensuring uptime on the line!

Upload your engineering videos here>>

## CUSTOM E-Delivery

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

Custom eDelivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$350 : Cost varies with 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

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

WTWH 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, WTWH acknowledges actual differences in how the creative will appear.

WTWH Media LLC

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Design World

Windpower

Solar Power World

EE World

FluidPower

Inc. 5000

# Webinars

WTWH Webinar series enables the supplier communities to work with editors on preparing and delivering both editorial and custom content in a live interactive format.

## Editorial Webinars

WTWH Media has developed a 2015 webinar schedule and invites suppliers to share their experiences and expertise to help professionals better understand technology or product related issues and challenges. WTWH 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, WTWH 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.

Custom Webinars are based on a \$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.

## Promotion for Live Event & On-Demand

Reducing Risk: Validated Methods for Cleaning Reusable Medical Devices  
July 10, 2014 Carl Evisizer · 0 Comments

37 42 43 1

This webinar was recorded on July 30, 2014. Fill out the form below to watch on demand.

Inadequate reprocessing of medical devices between patients can result in the retention of debris (soil) in certain types of reusable devices. Such debris can allow microbes to survive the disinfection process, which could then lead to healthcare-associated infections (HAIs) and other adverse patient outcomes.

This webinar will provide design engineers, project engineers, quality assurance, and all medical device manufacturers with knowledge and recommendations about how to manage the human factors in processing of reusable medical devices.

Watch this webinar to learn:

- Standards that govern medical device reprocessing, which include cleaning, disinfection and sterilization validations
  - Specifically, the new standards associated with human factors
- Updates from the AAMI/FDA Round Table Discussion
- Challenges inherent in device design for human factors
- Considerations for cleaning validations relevant to the practice
- New recommendations for manufacturers, instructions for use
- Review of the manufacturer's responsibilities and considerations
- Why understanding cleanliness is important and what can be done



Live Webinar Recorded

## Slides Available to all Registered Users

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# Design World

Reducing Risk: Validated Methods for Cleaning Reusable Medical Devices

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Reducing Risk: Validated Methods for Cleaning Reusable Medical Devices

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# Design World

Reducing Risk: Validated Methods for Cleaning Reusable Medical Devices

BAL SEAL

# Video Specifications

WTWH offers promotion and reach through a highly engaging video platform hosted through the Design World Network and additionally through YouTube channels by technology.

- Mobile friendly educational / technical / product content video platform
- Free upload - Upload your own video via the Design World direct uploader or we add via YouTube source - Upload Video: <http://videos.designworldonline.com>.

Sponsorship available on any dedicated channel: Design World, Fluid Power, Wind Power, Solar Power, Automation, Electrical, Fluid Power, Green Engineering, Motion Control, Digital Manufacturing / Rapid Prototyping, Robotics, 3DCAD, Mechanical, Sensors, Mechatronics, Networks and Test/Measurement. Customized – including pre-roll message, companion Ads and Related Information to a specific video, lead generation & custom category page.

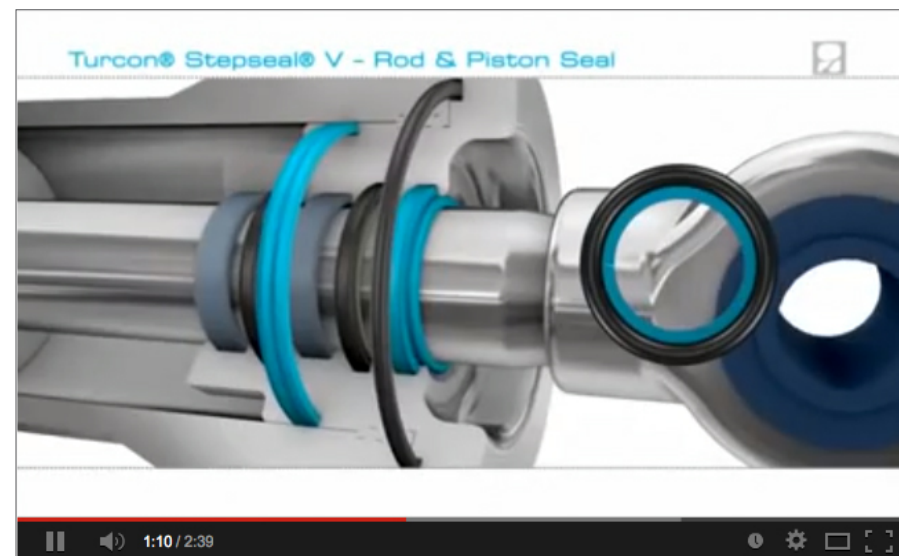
- Video Pre-roll: .mov & .wmv preferred format - 20 seconds max - 720p resolution minimum 16:9 aspect ratio HD.

- Lead generation available

- 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

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





# Marketing Services

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 web products, mobile version enabled and promotion, we have a custom solution. Contact your representative to map out your next generation idea.

WTWH offers the following marketing & consulting services:

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

Please contact your sales representative for more information.



# Social Media Services

WTWH Media manages a wide variety of supplier social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or expand your marketing footprint.

## WTWH Offers:

- Management & Set-up of all major social platforms
- Communication to ensure your message is being shared
- Monitoring all interactions of your brands across platforms

## What you Get:

- Ownership of all accounts, monthly growth reports and access to a team of social media and marketing experts.

We establish frequent **communication** and work with you to fine tune your social strategy and objectives. We **follow, listen and engage** with both your preferred customers and industry sources to position your expertise in any given field. We **develop posts and content** from your website and direct feedback based on industry best practices.

Please contact your sales representative for more information. Packages start at \$1500 per month with no obligation.

Reach and surround your audience on their terms on the platforms that they engage with.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and / or lead generation goals for your company. Our team of experts works with you to fine tune messaging, promotion and campaigns critical to your success.



# Enhanced Supplier Pages

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

WTWH 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 profile.

Available on designworldonline.com, windpowerengineering.com and solarpowerworldonline.com

## Content Includes:

- Category Premium Sponsorship Opportunities
- Company Logo & Description
- Features Articles / Products / PR
- Datasheets & Catalogs
- Featured Video / Multi-View Player
- Social Media Connections
- Whitepapers
- Site Links
- Additional Resources

Please contact your sales representative for more information.

The screenshot displays the Design World website interface for the HELUKABEL® USA supplier page. At the top, there is a navigation bar with links for HOME, TRENDING, VIDEOS, ARTICLES, SUPPLIERS, 3D CAD MODELS, PODCASTS, WEBINARS, LEADERSHIP, and ENGINEERING RESOURCES. A search bar is located in the top right corner. The main content area is divided into several sections:

- Supplier Search:** A search bar with a 'SEARCH' button and a 'Search by Category' dropdown menu. Below it is a navigation bar with letters A through Z.
- HELUKABEL® USA:** The main supplier profile section. It features the HELUKABEL logo, a description of the company's history and products, and a video player. Below the description are social media icons for Twitter, LinkedIn, Facebook, and YouTube, along with a 'VISIT THEIR WEBSITE' link.
- FEATURED ARTICLES & PRODUCTS:** A section with three featured articles, each with a thumbnail image, a title, a brief description, and a 'Read More' link.
- DATA SHEETS & CATALOGS:** A section with a thumbnail image of a catalog and a 'Download Here' link.
- FEATURED WHITE PAPER:** A section with a thumbnail image of a whitepaper, a title, a brief description, and a 'Download Here' link.
- ADDITIONAL RESOURCES:** A section with a 'Leadership in Engineering' logo and a 'VOTE' button.

## BUSINESS DEVELOPMENT

VP Business Development  
Todd Christensen  
tchristensen@wtwhmedia.com 440-381-9048  
[@wtwh\\_todd](#)

VP Sales  
Todd Tidmore  
ttidmore@wtwhmedia.com 512-626-8263  
[@wtwh\\_ttidmore](#)

VP Business Development  
Michael Ference  
mference@wtwhmedia.com 888-543-2447  
[@mference](#)

VP EE Development  
Mike Caruso  
mcaruso@wtwhmedia.com 469-855-7344

Key Account Manager  
Jim Powers  
jpowers@wtwhmedia.com 312-925-7793  
[@jpowers\\_media](#)

Regional Sales Manager  
Neel Gleason  
ngleason@wtwhmedia.com 312-882-9867  
[@wtwh\\_ngleason](#)

Regional Sales Manager  
Suren Sagadevan  
suren@wtwhmedia.com 310-291-8790  
[@wtwh\\_suren](#)

Regional Sales Manager  
Tom Lazar  
tlazar@wtwhmedia.com 408-701-7944  
[@wtwh\\_tom](#)

Regional Sales Manager  
Courtney Seel  
cseel@wtwhmedia.com 440-523-1685  
[@wtwh\\_cseel](#)

Regional Sales Manager  
Jessica East  
jeast@wtwhmedia.com 888-543-2447  
[@wtwh\\_msmedia](#)

Regional Sales Manager  
Meghan Hollis  
mhollis@wtwhmedia.com 888-543-2447  
[@wtwh\\_Megan](#)

Inside Sales  
Michelle Flando  
mflando@wtwhmedia.com  
[@mflando](#)

## DESIGN WORLD EDITORIAL TEAM

Editorial Director  
Paul J. Heney  
phenej@wtwhmedia.com 888-543-2447  
[@dw\\_editor](#)

Managing Editor  
Leslie Langnau  
llangnau@wtwhmedia.com 888-543-2447  
[@dw\\_rapidmfg](#)

Executive Editor (DW, Solar & EE)  
Lee Teschler  
lteschler@wtwhmedia.com 888-543-2447  
[@dw\\_LeeTeschler](#)

Senior Editor  
Miles Budimir  
mbudimir@wtwhmedia.com 888-543-2447  
[@wtwh\\_miles](#)

Senior Editor  
Mary Gannon  
mgannon@wtwhmedia.com 888-543-2447  
[@dw\\_MaryGannon](#)

Senior Editor - CAD/CAM/CAE  
Barb Schmitz  
bschmitz@wtwhmedia.com 888-543-2447  
[@dw\\_BarbSchmitz](#)

Senior Editor  
Elisabeth Eitel  
eeitel@wtwhmedia.com 888-543-2447  
[@dw\\_LisaEitel](#)

Associate Editor  
Michael Jermann  
mjermann@wtwhmedia.com 888-543-2447  
[@dw\\_MikeJermann](#)

Assistant Editor  
Michele DiFrangia  
mdiFrangia@wtwhmedia.com 888-543-2447

Contributing Editor - EE  
Aimee Kalnoskas  
akalnoskas@wtwhmedia.com 888-543-2447

Contributing Editor  
Danielle Collins  
dcollins@wtwhmedia.com 888-543-2447

Contributing Editor  
Randy Frank  
rfrank@wtwhmedia.com 888-543-2447

## SOLAR POWER WORLD EDITORIAL

Managing Editor  
Kathie Zipp  
kzipp@wtwhmedia.com 216-860-5257  
[@SolarKathieZ](#)

Associate Editor  
Steven Bushong  
sbushong@wtwhmedia.com 888-543-2447  
[@SolarStevenB](#)

Associate Editor  
Kelly Pickerel  
kpickerel@wtwhmedia.com 216-860-5259  
[@SPWSolarEditor](#)

## WINDPOWER ENGINEERING & DEVELOPMENT EDITORIAL

Editorial Director  
Paul Dvorak  
pdvorak@wtwhmedia.com 440-234-4531  
[@windpower\\_eng](#)

Managing Editor  
Nic Abraham  
nabraham@wtwhmedia.com 440-234-4531  
[@windpower\\_nic](#)

## DESIGN SERVICES

Creative Services Director  
Mark Rook  
mrook@wtwhmedia.com 888-543-2447  
[@wtwh\\_mark](#)

Graphic Design  
Matt Claney  
mclaneyf@wtwhmedia.com 888-543-2447  
[@wtwh\\_designer](#)

Graphic Design  
Meg Schneider  
mschneider@wtwhmedia.com 888-543-2447

Traffic Manager  
Mary Heideloff  
mheidelof@wtwhmedia.com 888-543-2447

## DIGITAL / MARKETING / INTEGRATED MEDIA

Web Development Manager  
Dave Miyares  
dmiyares@wtwhmedia.com 888-543-2447  
[@wtwh\\_webdave](#)

SEO & Special Services  
Pat Curran  
pcurran@wtwhmedia.com 888-543-2447  
[@wtwhseopatrick](#)

Web Development Specialist  
Patrick Amigo  
pamigo@wtwhmedia.com 440-789-6471  
[@amigo\\_patrick](#)

Online Coordinator  
Jennifer Calhoon  
jcalhoon@wtwhmedia.com 888-543-2447  
[@wtwh\\_Jennifer](#)

Marketing Manager  
Stacy Combest  
scombest@wtwhmedia.com 888-543-2447  
[@wtwh\\_scombest](#)

Media and Events Coordinator  
Heather Centorbi  
hcentorbi@wtwhmedia.com 888-543-2447  
[@wtwh\\_Heather](#)

Social Media Specialist  
Carli Evilsizer  
cevilsizer@wtwhmedia.com 888-543-2447  
[@wtwh\\_Carli](#)

Social Media Specialist  
Nicole Loepp  
nloepp@wtwhmedia.com 888-543-2447  
[@WTWH\\_Nicole](#)

Social Media Specialist  
Jennifer Kolasky  
jkolasky@wtwhmedia.com 888-543-2447  
[@wtwh\\_jen](#)

Video Production Manager  
John Hansel  
jhansel@wtwhmedia.com 888-543-2447  
[@wtwh\\_jhansel](#)

Video Production Assistant  
Joshua Jones  
jjones@wtwhmedia.com 888-543-2447  
[@wtwh\\_Josh](#)

## LEADERSHIP

Managing Partner  
Scott McCafferty  
smccafferty@wtwhmedia.com 310-279-3844  
[@smmccafferty](#)

Publisher  
Mike Emich  
memich@wtwhmedia.com 508-446-1823  
[@wtwh\\_memich](#)

EVP  
Marshall Matheson  
mmatheson@wtwhmedia.com 805-895-3609  
[@mmatheson](#)



WTWH Media  
6555 Carnegie Ave. STE 300  
Cleveland, OH 44103  
Phone 1-888-543-2447  
[wtwhmedia.com](#)

WTWH Media Ad Specification REGULAR ISSUES				
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"
	1/2 Horizontal	9 1/4" x 5 1/2"	9" x 5 1/4"	8 1/2" x 4 3/4"
1/4 Page	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 1/2" x 10 3/8"
	1/3 Square	5 3/8" x 5 1/2"	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"

WTWH Media Ad Specification SUPPLEMENT ISSUES				
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	4 1/8" x 10 3/4"	3 7/8" x 10 1/2"	3 3/8" x 10"
	1/2 Island	5 1/4" x 8 1/4"	5" x 8"	4 1/2" x 7 1/2"
	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 Page Supplement	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	8 1/8" x 3 3/4"	7 7/8" x 3 1/2"	6 7/8" x 3"
2/3 Page Supplement	2/3 Vertical	6" x 10 3/4"	5 3/4" x 10 1/2"	5 1/2" x 10"
1/3 Page Spread	1/3 Horizontal Spread	16" x 3 3/4"	15 3/4" x 3 1/2"	15 1/4" x 3"
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**

**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.

**Live (Safety) and Bleed**  
 Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

**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, 6555 Carnegie Ave, Cleveland, OH 44103

**Questions**  
 For ad production questions, please contact:  
 Mary Heideloff, Traffic Manager, (216) 536.1630  
 mheideloff@wtwhmedia.com.

