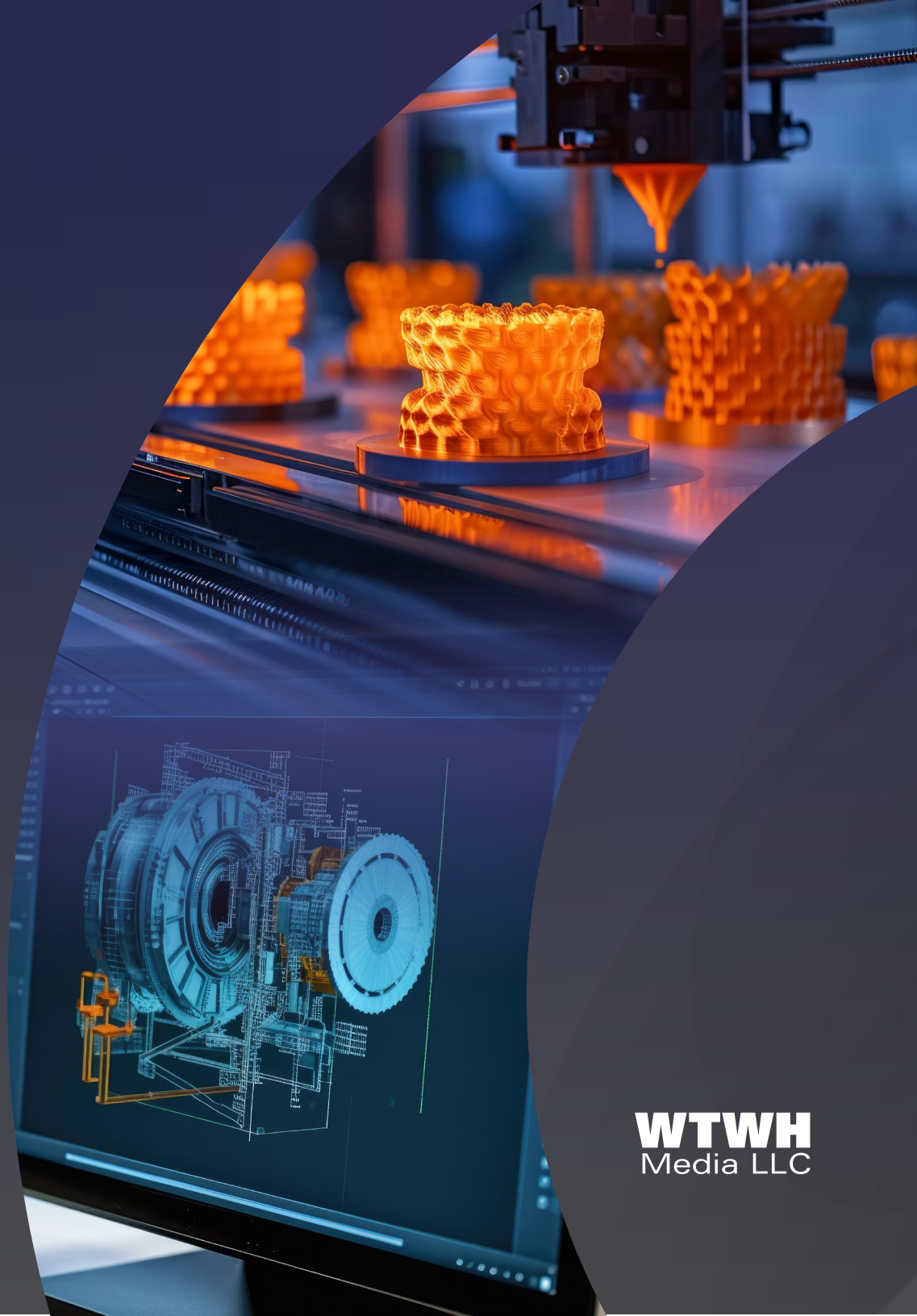


2025 MEDIA GUIDE

An online platform and
discussion forums with a clear
objective to **ignite inspiration**
in the field of engineering

 **engineering.com**

WTWH
Media LLC



ENGINEERING.COM NETWORK

Engineering.com connects engineers with ideas and insights that drive innovation throughout the design and production process. We explain proven techniques and explore new technologies in a wide range of areas, from design and simulation to 3Dprinting and digital manufacturing. Using case studies, technical tutorials and other engaging content formats, we help engineers solve problems across a diversity of industries, including aerospace, defense and automotive.

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

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

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Audience Marketing

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Webinars
Roundtable Videos
Webshows



Content Studio

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Voices and Views



Editorial

2025 Planning Guide



Marketing Services

Social Media Management
PPC Management: Google Ads
Video Production Services

Contact Us ➤

ENGINEERING.COM NETWORK AUDIENCE

WEB

4.5 M
PAGE VIEWS

The Engineering.com Network logs over 4.5M pageviews and 1.3M users per month

Sites include:

- engineering.com
- eng-tips.com
- tek-tips.com
- engineersrule.com
- tenlinks.com

SOCIAL

1,432,260+
FOLLOWERS

Over 1,432,260 + Social followers across all platforms.

The Engineering.com network has a highly-engaged social media audience.



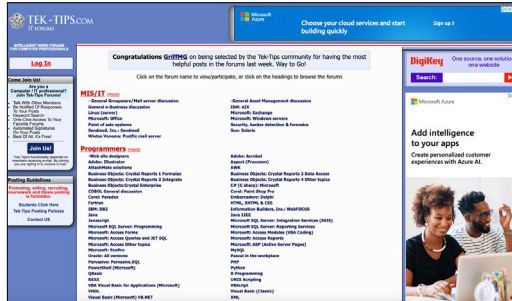
NEWSLETTER

121,195

Digital circulation reaches over 121,195 online subscribers with mobile optimized content.

Engineering Forums

Our engineering forums consist of user-generated content and attract an audience of engineering professionals from a wide variety of industries and disciplines where collaboration and learning is the primary focus.

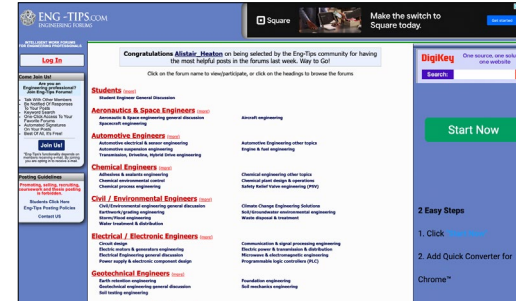


Tek-Tips.com

Forum Discussion Boards:

- MIS/IT
- Programmers
- Server Rack
- Communications Rack
- Data Transmission
- Wiring Closet
- Internet of Things (IoT)
- Desktop Hardware & Smartphones
- Desktop Software
- Application Management
- Enterprise Applications
- Project and Data Management
- Certification & Testing

Pricing: \$65 CPM



Eng-Tips.com

Forum Discussion Boards:

- Aeronautics & Space Engineering
- Automotive Engineering
- Bioengineering
- Chemical Engineering
- Civil / Environmental Engineering
- Electrical / Electronics Engineering
- Geotechnical Engineering
- Industrial / Manufacturing Engineering
- Marine / Ocean Engineering
- Mechanical Engineering
- Petroleum Engineering
- Engineering Codes, Standards & Certifications
- Engineering Computer Programming
- Project and Data Management
- Certification & Testing

Pricing: \$65 CPM

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- engineering.com 300x250, 300x600
- Eng-Tips.com 728x90, 300x250, 300x600

\$65/CPM – Min 10K impressions per month.

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.



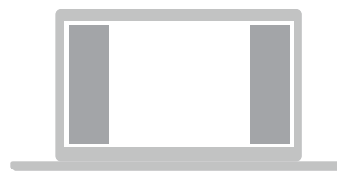
300x600



728x90



300x250



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 Engineering.com 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

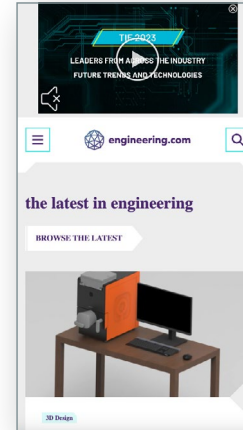
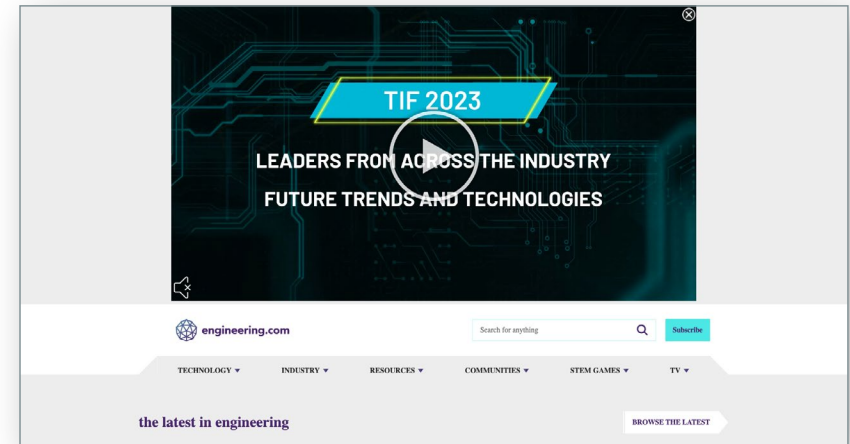
IMAGES

- 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

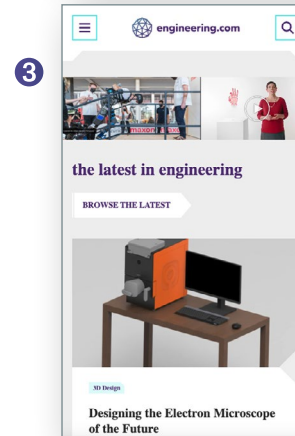
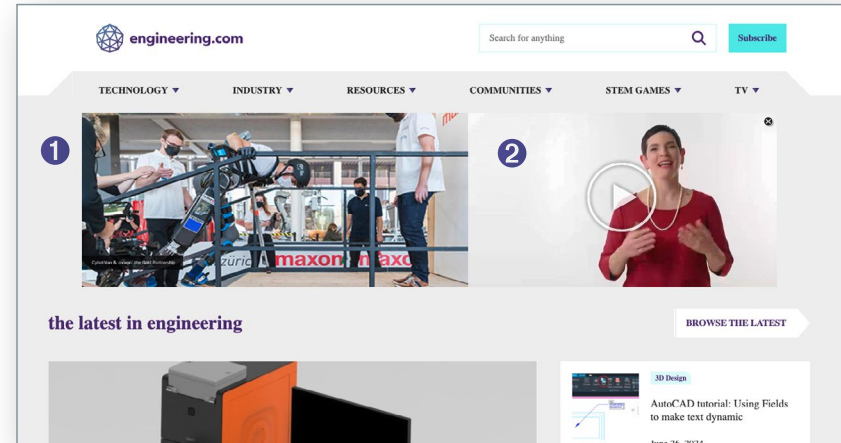
FILE TYPES

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.

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.

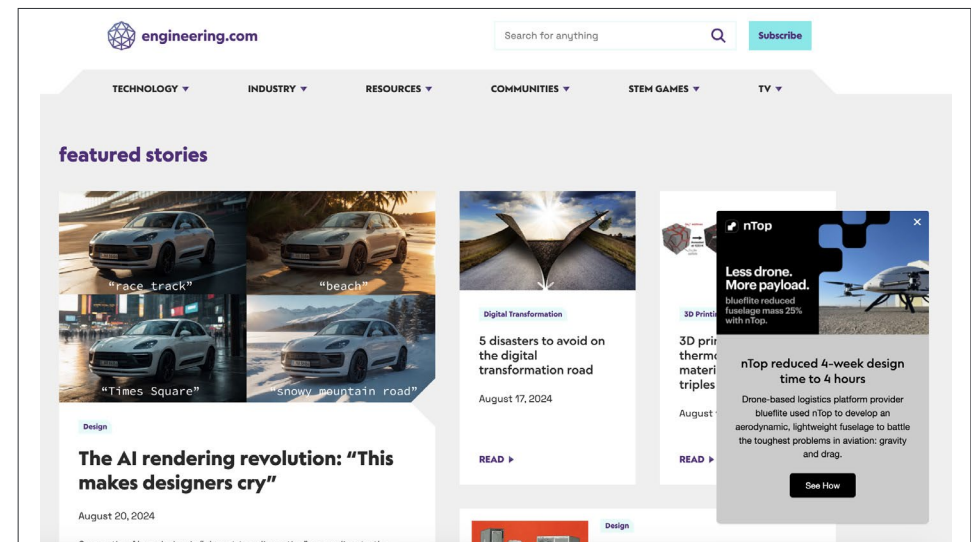
CONTENT AFFINITY TARGETING

- Target by content affinities across the Engineering.com 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:

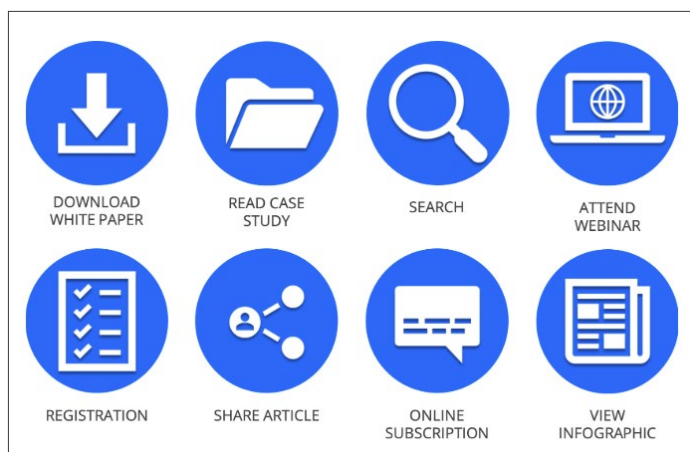
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL



Audience Extension

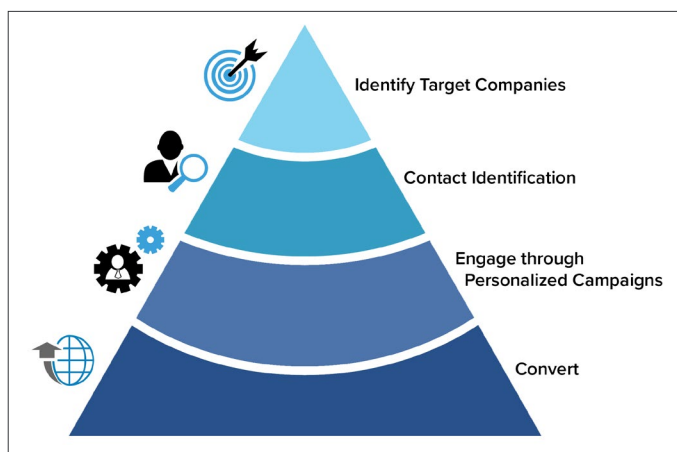
Intent-Based Marketing | Account-Based Marketing

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.



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.

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

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 Engineering.com network to retarget key segment audiences.

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

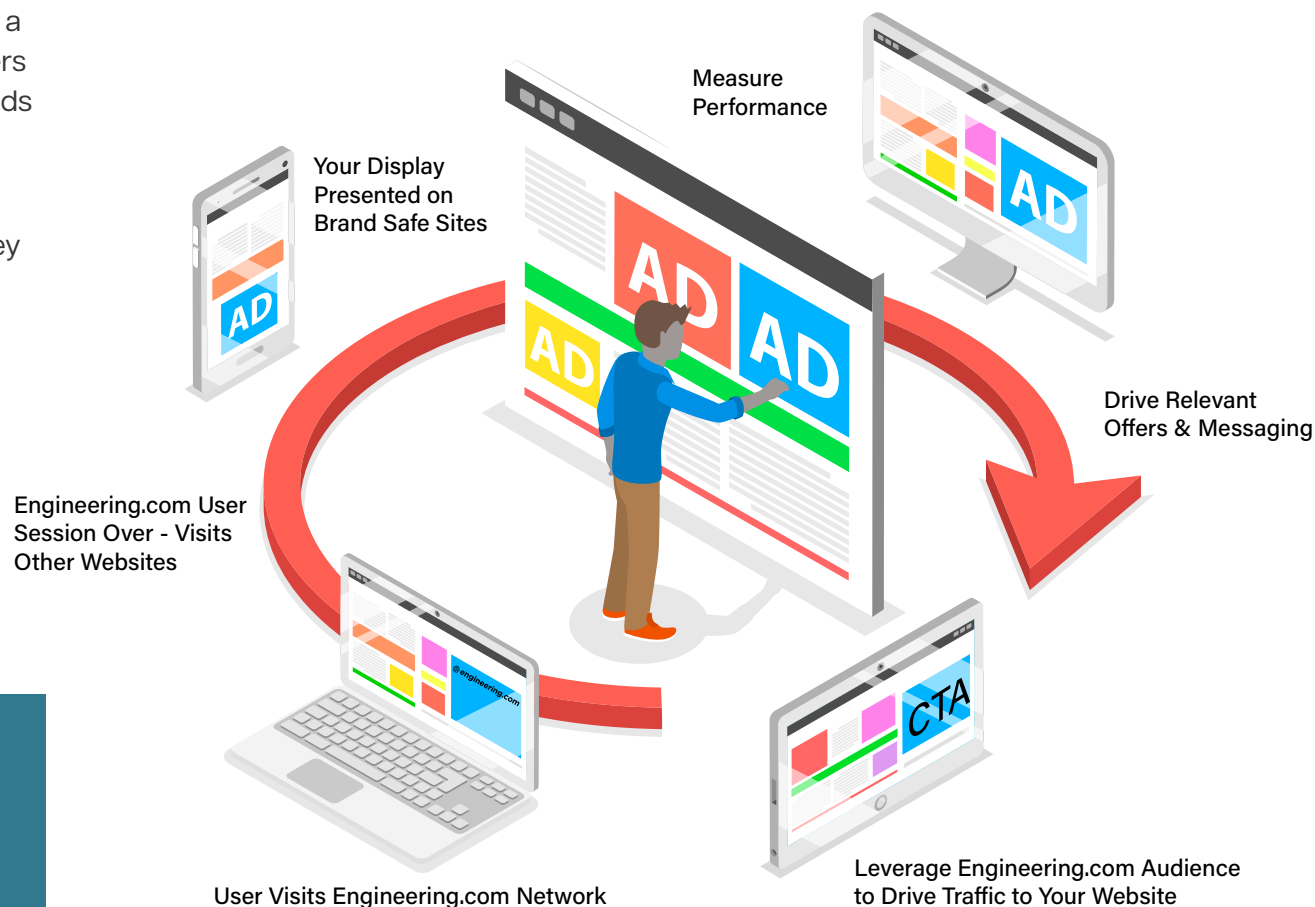
Pricing based on CPM volume and custom ROI programs

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.

Engineering.com 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:

- Each newsletter contains 8 articles (a combination of articles and resources)
- Company logo jpg with a maximum height of 70px
- Destination click-URL

EXCLUSIVE SPONSORSHIP:

Exclusive Rate: \$5,800

WEEKLY NEWSLETTERS:

- Engineering.com – Reach: 80,220
- Design – Reach: 31,988

BIWEEKLY NEWSLETTERS:

- Simulation
- 3D Printing – Reach: 15,634
- Digital Transformation – Reach: 29,577

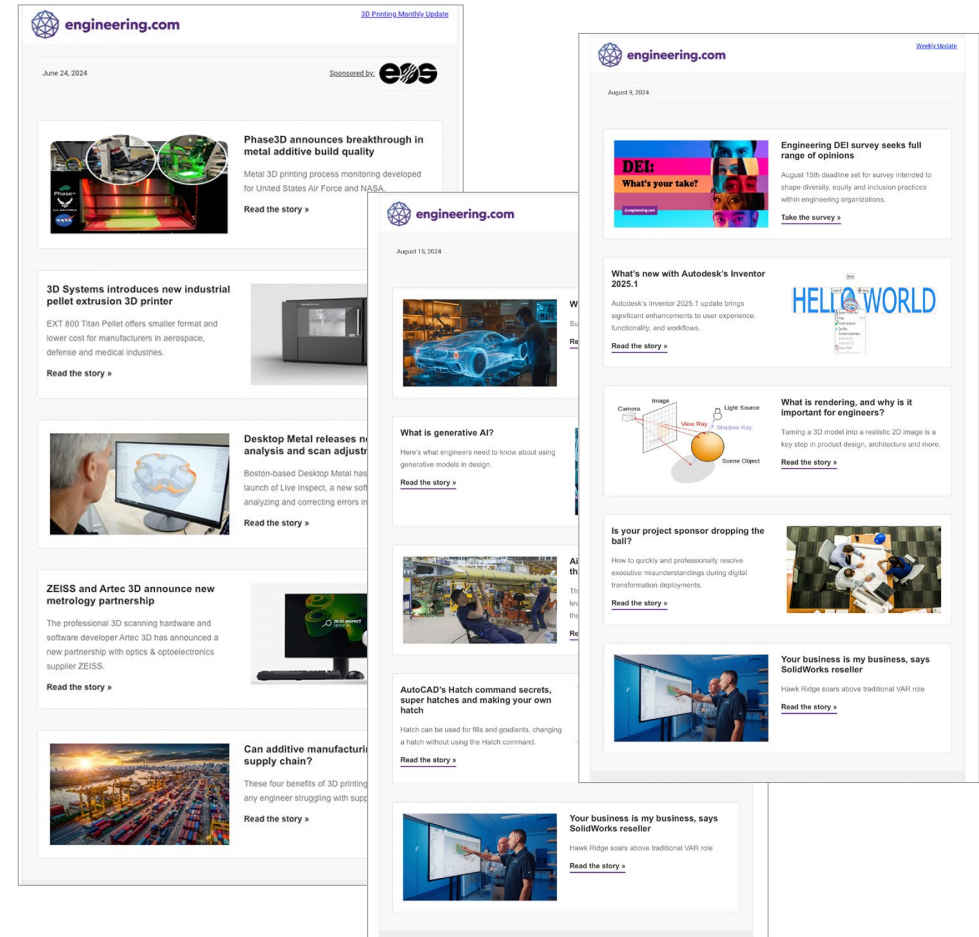
MONTHLY NEWSLETTER:

- Aerospace & Defense

Notes:

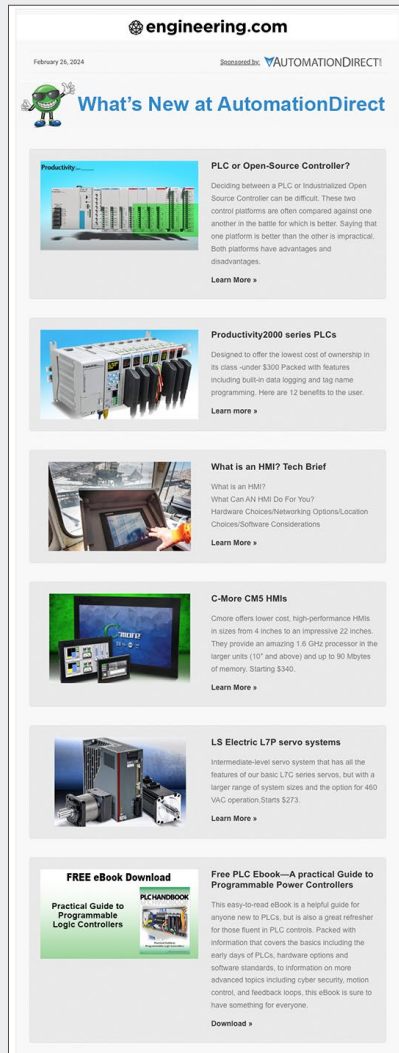
* Sponsored Content is promoted in the General newsletter and other relevant section newsletters

* Subscribers numbers are updated based on count of last newsletter sent



CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



Engineering.com 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

Engineering.com 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! WTWH 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, Engineering.com 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.

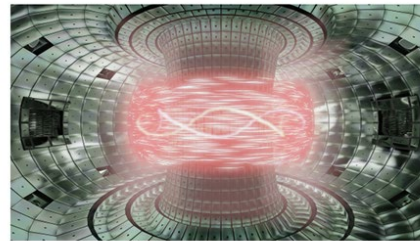
SIEMENS

Accelerating digital maturity in nuclear power and SMR businesses

Learn how to dramatically improve nuclear power and SMR innovation using digital twins and the industrial metaverse.

Tues, April 30, 2024 at 1PM ET
Live Webinar

Register for webinar



Small modular reactors (SMRs) and advanced nuclear power reactors hold great promise in transforming the global energy supply. In this webinar, you'll learn about a new digital maturity model for nuclear power firms using the industrial metaverse, which will revolutionize the visual navigation of complexity by incorporating physics-informed digital twins.

Watch the webinar to discover how:

- SMRs and next-generation nuclear reactors could transform the energy industry
- Accelerating digital transformation is essential for nuclear business growth, innovation and success
- Nuclear businesses can adopt a new digital maturity model using the industrial metaverse and physics-based digital twins

Register for the webinar to learn how new digital technologies are revolutionizing the visual navigation of nuclear complexity.

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

engineering.com

How Single Pair Ethernet (SPE) Simplifies Industrial Communication

How does SPE work? What does it enable? And what does it offer for industrial environments? See what's driving the trend behind Single Pair Ethernet and learn about the products that are enabling the IIoT. Take a deep dive into this new resource from Belden's strong bench of SPE experts to discover how they are providing solutions to the unwavering demands of rugged industrial environments, from automotive manufacturing environments to process industry plants.

BELDEN

View SPE Resources

WTWH
Media LLC

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

5G
TECHNOLOGY WORLD

Enabling 5G and DSRC V2X in Autonomous Driving Vehicles

The focus of this article is on the development of vehicular communications (V2X) devices. An overview of V2X application scenarios will be presented along with the two wireless access technologies that could be used to perform V2X communications. With the help of the brief V2X introduction, we will establish an understanding that wireless access for V2X communications controlled by the cellular network (also known as cellular V2X, or C-V2X) could complement other wireless access candidates in unlicensed and dedicated frequency spectrum ranges.

ANALOG DEVICES
AHEAD OF WHAT'S POSSIBLE™

Download Whitepaper

First Name
Last Name
Company
Address
City
State/Province/Region
Zip/Postal Code
Country
Phone

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

US TSUBAKI SPONSORED CONTENT

SEE MORE >



WORKHORSE® Chain Offers Dependable Strength and Reliability for Bucket Elevators

In cement, mining, fertilizer and industrial aggregate applications, chain bucket elevators are used to transport bulk materials vertically. Demanding environments like these often challenge system reliability and require unique, innovative chain solutions. Balancing adequate strength with features that effectively defend against corrosion and abrasion can often be a challenge but is certainly feasible and should...

A Smarter Approach to Identifying Sprocket Wear

Tsubaki KALPROTUM® Enables Smart Maintenance

Optimizing Maintenance Overrunning

Chain Wear

US Tsubaki

WORKHORSE® Chain Offers Dependable Strength and Reliability for Bucket Elevators

A Smarter Approach to Identifying Sprocket Wear

Tsubaki KALPROTUM® Office Series Enables Smart Cable Management


Optimizing Lubrication Maintenance for Overrunning Clutches

Chain Wear Indicator Kit

Sponsored Content

Renishaw next-generation FORTIS™ enclosed linear encoders offer enhanced metrology and reliability for machine tools

By Sponsored Content | June 1, 2022



FORTIS™ is the new enclosed encoder that enables machine tool builders to improve machine tool performance and increase uptime while enhancing the efficiency of assembly, maintenance, and servicing.

The innovative FORTIS enclosed linear absolute encoder series is designed for use in harsh environments such as machine tools. It can also be used in functional safety applications up to SIL2 and PLd.

SPONSORED CONTENT

Renishaw next-generation FORTIS™ enclosed linear...

WAGO's smartDESIGNER Online Provides Seamless...

Epoxy Certified for UL 1203 Standard

The Importance of Industrial Cable Resistance to...

Optimize, streamline and increase production capacity...

Global supply needs drive increased manufacturing...



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.

MQL Gated

Marketing qualified lead

2-Touch Performance MQL

A lead has consumed two pieces of content

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

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

engineering.com

Design for Additive Manufacturing with FDR

Fine Detail Resolution (FDR) technology is the only solution on the market that enables production of delicate parts without sacrificing quality. Learn how to unleash the power of FDR.

Please fill this form to get immediate access to this exclusive resource.

First Name *

Last Name *

Business Email *

Phone *

Company *

Address *

City *

Country *

State *

ZIP Code *

Company Size *

Revenue *

Job Title *

Industry *

Job Function *

Download Now

WTWH Media LLC

Address: 1111 Superior Avenue, 26th Floor, Cleveland, OH 44114

Privacy Policy | Preference Center | Unsubscribe

Dynamic content provides the personalization necessary to drive more engagement

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 Engineering.com.

Priced at \$88/CPL

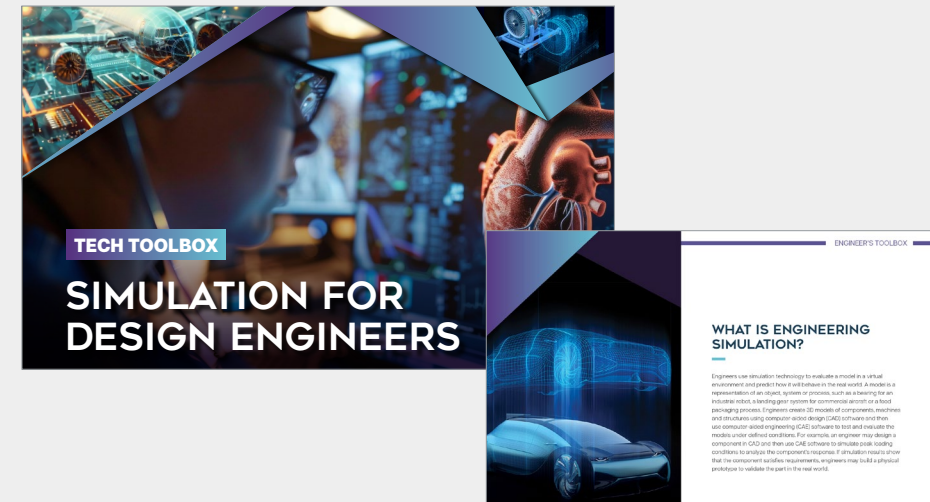
Contact your sales representative for details

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 inserted as the last page/back cover of the Design Guide PDF

Engineer's Toolbox

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



2025 SCHEDULE:

January: Simulation for Additive Manufacturing

February: Capturing Reality for AEC

March: Digital Transformation: Digital Prototyping and Testing

April: 3D Printing for Aerospace

May: Spatial Computing (AR/VR/XR) for Design

June: Design for Additive Manufacturing (DIAM)

July: Sustainability via Digital Transformation

August: Sustainable Engineering Practices for Aerospace

September: Design for Sustainability

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 can include an advertisement (hi-res pdf or jpg and will be placed and sized accordingly), full page of supplied content (limited to full page with or without image), and video.

Webinars

Engage a captive audience and generate leads.

Engineering.com 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 WEBINARS

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

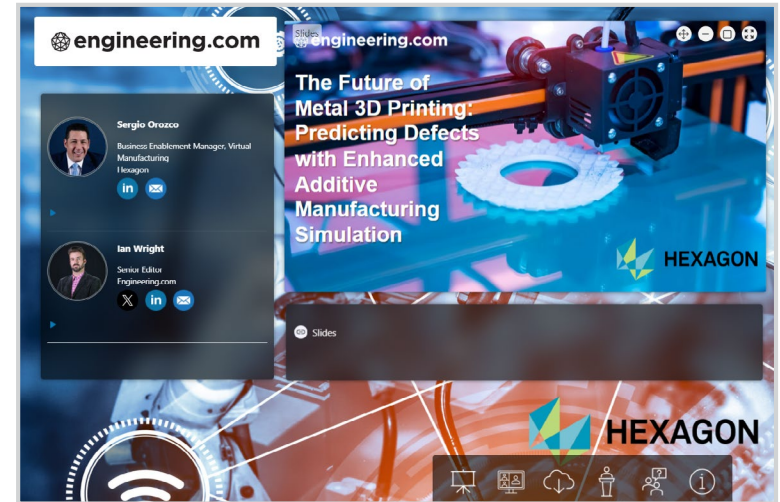
- **January:** Design Trends in BIM
- **March:** Aerospace/3DP: Advancements in 3D Printing
- **May:** Simulation / Digital Transformation: Digital Twins in Manufacturing
- **July:** Digital Transformation: Trends in Edge Devices
- **September:** Design Trends in Automotive
- **November:** 3D Printing – Advancement in Materials

Rate: \$5,450

CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. Engineering.com 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.

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.

Roundtable Videos

This exciting new program delivers high-value information in a theme-focussed roundtable discussion with industry thought-leaders. Hosted by our professional moderators, 3 to 4 panelists engage in a live-to-tape video session that runs 40-60 minutes. The guests for the events can be sourced from the sponsor, external resources, or engineering.com internal specialists.

Roundtable videos are produced in our dedicated studio with commercial-grade remote video links to the panelists. A host-guided question format is used to focus on a central theme, and the panelists interact with each other the same as they would during a live roundtable. Lead data is collected and a full report is provided. Each roundtable is available on demand at engineering.com and the reproduction can be used in your future marketing.

Investment: \$12,000

What's Included?

- Research and content development
- Roundtable moderation
- Professional video in a studio environment
- Video post-production and editing
- Video featured in a story on engineering.com
- Transcription and post-event report
- Perpetual license of the video content
- Promotion and reporting

Program Requirements

- 3-4 subject matter experts (internal, partners, or our resources)
- Bios and headshots of panelists
- Microsoft Teams, webcam/laptop, office or home office setting

Production Timelines

- 30-minute kick-off meeting to discuss timelines, requirements, and marketing
- Content alignment through e-mail or meeting
- 2 hours slotted for recording (often less time needed)
- Video review, editing, approvals, and final cut
- Video published on engineering.com
- 3-month promotion plan

Manufacturing in Uncertain Times: Advanced Solutions to Complex Problems

Globalization, Outsourcing, Just in Time, Covid 19. The challenges to American manufacturing in the 2020s are many, but so are the solutions to those challenges.

New forms of manufacturing, such as 3D printing, are revolutionizing the way things are made, and the Internet of Things promises to make devices from spacecraft to basketball shoes fully connected, changing the way people use manufactured goods forever. Manufacturing was always complex, and new factors such as artificial intelligence, virtual and augmented reality, as well as cloud connectivity, mean accelerating change, pushing the limits of humans and the machines they use.

Where is manufacturing going? engineering.com's Jim Anderton hosts a distinguished panel to discuss this important subject.

Moderator:
Jim Anderton - Director of Content, Multimedia - engineering.com

Mr. Anderton was formerly editor of Canadian Metallworking Magazine and has contributed to a wide range of print and on-line publications, including Design and Storage Management, Automation, and the National Quality and part design for a Tier One automotive supplier.

Panelists:
Stuart Sim - Partner, Global Head of Data Architecture & Engineering

Stuart is a CIO counselor and implementation specialist transformations with expertise in Retail, Heavy Industry, Education, as well as the Social and Advertising industries in AI, big data, Industry 4.0 and the Internet of Things and for non-operable systems integration.

**The Outlook for the Future :
Additive for Mass Production Applications**

THE ENGINEERING
ROUNDTABLE

3D Printing

**Additive for Mass Production
Applications: The Outlook for the
Future**

WWW.ENGINEERING.COM/CATEGORY/TV



Webshows

Designing the Future • Manufacturing the Future

Our “Future Series” of webshows consists of two independent streams on our engineering.com/tv platform, professionally moderated in 30-minute sessions.

We showcase senior business and technical leaders who share their vision and insight about design and manufacturing innovation, emerging trends, and how forces like the pandemic will impact these fields moving forward.

These programs will offer your leaders and company great exposure, with links back to your website for our audience to continue topic discovery, ideally pointing to thought leadership blogs, videos, or podcasts. The session recording will be provided to you as a deliverable to leverage in your marketing mix.

Investment: \$5,500

Designing the Future

Designing the Future is hosted by Michael Alba. Michael is the Senior Editor of engineering.com. He writes about design software, computer hardware, and other engineering topics. Michael holds a degree in Engineering Physics from the University of Alberta.

Manufacturing the Future

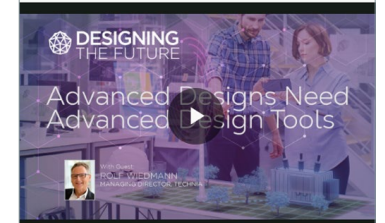
Manufacturing the Future is hosted by well-known manufacturing expert Jim Anderton. Jim has contributed to various leading industry publications as our Director of Content and former Editor of Canadian Metalworking Magazine. In addition, he has experience in quality and part design with a of Tier 1 automotive supplier.



Advanced Designs Need Advanced Design Tools

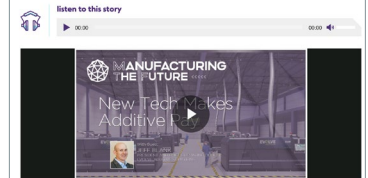
This video was sponsored by TECHNIA.

The design of the technologies that we use every day, from cell phones to jet airliners, has changed significantly over the last decade, a change that is accelerating. The tools that help engineering professionals advance the state-of-the-art are changing too, and those tools are arriving just in time to address a new set of unforeseen challenges facing designers in the 2020s, notably climate change. How do these new tools intersect with the new technologies designed by those tools? Joining Jim Anderton to discuss the issues is Rolf Wiedmann, Managing Director at TECHNIA.



New Tech Makes Additive Pay

Evolve Additive Solutions' Jeff Blank on 3D technology and scaling up for quantity production.



This video is brought to you by Evolve Additive Solutions.

Additive manufacturing has been described as the best way to make parts that can't be made in any other way. While it's true that additive is absolutely unparalleled as a part-making technology for high complex shapes with undercuts and enclosed volumes, there are an increasing number of applications where additive is the preferred tech for parts that could be machined or formed.



**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

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



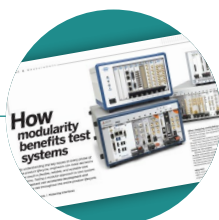
TWO-PAGE FEATURETTE

- 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

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



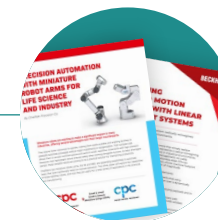
EVENT BRIEF

- 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

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: \$4,500



SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$4,500



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

Voices and Views

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 and style formats
- Premium category takeover on website with a full concentration on the Voices brand



VIEW



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.

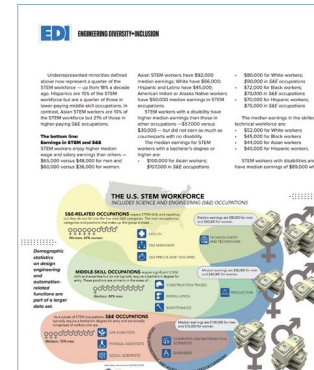


Our high-touch, customized approach will result in a digital article that combines your message and our voice.

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

| | January | February | March | April | May | June | July | August | September | October | November | December |
|--|---|---|--|--|--|--|---|---|---|--|--|--|
| Special Coverage | | | | | | | | | 3D Printing & Advanced Manufacturing | EDI: Engineering Diversity & Inclusion | | |
| Career Development Webinar Series | | Scholarships, fellowships and beyond: How to fund your master of engineering degree | | The Master's Degree as a Force Multiplier: Why mid-career engineers should consider graduate education | | Licensed to Thrive: The whats, whys and hows of Professional Engineer (PE) licensure | | Master of Engineering: Your next step to career success | | EDI: Engineering Diversity & Inclusion Webinar Programming | | The Best Master's Program for You: How to Select it and apply successfully |
| Special Reports | Future Engineering Leaders | | Best Engineering Workplaces | | | | The Engineer of the Future | | Engineers Annual Salary Survey | | | Job Satisfaction Survey |
| Show Promotions | | | AMUG | | | RAPID+TCT | | | | | | |
| Engineering Toolboxes | Simulation/3DP: Simulation for Additive Manufacturing | Design: Capturing Reality for AEC | Digital Transformation: Digital prototyping and testing" | 3DP/Aerospace: 3D Printing for Aerospace | Design: Spatial Computing (AR/VR/XR) for Design | Design/3DP: Design for Additive Manufacturing (DIAM) | Digital Transformation: Sustainability via Digital Transformation | Aerospace: Sustainable Engineering Practices | Design: Design for Sustainability | | | |
| Webinar Series | | Design & Simulation Week | | | Digital Transformation Week | | | 3D Printing Week | | | Aerospace & Defense Week | |
| Editorial Webinars | Design: Trends in BIM | | Aerospace/3DP: Advancements in 3D Printing | | Simulation / DigiTrans: Digital twins in manufacturing | | Digital Transformation: Trends in Edge Devices | | Design: Trends in Automotive | | 3D Printing: Advancements in Materials | |
| Manufacturing the Future Video Series | Manufacturing the Future: Aerospace | | Manufacturing the Future: Motion Control Technology | | Manufacturing the Future: AI in Engineering | | Manufacturing the Future: Advanced Simulation | | Manufacturing the Future: A Look at CAM | | Manufacturing the Future: CAD in Aerospace | |



Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

Engineering.com 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

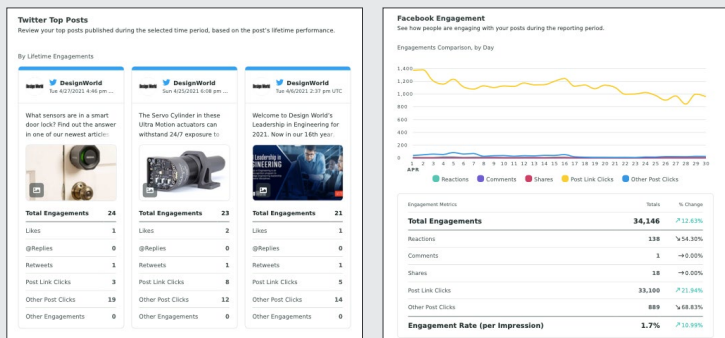
Increase social conversion to your website

ENGINEERING.COM OFFERS

- Dedicated Account Manager 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, Engineering.com 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, Engineering.com 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.

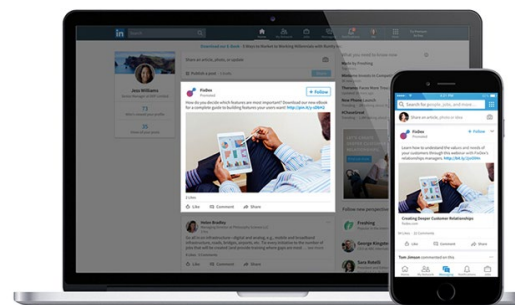
Facebook

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. Engineering.com'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 Engineering.com is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.



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. WTWB 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

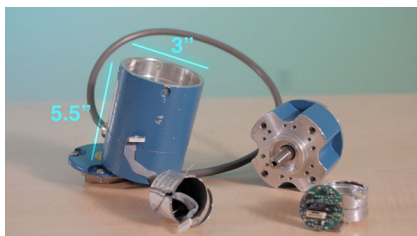
- Minimum campaign monthly campaign budget -- \$2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional \$1,700 one-time set-up fee for new account creation



Video Production Services

Full-Service HD Video Production

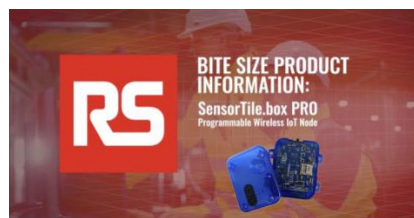
WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your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



PRODUCT SHORTS

Capture the attention of engineers and effectively communicate your product or concept with our 1-2 minute hosted and illustrated videos.

Comprehensive Video-as-a-Service (VaaS) solutions, leveraging our industry expertise and production capabilities to deliver high-quality videos that will resonate with your audience.

Investment: \$4,500 per video



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

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