2025
MEDIA
GUIDE

Covering the world of **design engineering** with in-depth, technical content

Design World

www.designworldonline.com

WTWH Media LLC

DESIGN WORLD NETWORK

Design World is a digital content network covering motion control, packaging, military/aerospace, machine tool, material handling, food & beverage and robotics segments. High-value, editorial content includes real-world application stories by industry and technical tutorials across multiple engineering disciplines.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

TABLE OF CONTENTS

Contact Us ➤

marketing.wtwhmedia.com

DESIGN WORLD NETWORK AUDIENCE

WEBSITE

182,540+
MONTHLY PAGEVIEWS

The Design World Network logs over 129,165 monthly users and over 182,540 pageviews.

Sites include:

- motioncontroltips.com
- engineeringexchange.com
- wireandcabletips.com
- automatedwarehouseonline.com
- linearmotiontips.com
- couplingtips.com
- engineeringwhitepapers.com
- bearingtips.com
- mcadcentral.com

SOCIAL

757,745+
FOLLOWERS

Over 757,745+ Social followers across all platforms. The Design World network has a highly-engaged social media audience.

NEWSLETTER

62,000

Digital circulation reaches over 62,000 online subscribers with mobile optimized content.

PUBLICATION

36,000
ENGINEERING PROFESSIONALS

Design World reaches 36,000 engineering professionals via print and digital.

Surrounding **design engineers** with information on their terms

Founding Principles

- Media consumption has forever changed and continues to evolve.

- Marketers must have ROI to justify marketing investments.

AUDIENCE REACH

Magazine Published 12X per Year
- 36,000 print + digital edition subscribers

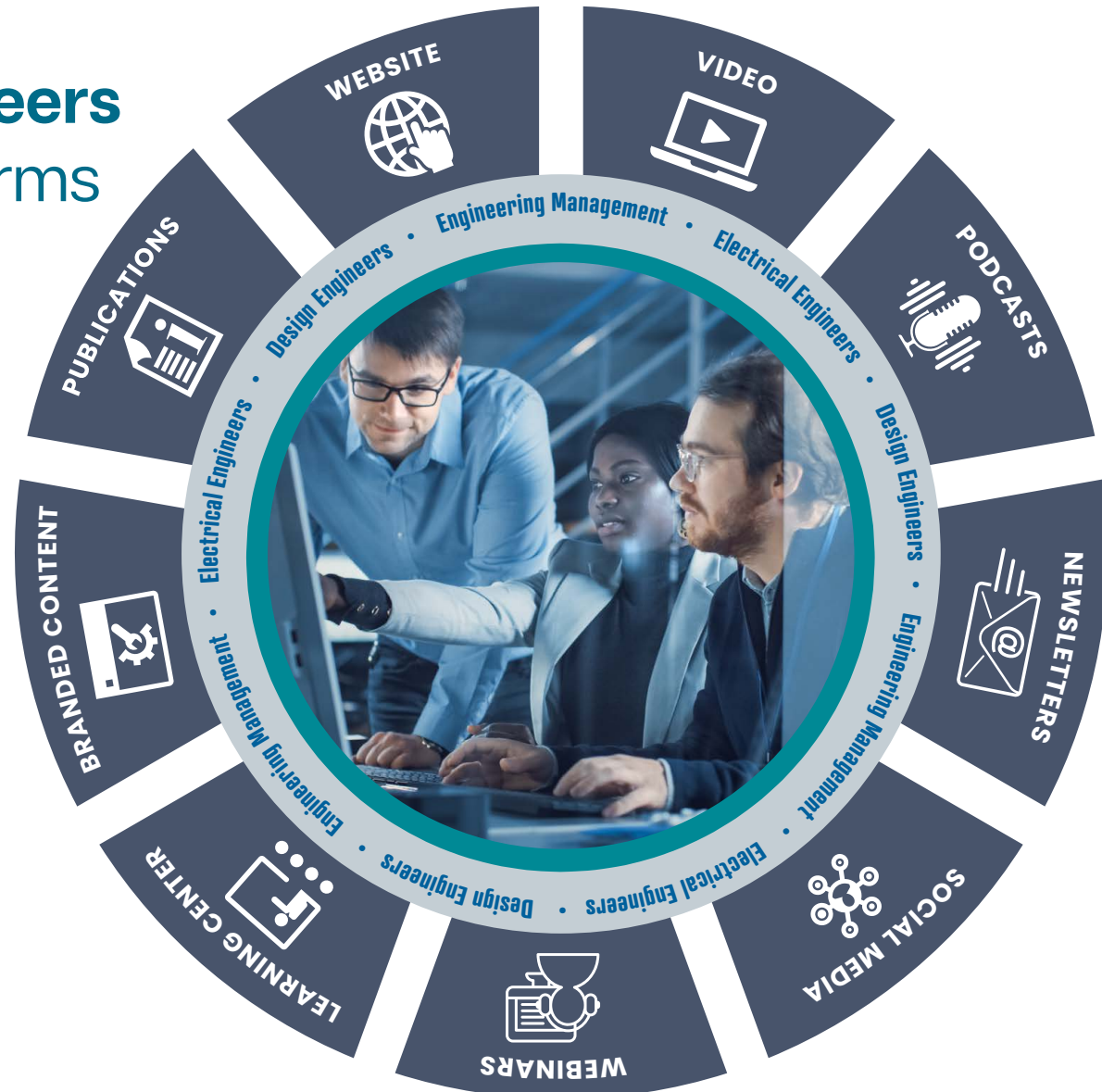**Weekly Newsletter**
- 62,000 digital subscribers

Monthly Website Traffic
- 182,540+ monthly pageviews
- 129,165+ monthly users

Social Media Audience in Industry – Total Social Reach: 757,745
- Facebook
- X
- Instagram
- LinkedIn
- YouTube
- Threads

Delivering ROI for Marketers
How do we do this? We build integrated media packages across platforms.

AUDIENCE MARKETING

BACK TO TOC

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:
- 300x600
- 728x90
- 300x250

$70/CPM – Min 10K impressions per month.

- 970x250 – *$90/CPM*

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI
Contact your representative for more details.

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50
File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.

300x600

728x90

300x250

970x250

300x1000
Wallpaper Ad

640x480
Prestitial Ad - Desktop

300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Design World Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE
- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

$150/CPM

FILE TYPES

IMAGES
- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS
- Media Types
  Video URL, YouTube ID, VAST, MP4
- File Size
  Allstream® hosted file size recommended under 4MB*.
- Resolution
  720p or 1080p
- Frame Rate
  24-30 fps
- Bitrate
  Mobile Web: 800Kbps to 5000 Kbps
  Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.
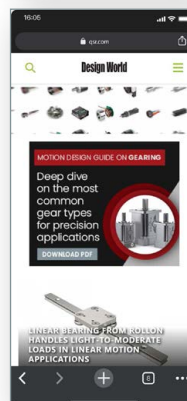
Desktop & Mobile examples
4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video
Once the video ends, it is possible to display an image in its place

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)
- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)
- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

$150/CPM

FILE TYPES

IMAGES
- Media Types
  Image URL, GIF, JPG, BMP, PNG
- File Size
  Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS
- Media Types
  Video URL, YouTube ID, VAST, MP4
- File Size
  Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
  Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)
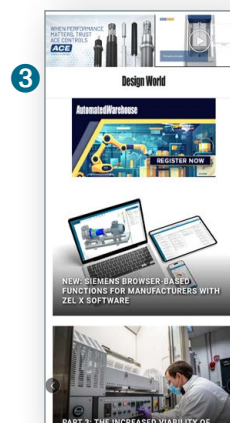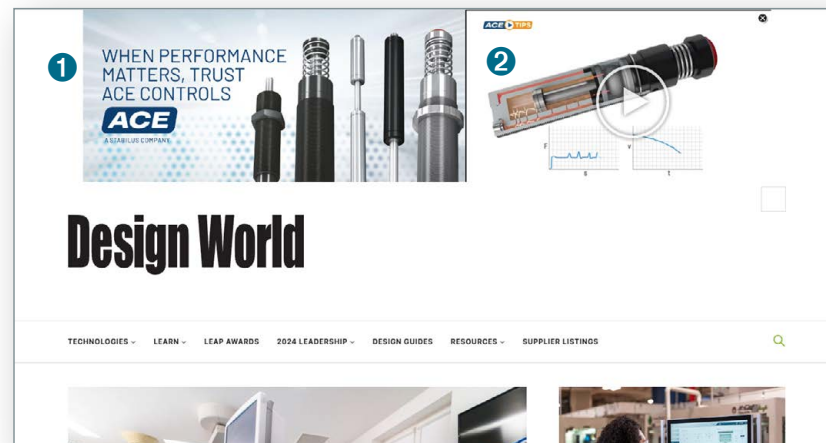
Desktop & Mobile examples (IMAGE + VIDEO Version)
1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

AUDIENCE
MARKETING

BACK TO
TOC

First-Party Audience Targeting

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

CONTENT AFFINITY TARGETING

- Target by content affinities across the Design World network.

- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for more information and package pricing.
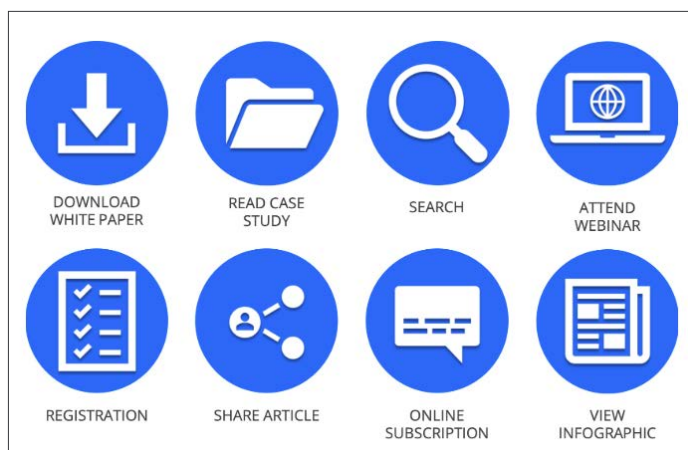
Online Ad Specifications:
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL
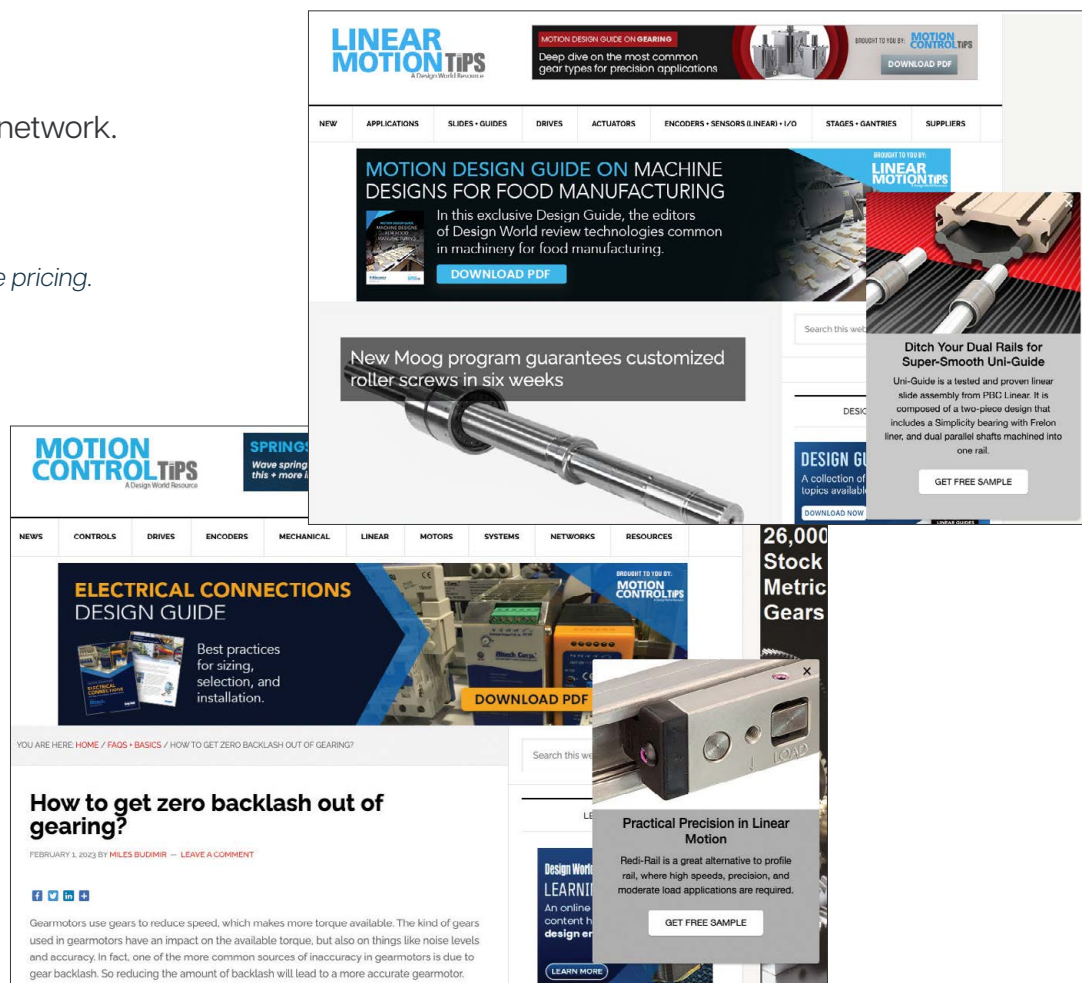
Audience Extension

Intent-Based Marketing | Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach.
Ads are displayed across the internet on brand safe sites.

Specifications:
- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

INTENT-BASED MARKETING
- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.
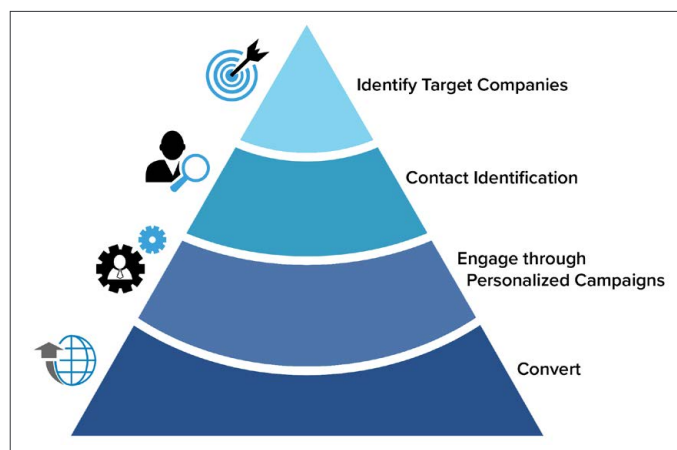
ACCOUNT-BASED MARKETING
- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Remarketing / Retargeting Campaigns

Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting *(also known as behavioral remarketing)* is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the Design World Network to retarget key segment audiences.

Design World offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any Design World network website.

Pricing based on CPM volume and custom ROI programs

Measure Performance

Your Display Presented on Brand Safe Sites

Drive Relevant Offers & Messaging

Design World User Session Over - Visits Other Websites

Leverage Design World Audience to Drive Traffic to Your Website

User Visits Design World Network

RETARGETING REQUIREMENTS:

- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF
  (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi
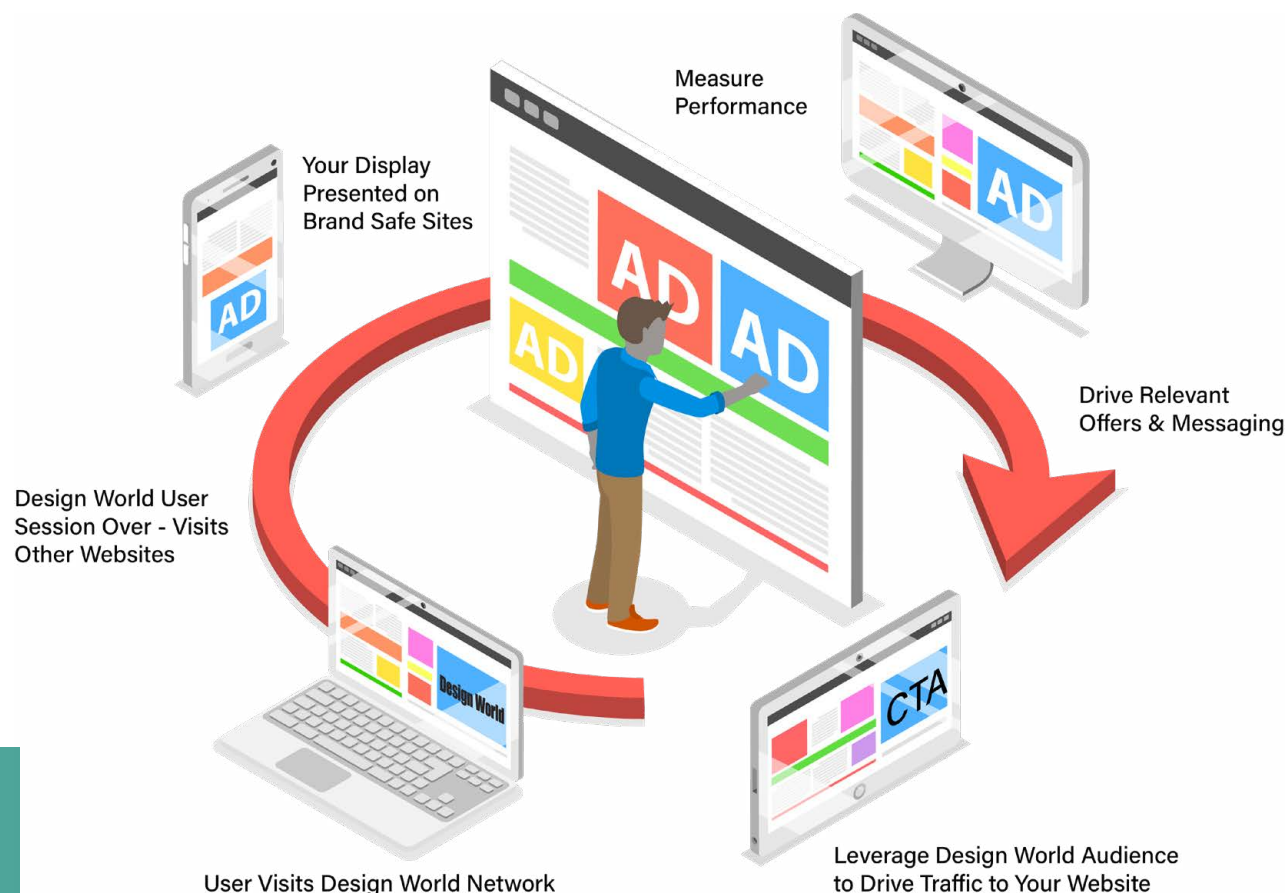
Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Design World uses the latest in marketing automation, 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: There are 5 text-based ad placements available.

Each placement includes:
• Headline: 5-10 words
• Image: 450x255 (72DPI) STATIC .jpg or .gif (Do not embed images into a word file, please send native .jpg or .gif file. No animated GIFs)
• Copy: max 35-40 words
• Call to Action (3-5 Words) + URL

EXCLUSIVE SPONSORSHIP: Reserving **all** 5 placements.
Include a .jpg or .gif company logo 250 pixels wide + URL in addition to the placements.

Design World Direct: Covering a mix of all editorial

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
2X Week	72,000	$5,800	$1,650

3D CAD Tips: 3D CAD Focus

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	25,000	$6,100	$1,650

Motion Control Tips

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Week	20,000	$4,740	$1,650

The Robot Report: Covering the business and applications of Robotics

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Week	20,000	$3,650	$1,250

Packaging OEM

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	22,400	$5,800	$1,650
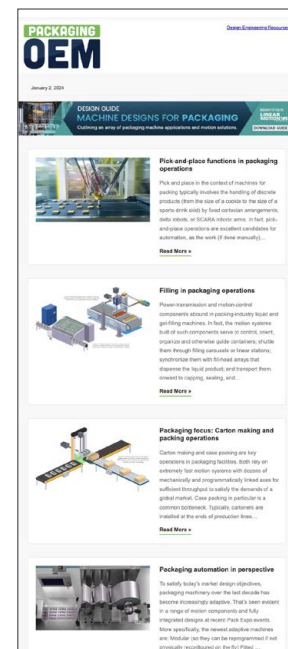
SPECIFICATIONS — The Robot Report

SINGLE AD SPECS:
Leaderboard ad (728x90) + URL
Box ad (300x250) + URL
Text ad:
• Image: 450x255 static jpg or gif file
• Title: 5-10 words
• Copy: 50-75 words
• Call to Action (3 to 5 Words) + URL

E-NEWSLETTER EXCLUSIVE SPECS:
As an exclusive e-newsletter advertiser you will have placements in all 5 ad spots (728x90, 300x250 & 3 text ads).

CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition
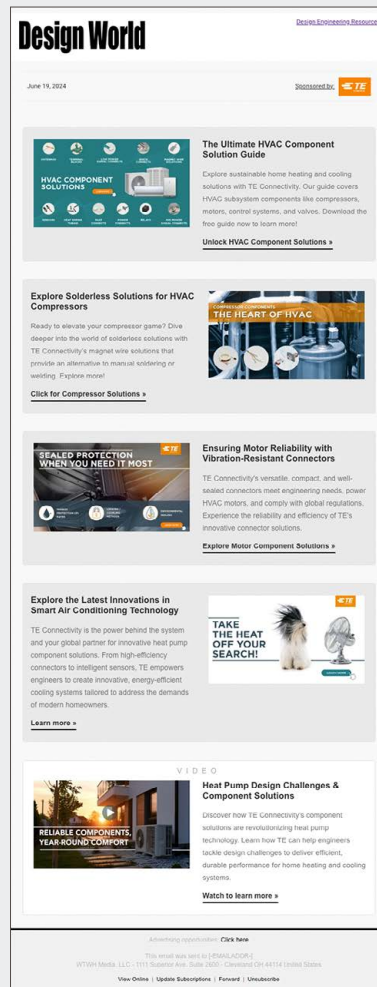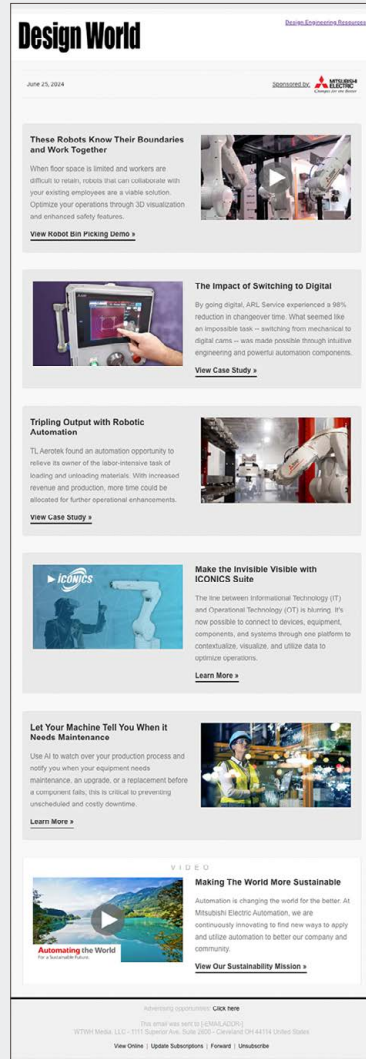
Design World uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
  – 450x255 static image
  – Headline (5-10 words)
  – Copy (30-35 words)
  – CTA text (3-5 Words)
  – URL
- 1 featured Video (optional) which includes:
  – 450x255 static image
  – Headline (5-10 words)
  – Copy (30-35 words)
  – CTA text (3-5 Words)
  – URL
- *$450/CPM*

Partner Promotion

Your HTML, **our audience**.

SPONSOR HTML

Design World offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

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

- CPM $380
- 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

IMPORTANT! Design World uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Design World acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.

SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
  - The html file should be a max width of 650 pixels
  - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
  - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
  - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

➤ *Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.*

➤ *WTWH Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.*

Partner Promotion

Our template, **your message**.

SINGLE OFFER TEMPLATE

Provide WTWH with your message and we will create an email using our branded template.

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

- CPM $380
- 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

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB

Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country

SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of our editorial websites.

CUSTOM NATIVE CONTENT PROGRAM

- Dedicated content page featuring all articles
- All content is provided by advertiser (articles, images and links)
- Content appears on the brand website home page
- Featured in brand e-newsletter
- Brand social media promotion
- Content is archived

Cost: Contact your sales representative for details

SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as "Sponsored Content"
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

Cost: $4,500/month

SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
  – Headline
  – Sub-headline (Optional)
  – Body Copy – 900 words or less; include URLs
  – Supporting images (Optional) – up to 500px wide
  – Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.

Custom Native Programs

Sponsored Content

15

LEAD GENERATION

BACK TO TOC

Content Syndication
Audience Marketing | Lead Generation

AUDIENCE MARKETING

Fully Managed Content Syndication

- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

Lead Generation Campaigns

All lead types are qualified but some types are highly qualified based on level of engagement by the prospects.
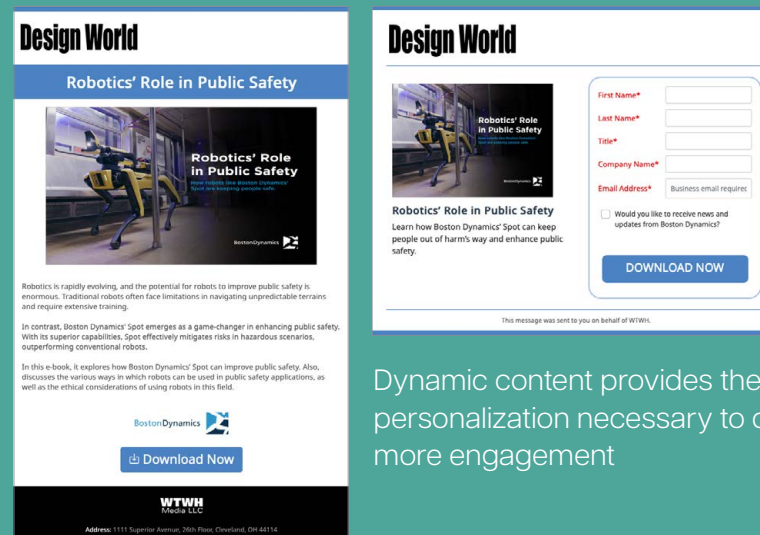
BANT Performance

A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

2-Touch Performance MQL

A lead has consumed two pieces of content

MQL Gated

Marketing qualified lead

Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

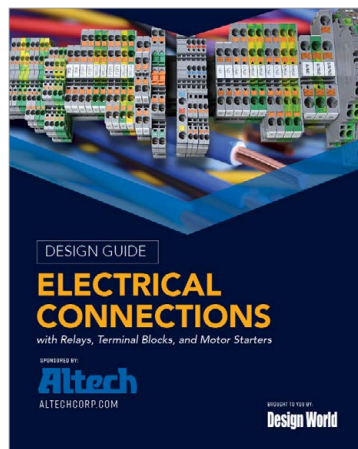**Example of Content Asset Promo / Lead Collection**

Dynamic content provides the personalization necessary to drive more engagement

16

Design Guides

Content focused on key technologies available as a downloadable PDF per category.

Sponsor a design guide and hard leads will be delivered to you based on the amount of leads you designate. Our design guides include key technology content produced by the Editors of Design World.

Priced at $88/CPL
*Contact your sales representative for details*

DESIGN GUIDES REQUIREMENTS FOR SPONSORED PDF:

· Hi Res Logo (min 200 pixels or higher or eps/ai version) + URL Link
· Hi Res product photo to use for Front Cover of Design Guide (optional)
· Full Page PDF ad to be in inserted as the last page/back cover of the Design Guide PDF

WWW.DESIGNWORLDONLINE.COM/DESIGN-GUIDE-LIBRARY

Tech Toolbox

Vendor neutral content broken out by key technologies, produced as a gated downloadable PDF with **multiple sponsors** per category.
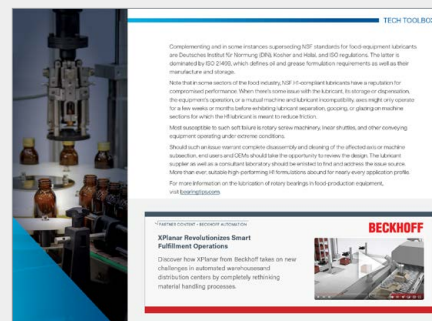
TECH TOOLBOX SPECS OVERVIEW:

· Vendor neutral content and images (images will not be sponsor/supplier product images with the exception of sponsored content page). Logo placement on front cover — 300 dpi or vector (preferred). Sponsor logos will be linked to sponsor's website or specific URL of choice.

· Sponsor can include an advertisement (hi-res pdf or jpg and will be placed and sized accordingly), full page of supplied content, and video.

· Supplied content has to be limited to full page with or without image and we design as sponsored content. No supplied images other than on sponsored page. Image size: 200 dpi @ 4-5 inches or larger.

Webinars
Engage a captive audience and generate leads.

Design World webinar series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand.

EDITORIAL DEEP DIVE WEBINARS

Design World has developed a 2025 webinar schedule and invites manufacturers to share their experiences and expertise to help design engineers better understand technology or product related issues and challenges. Design World editors will select a limited number of manufacturers to participate in each webinar.

- **January:** NEMA stepper linear actuators
- **April:** Miniature motion systems: Designs and applications
- **July:** Electrification and roller screws
- **October:** Cleanroom considerations for semiconductor, pharmeceutical, and aerospace

Rate: $5,450

CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. Design World will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

Custom Webinars are based on a $70 cost-per-registrant basis.

All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.

DESIGN WORLD TRAINING DAYS

MARCH: **Precision Motion Control Training Days**
- Precision Motion Control Editorial Roundtable
- Advanced stages (custom exclusive)
- Servo drives and controls (custom exclusive)

JUNE: **Motion in Robotics Training Days**
- Motion in Robotics Editorial Roundtable
- Motors and gearing for robotics (custom exclusive)
- Machine vision (custom exclusive)

SEPTEMBER: **Material Handling Training Days**
- Material Handling Editorial Roundtable
- Conveying (custom exclusive)
- Packaging (custom exclusive)

DECEMBER: **Software and Motion Training Days**
- Software and Motion Editorial Roundtable
- Unified tuning, control, and specification software (custom exclusive)
- Customizing software for GUIs, HMIs, and other end-user access (custom exclusive)

Sponsorship Levels –
- *Roundtable Series Sponsor: $5,450*
- *Exclusive Presentation: $7,500*

Recommendations:
- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience

WEBINAR TO CONTENT

E-BOOK / BRIEF / WHITE PAPER

Take advantage of this opportunity & have unlimited reach to your audience.

Contact your sales representative for more information and package pricing.

Packaging OEM

## Research Reports & e-Books

Packaging Trends by Industry: Impact on Packaging Machinery OEMs

2025 SCHEDULE:

- **February** – Energy Efficiency: How high efficiency motors & drives, automation, and optimized control systems are turning packaging equipment into "green machines."
- **April** – Smart motion control: Adding safety, flexibility, and efficiency to the machine design.
- **June** – Coding, marking, and labeling: The importance of integrating identification and traceability technology at the end of the packaging line.
- **August** – Material Handling: How conveyors and components keep packaging lines on track.
- **October** – The Next Gen PLC: How AI assistants and IT programming practices will enhance industrial control in the packaging industry.
- **December** – Intelligent Packaging Trends: How digital transformation technologies are impacting machinery.
-

Logo branding on digital report/e-book, option to include single page branded content and link to downloadable asset within each report/e-book. MQLs on all form fill gated downloads of the report.

Investment: $5,250
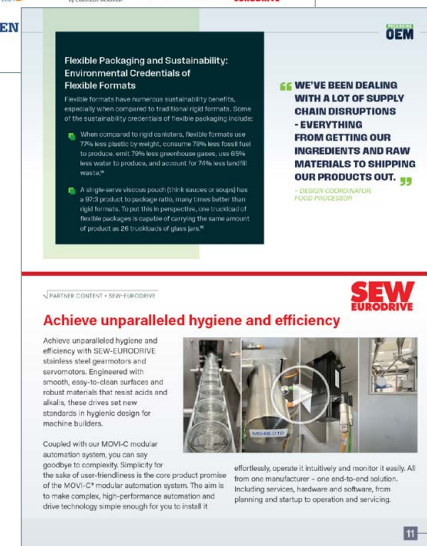
CONTENT STUDIO

CONTENT STUDIO

STRATEGY. AMPLIFICATION. PERFORMANCE.

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice
Fold outs, Supplements, Featurettes, Special Sections

Branded Industry Thought Leadership
White Papers, Ebooks, Case Studies

Branded Engagement
Blog Posts, Social Media Posts, Press Releases

Branded Videos
Explainer Videos, Product Demonstrations, Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Content Development

Print Content | End-to-end project management content creation, design & layout

VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: $4,500

VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: $6,250

TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: $8,500

FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: $9,400

FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: $11,000

EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: $19,000

Contact your sales representative for more information and package pricing.

marketing.wtwhmedia.com

21

CONTENT STUDIO

BACK TO TOC

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page

ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: $1,000

VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: $3,250

VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: $3,250

CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: $5,500

E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: $5,500

EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: $6,500

LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: $7,500

WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: $7,500

Contact your sales representative for more information and package pricing.

22

marketing.wtwhmedia.com

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page

BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: $1,600

SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: $1,600

WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: $3,000

THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: $9,500

WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: $6,500

WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: $8,500

SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: $19,000

23

Contact your sales representative for more information and package pricing.

marketing.wtwhmedia.com

VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on a WTWH Media website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard ands style formats
- Premium category takeover on website with a full concentration on the Voices brand
- Voices Program Rate: $3,250

VIEWS

WTWH VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.

WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.

Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request
- Views Program Rate: $3,250

Design World's Learning Center

An online digital content hub for design engineers.

- LEARNING CENTER CLASSROOMS
- DESIGN WORLD SPECIAL ISSUES AND HANDBOOKS
- DESIGN GUIDE LIBRARY
- INDUSTRY TRENDS

CLASSROOMS

The Design World Learning Center Classrooms is a syndicated content resource for design engineers looking for need-to-know information about components and systems in the engineering space.

Curated by Design World's editorial team, this digital content hub includes comprehensive background information, current trends, typical and emerging applications and frequently asked questions relating to a range of motion components.

SPONSORSHIP
- Logo recognition on classroom landing page.
- e-Newsletter co-brand newsletter for category selected – sent to 24,000 subscribers.
- Specs: 728x90 banner (optional), 300x250 banner(optional), Up to 6 articles including image (450x255), headline, 30-35 words, click-through URL
- Social media promotion across all Design World and Motion Control social channels.
- Promotion in Design World and Motion Control Tips e-newsletters.
- Up to 4 assets to promote anything of your choice (whitepaper, brochure, product, etc.) Please provide image, headline and URL for each asset.
- Featured video on landing page (optional). Please provide link to video.

Each classroom category is available for up to 4 sponsors at $8,500 / sponsor.

WWW.DESIGNWORLDONLINE.COM/LEARNING-CENTER
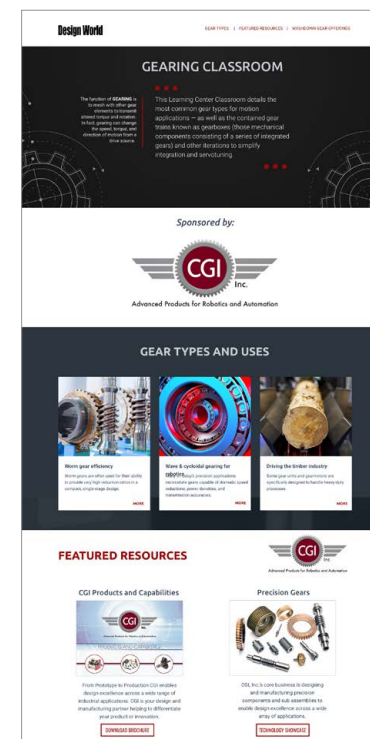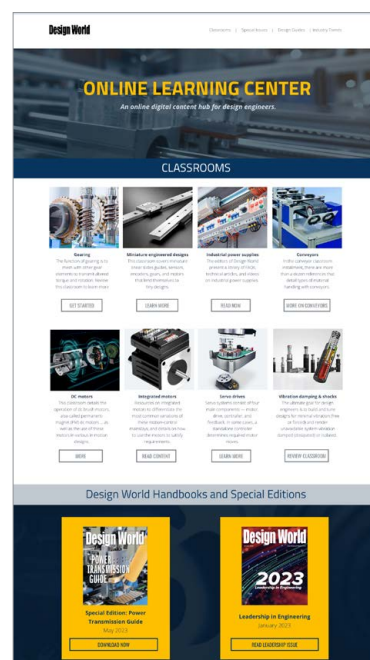
CLASSROOM TOPICS INCLUDE:

AC motors and drives	HMIs	Servo drives
Ballscrews	Integrated drives and motion	Servo motors
Bearings (rotary)	controls	Shock & vibration damping
Belts	Integrated motors	Stages and tables
Brakes & clutches	Lead screws	Stepper motors
Cables	Linear actuators	Transducers & sensors
Conveyors	Linear motors	Wave springs
Couplings	Linear slides	
DC motors	Lubrication	
Encoders	Networking & connectivity	
Gearing	Piezo actuators	
Gearmotors	Pneumatic actuators	

Design World

ISSUE Ad Close	FOCUS COVERAGE	MARKET UPDATES and DESIGN FOR INDUSTRY	SUPPLEMENTS: ADDITIVE MANUFACTURING	AEROSPACE & DEFENSE	AUTOMATED WAREHOUSE	EE WORLD	EV ENGINEERING	MEDICAL TIPS	PACKAGING OEM	THE ROBOT REPORT	PRODUCT WORLD	SHOW COVERAGE
JANUARY Dec 17, 2024	**Leadership in Engineering** motion control · linear motion · pneumatics · mechanical · electronic engineering	medical · aerospace · military · offshore · food & beverage									actuators · motion · pneumatics · power supplies · couplings	Intersolar
FEBRUARY Jan 7, 2025	industrial safety · motion control · linear motion · sensors	off-highway · semiconductor · machine tool · energy					EV Control System Design		Collaborative Robots		bearings · motors · machine vision · pneumatics	ME West 2025
MARCH Feb 4, 2025	linear motion · connectors · test & measurement · electronic engineering	aerospace · material handling & conveying · medical · safety			Automated Storage & Retrieval Systems				Future of Flexible Packaging: Focus on Food	Surgical Robotics Design Trends	Switches & sensors · relay technologies · encoders · gearmotors	Hanover Messe, AMUG
MARCH Jan 28, 2025	**Design World Trends Issue,** *part of the motion series*											
APRIL March 4, 2025	mechanical technologies · motion control · fluid power · fasteners	harsh environments · medical · materials · off-highway		Aerospace & Defense Design						RBR50	couplings · seals · fasteners	OTC Cleanpower TCT RAPID Automate
MAY April 1, 2025	electronic engineering · motion control · linear motion · sensors	packaging · semiconductor · offshore · pharmaceutical			Automation & Control	Sensor Tips				Robotics Summit Show Guide	HMIs · shock & vibration mitigation · sensors & transducers · gearmotors	Sensors Expo Semicon Device Talks Boston Robotics Summit & Expo Digital Transformation Forum
MAY March 25, 2025	**Power Transmission Guide,** *part of the motion series*											
JUNE May 6, 2025	rotary bearings · motion control · linear motion · fluid power	aerospace · military · material handling & conveying · machine tool					EV Electric DriveTrain Design	Medical Design Tips	Design for Food & Beverage		Motors & drives · motion · safety components · controllers · switches	
JULY June 2, 2025	test & measurement · mechanical · electronic engineering · fasteners · motion control · linear motion	semiconductor & solar · packaging · off-highway · food & beverage									bearings · power supplies · connectors	MD&M West – ATX West & WestPack
AUGUST July 1, 2025	motion control · linear motion · machine tool technologies	laboratory automation · offshore · energy · materials		Aerospace & Defense Design	Robotics in the Warehouse					Motors/Motion Control	HMIs · seals · couplings · cables · encoders · shock & vibration mitigation	IMTS Solar Power International
AUGUST June 24, 2025	**Motion Handbook,** *part of the motion series*											
SEPTEMBER Aug 5, 2025	motion control · linear motion · sensors · electronic engineering · fasteners	aerospace · military · food & beverage · material handling & conveying	Additive Manufacturing				EV Battery Design Trends	Medical Design Tips	Design for CPG & Household Goods	Autonomous Mobile Robots (AMRs)	valves · drives · motors · pneumatics · gear products	Pack Expo, IMTS RoboBusiness
OCTOBER Sept 2, 2025	motion control · linear motion · mechanical · fluid power	packaging · medical · battery manufacturing · off-highway		Aerospace & Defense Design						Robotics Solutions for Healthcare	data acquisition · couplings · encoders · machine vision · shock & vibration mitigation	PTDA
OCTOBER Aug 26, 2025	**Engineering Diversity + Inclusion,** *special annual issue*											
NOVEMBER Oct 7, 2025	motion control · linear motion · sensors · mechanical · electronic engineering	machine tool · offshore · aerospace · military · safety						Medical Design Tips		Robotics Handbook	motion controllers · gaskets · power supplies	DeviceTalks West
NOVEMBER Sept 30, 2025	**Casebook,** *part of the motion series*											
DECEMBER Nov 4, 2025	motion control · linear motion · test & measurement · connectors	semiconductor · medical · food & beverage · energy			Digitalization in the Warehouse	Interconnect Handbook	Thermal Management		Design for Pharmaceuticals		linear slides and guides · cables · pneumatics · switches · encoders · HMIs	

Other regularly occurring departments include Design Notes, Sustainable Engineering, Connector Notes, and Coupling Notes.

WTWH Media LLC

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Advertising Rates:

Full page............................. $7,160	1/2 page............................$3,970	1/2 page spread.............$5,845
2/3 page $4,650	1/3 page $2,500	Two-Page Spread........$11,350
1/2 island $4,270	1/4 page............................$2,140	

Design World Supplements

THE ROBOT REPORT

- February: Collaborative Robots
- March: Surgical Robotics Design Trends
- April: Rbr50 Innovation
- May: Robotics Summit Show Guide
- August: Motors & Motion Control
- September: Autonomous Mobile Robots (AMRs)
- October: Robotics Solutions for Healthcare
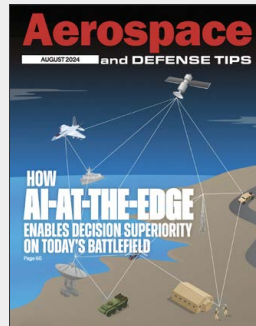- November: Robotics Handbook

EV ENGINEERING

- February: EV Control System Design
- June: EV Electric DriveTrain Design
- September: EV Battery Design Trends
- December: Thermal Management

AEROSPACE & DEFENSE

- April: A&D Design and Engineering
- August: A&D Design and Engineering
- October: A&D Design and Engineering

PACKAGING OEM

- March: Future of Flexible Packaging – Focus on Food
- June: Design for Food & Beverage
- September: Design for CPG and Household Goods
- December: Design for Pharmaceuticals

AUTOMATED WAREHOUSE

- March: Automated Storage & Retrieval
- May: Automation & Control
- August: Robotics in the Warehouse
- December: Digitalization in the Warehouses

ADDITIVE MANUFACTURING

- September: Trends and Technology

*ad close date available on Planning Guide page

The Blockbuster Issues

THE MOTION SERIES:

Trends

MARCH / Insights from experts in motion and automation.

Power Transmission Guide

MAY / Spotlighting key components such as gears, actuators, motors and other mechanical components.

Motion Handbook

AUGUST / Covering the most prominent trends in the motion control industry.

Casebook

NOVEMBER / A collection of case histories and in-depth looks at application challenges for motion systems.

ENGINEERING DIVERSITY AND INCLUSION

OCTOBER / Engineering Diversity and Inclusion issue is a staff-driven evolution of our popular Women in Engineering issues started in 2018.

The editors of Design World are honored to bring you statistics and distilled information on this topic as well as inspiring stories about engineers of various ages, orientations, races and ethnicities, neurodivergencies and abilities, and religions.
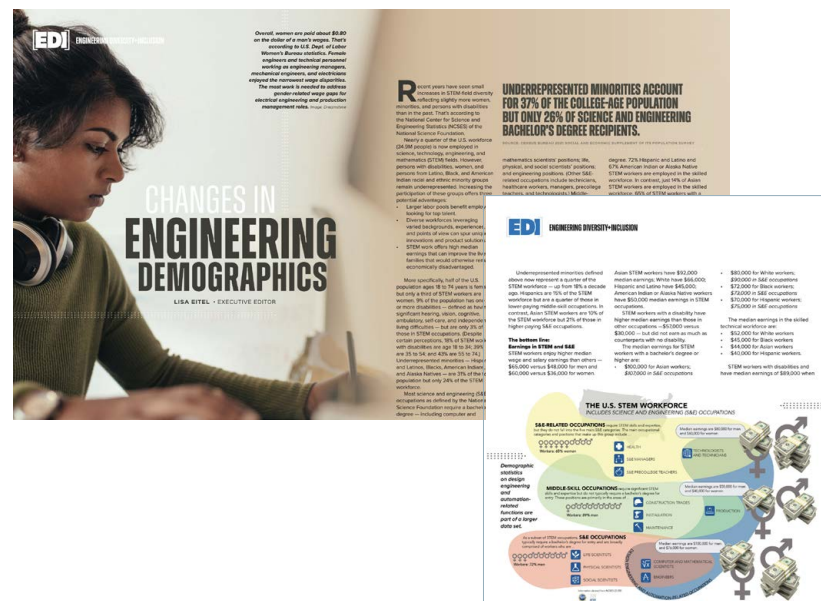
ad close date available on Planning Guide page

Leadership in Engineering

Recognizing our leaders in design engineering.

Participate throughout 2025 in Leadership in Engineering, a community based online promotion to support and gain industry recognition for individuals, engineering teams and your company.

VOTED ON BY THE DESIGN ENGINEERING COMMUNITY
Promoted throughout the year on Design World social media channels, enewsletters and websites.

Nomination examples include engineering leadership for a person or inventor, engineering leadership by a specific department or overall company accomplishment.

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.

Contact your sales representative available categories and package pricing.

CATEGORIES:

Advanced Materials	Mechatronics
Automation	Motion Control
Batteries	Networks
Digital Manufacturing	Packaging
Electrical & Electronics	Robotics
Fastening	Software
Fluid Power	Switches & Sensors
Industrial Automation	Test & Measurement
Mechanical	

DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview:
  Headline (50 characters / 5-7 words)
  Boilerplate (750 characters / 125 words)
- Why you are a leader: 250 Words (1500 characters)
- Company Logo*: 370 pixels wide and height is flexible
- 3 Featured Images*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:
  Headline – 80 characters
  Description – 300 characters
  PDF file – 50MB max file size
  Image* – 300 pixels wide; height is flexible

*All Images should be web ready resolution (72 DPI). File formats are: .jpg, png or .gif. Max file size 6MB each

Leadership in Engineering Achievement Program (LEAP)

The Leap Awards celebrates the most innovative and forward-thinking products serving the design engineering space.

Now in Its 8th Year!

The LEAP Awards have had **180%** growth in entries since the program began in 2018!

LEAP WILL HONOR THE BEST DESIGNS IN THE FOLLOWING CATEGORIES:

- Advanced Materials
- Connectivity
- Embedded Computing
- Fluid Power
- Industrial Automation
- Mechanical
- Motion Control
- Power Electronics
- Software
- Switches & Sensors
- Test & Measurement

KEY DATES:
- Open for submissions: 4/9/25
- Early bird deadline: ($395) 6/24/25
- Final deadline: ($475) 7/18/25

WINNERS ANNOUNCED:
In print and online November issue. The LEAP Awards will be included in a special print and online editorial section listing all winners, as well as profiles of the judges.

CRITERIA:
Entries submitted must be new products that are commercially available in the United States and have been released since January 1, 2024. If the product is a derivation of a past component, the updates made to the design and function must be significant. All submissions become the property of WTWH Media LLC, and the company reserves the right to publish information in any of its media outlets.

Our world-class judging panel will be comprised of OEM design engineers from a wide variety of industries, along with other engineering experts representing the mechanical and electrical design fields.

A FEW OF OUR PAST LEAP AWARD WINNERS:
- Electrocraft
- Emerson
- Festo
- FUTEK Advanced Sensor Technology, Inc.
- MakerBot
- Microchip Technology Inc.
- Moog Inc.
- ON Semiconductor
- Rohde & Schwarz
- Silicon Labs
- TE Connectivity
- Texas Instruments
- Universal Robots
- Wittenstein

wtwhmedia.submittable.com/submit

Engineering Diversity and Inclusion

In October, Design World will celebrate communities underrepresented in the engineering space with this special standalone issue.

Our team feels passionately about promoting industrial automation and engineering to people of all races, abilities, ages, orientations, and ethnic backgrounds. We are also committed to strengthening our industry by boosting diversity within it so that all the markets we serve can better leverage heterogeneous talents to maximize innovation and productivity.

In the Engineering Diversity and Inclusion issue, our editorial team will present an updated salary survey; discuss the intersection of industry ethics and diversity initiatives; summarize the recent NFPA Diversity, Equity, and Inclusion Group (DEI) panel discussion; and comment on neurodiversity and what it means for engineering teams.

In addition, our editorial team will highlight engineering readers who are positively influencing design technology or general engineering practices.

SPONSORSHIP OPPORTUNITIES:

Our **Platinum** or **Gold Packages** let manufacturers feature one engineer from their organization, showing their dedication to corporate inclusiveness and diversity ... and recognize great leadership on their own team.

The Silver Package lets manufacturers run an ad within the Engineering Diversity and Inclusion issue to show support of EDI. As a bonus, the HR departments of many of Design World's partners use their involvement in the Engineering Diversity and Inclusion issue as an effective recruiting tool.

Platinum Package / **$4,250**
- Full page ad
- Full page profile of an engineer from your company wishing to be featured

Gold Package / **$2,750**
- Half page ad
- Full page profile of an engineer from your company who would like to be featured

All Profiles include:
- Company 4/C Logo
- Profile Description (Up to 250 words)
- Achievements/awards

EDI
ENGINEERING DIVERSITY+INCLUSION

Digital Editions Sponsorship

Exclusive packages for lead generation, optimal placement and maximum reach.

DIGITAL EDITION PROGRAM

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. Your logo will also be prominent on the digital issue landing page and will be linked to your company's website.

- Full page ad size: 9 x 10 7/8 in. 150 dpi PDF RGB
- Logo – minimum 200 wide
- URL to landing page

Exclusive featured offer in e-newsletter pushed to digital subscribers.

- Image – 250x200
- Logo – 200 wide
- Title - 5-10 words
- Copy- 30-40 words
- URL to landing page
- Call-to-action

Featured Digital Edition promotion across entire network.

FULL PAGE DIGITAL AD / TEXT PRODUCT SPOTLIGHT: $7,750

Design World digital issues are optimized and supported across all platforms for desktop, tablets and mobile devices.

Enhanced Supplier Pages
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 white papers, catalogs, custom URLs or white papers and your Leadership profile.

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

Please contact your sales representative on how to get your enhanced supplier page live today.

For the most updated specifications, please visit:

marketing.wtwhmedia.com/customizable-supplier-pages-on-all-networks

33

WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" - (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A

ADS PLUS

1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at **ads.wtwhmedia.com.**

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.

MEDIA
File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).
Fonts: Embed all fonts
Color space: CMYK — Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.
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.

PROOF
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, please contact your Customer Service Representative for details.

QUESTIONS
For ad production questions, please contact:
Tracy Powers, Customer Service Representative, (440) 452-3449
tpowers@wtwhmedia.com
Printing Process: Offset, computer-to-plate (CTP)
Binding Method: Perfect bound

SUPPLEMENT HALF-PAGE TIP SPECS:
1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)

MARKETING SERVICES

BACK TO TOC
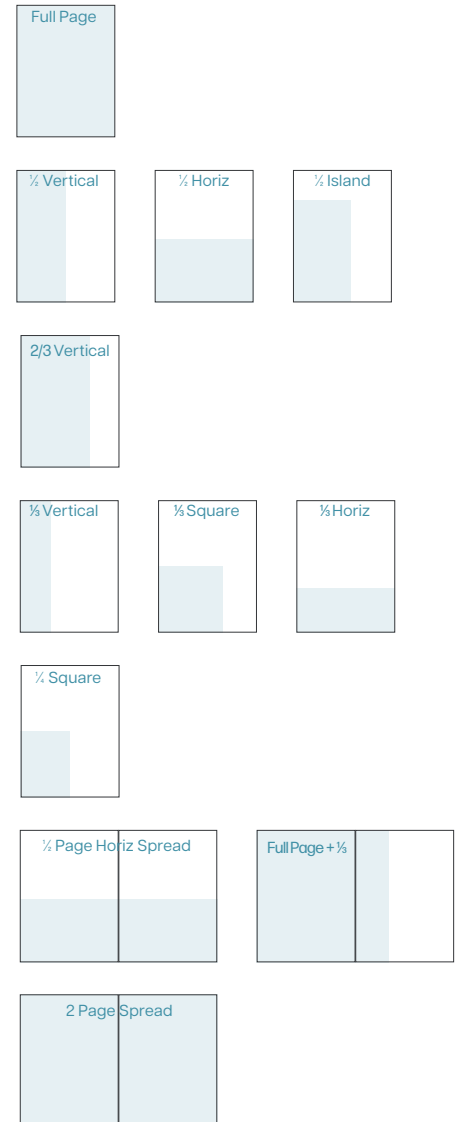
Social Media Management
Reach Your Audience │ Build Awareness │ Increase Engagement

Design World manages a wide variety of manufacturers' 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 increase your digital marketing footprint.

OUR GOAL

| Increase thought leadership presence via social channels | Create & post content | Grow following & increase engagement | Increase social conversion to your website |

DESIGN WORLD OFFERS
• Dedicated Account Manger to oversee and implement your social strategy
• Management & set-up of all major social platforms
• Content creation of all posts
• Monitoring all interactions of your brand across platforms
• Monthly reporting
• Review & strategy sessions

Packages range from $900-$1,900 depending on number of platforms managed and frequency of posting schedule.

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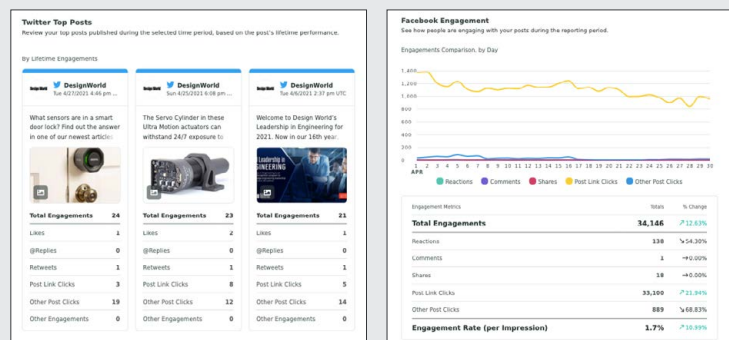
Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING
In addition to social media platform management, Design World manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Design World will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

• **LinkedIn**
  Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.

• **Facebook**
  Target ads by geography, job title, field of study and device usage.

Investment:
Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Design World's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to Design World is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.

35

MARKETING
SERVICES

BACK TO
TOC
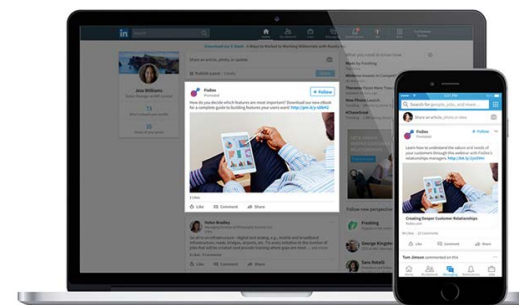
PPC Management: Google Ads
Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWH is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

ANALYSIS, STRATEGY & SET-UP
- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

ONGOING ACCOUNT MANAGEMENT
- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

MEASURABLE ROI & REPORTING
- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

INVESTMENT
- Minimum campaign monthly campaign budget – $2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional $1,700 one-time set-up fee for new account creation

Google Ads

Video Production Services
Full-Service HD Video Production

WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.

PRODUCT VIDEO
This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.
Pricing based on SOW

CLIENT TESTIMONIAL VIDEO
These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.
Pricing based on SOW

CORPORATE OVERVIEW VIDEO
Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.
Pricing based on SOW

www.youtube.com/@DesignWorldOnline/videos

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