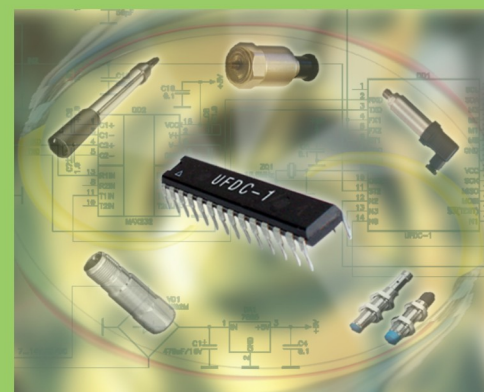
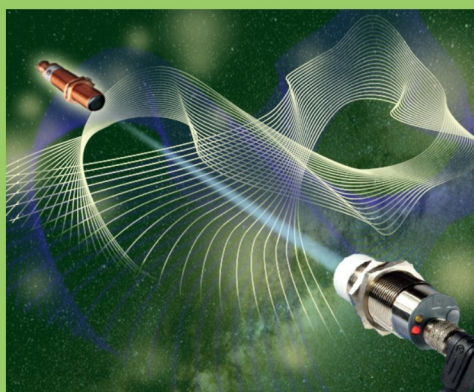


**SENSORS WEB PORTAL**  
**[www.sensorsportal.com](http://www.sensorsportal.com)**

# **MEDIA KIT**

# **2007**



***Join the Sensors Web Portal  
for you profitable growth***



# Our Media Products

A way to reach sensor decision makers worldwide and put your marketing budget to work.



<b>1</b>	<b>List of Sensors Manufacturers</b> 33 x 2 very targeted sensors sections, new sections on request. <i>More on pp. 5-6</i>
<b>2</b>	<b>Banner Advertising</b> Graphic image for brand recognition. All possible banner sizes. <i>More on p. 6</i>
<b>3</b>	<b>Sensors &amp; Transducers Magazine (e-Digest)</b> Circulation: 30 000+ decision makers persons per month. <i>For more details see p. 7</i>
<b>4</b>	<b>Sensors &amp; Transducers Journal (ISSN 1726-5479)</b> Circulation: 30 000+ subscribers per month. Sponsored issues are welcome. <i>For more details see pp. 7-9</i>
<b>5</b>	<b>IFSA Newsletter (ISSN 1726-6017)</b> Written by Sensors & Transducers Editors. Twice per month circulation. Online and e-mailing, HTML and ASCII text formats. More than 30 000 subscribers. <i>See p. 9</i>
<b>6</b>	<b>Sensors Industry News Feed</b> RSS and XML formats. Links and short product description to be placed within syndication news feed. <i>See p. 10</i>
<b>7</b>	<b>Online Sensors Store</b> The ideal place to sell your product online. <i>See p. 11</i>
<b>8</b>	<b>Video Ads</b> Your company or product video clip in Internet. Pay-for-showing (download price model). The number of downloads can be preliminary ordered. <i>More details on pp. 11-12</i>
<b>9</b>	<b>Press Release Publication</b> Brief description and product photo on a separate web page. It is free ! <i>Full details on p. 10</i>

To stop an advertising campaign in order to save money is the same as to stop a clock in order to save time ...

## Why Sensors Web Portal ?

It is an award-winning, one of the biggest, primary Internet resource dedicated to the world of sensors, transducers, MEMS, sensor instrumentation and data acquisition systems with continuously growing number of members and visitors. Sensors web portal represents a unique and exciting opportunity to influence the worldwide sensors customers through the combination of magazine, journal, newsletter, web, e-mail and news feed (xml and rss).

Because this resource is a vertical, specialized Internet portal, ALL of our visitors are from the mentioned industrial sector and ads on sensors web portal is very targeted in comparison with other online engineering resources. We fine-tune information, e-services and your product offerings to serve our target audience much better. Please notice that the Sensors Web Portal is a unique, Internet resource and primary, well-known source for sensors related information with free regularly up-dating content and excellent possibilities to target your ads to your future buyers. Your advertisements will reach those with the greatest probability of becoming buyers at the very time they are in a purchasing mode.

You can advertise here related products, services, job offers, exhibitions, conferences, training courses, books, etc.

Customers like our Sensors Web Portal because they can choose sensors from different manufacturers, with appropriate technical performances and prices in ONE place on the Internet - Sensors Web Portal (<http://www.sensorsportal.com>) - saving both time and money.

Portal has many different, strongly targeted sections devoted to different sensors that can be used effectively for online advertising. The Sensors section divided into the following subsections: Accelerometers, Acoustic, Biosensors, Chemical, DAQ, Displacement, Flow, Gas, Inclination, Humidity and Moisture, Level, Load Cells, Magnetic, Mechanical, Nanosensors, Optical, Oxygen, pH, Plug-and-Play (TEDS) Sensors, Position, Pressure, Proximity, Resonant, Rotation speed, Temperature, Tilt, Torque, Ultrasonic, Vacuum, Vibration, Wireless Sensors, Yaw and Others subsections, including MEMS, Sensor Instrumentation and Networks.

### → Overview

**Launch date:** 23 August 1999

**Audience:** engineers, technologists, managers and researchers who use sensors, transducers and related products.

**Mission:** sensors and transducers related information delivery including principles, applications, design, etc. among all sensor community in the world.

#### Media Products:

- *Sensors & Transducers Magazine (e-Digest) and Journal (ISSN 1726-5479)*
- *International Frequency Sensor Association (IFSA) Newsletter (ISSN 1726-6017)*
- *Sensors Industry News Feed (XML and RSS)*
- Sensors web portal
- Sensors bookstore
- Online store

**Geographic Coverage:** worldwide

**Average monthly visitors:**  
54, 390+

#### Frequency:

- *Sensors & Transducers Magazine (e-Digest) and Journal* (monthly, plus special issues);
- *IFSA Newsletter* (twice per month)
- Sensors web portal (monthly up-dated)
- Sensor Industry News feed (weekly up-dated)

**Circulation:** 30, 000+

In addition to the web link, company logo and short description, in each of sensors manufacturers list you can see a short description of most interesting sensors models and direct link to manufacturer's web site (its part) where this model is described in details. This approach help to users quickly find the necessary information.

Enrol your company today with the other sensor manufacturers and give your potential buyers the best possible opportunity to find you among many other sensor manufacturers in the world and to choose your products.

## Market Realities

The non-military world market for sensors will grow at an annual rate of 5.3%. Under very conservative assumptions it is expected to reach US \$ 50-51 billion by 2008; assuming more favourable but still realistic economic conditions, the global sensor market volume could even reach US \$ 54 billion by 2008. Sensors on semiconductor basis will increase their market share to 43% in 2008. *Source: Intechno Consulting*

U.S. demand for sensors will grow 7.8% annually through 2008, driven by sales of more advanced types of sensors used in motor vehicles, consumer electronics, and information technology.

Demand for OEM automotive sensors in North America will increase 10.7% annually through 2007. Gains will be driven by new mandated and market-driven sensor-based features.

Strong growth expected for sensors based on MEMS-technologies, smart sensors and sensors with bus capabilities. *Source: The Freedonia Group*

How to be a leader in the dynamic, rapidly expanding sensors market ?

The online advertising continues to grow by steady rates... The US online advertising spending will reach \$ 9.9 billion in 2007. *Source: The Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC).*

### ➔ Top Reasons to Advertise at Sensors Web Portal

- High Quality Rating Score (QRS);
- Very targeted ads (text ads, banners, lists of manufacturers, video ads, etc.) and high advertising efficiency;
- Press release service (text, your company logo and product colour photos);
- Sensor Industry News feeds (RSS, XML) syndicated by many web sites, news feeds catalogs, search engines and news aggregators (news feeds readers) every week.
- Sensors Web Portal takes mainly the 1<sup>st</sup> position in rating of most popular search engines and portals as Google, Yahoo!, Lycos, Overture, AltaVista, Excite, AOL, MSN, AllTheWeb, HotBot, etc.
- Ads on specialized vertical Sensors Web Portal have resulted in an average clickthrough rate 7-9 times higher than for ads on common purpose search engines.
- It raised brand awareness up to 7 % and consumer loyalty up to 4 % among those same thousands that visit the portal.

# Advertising Options

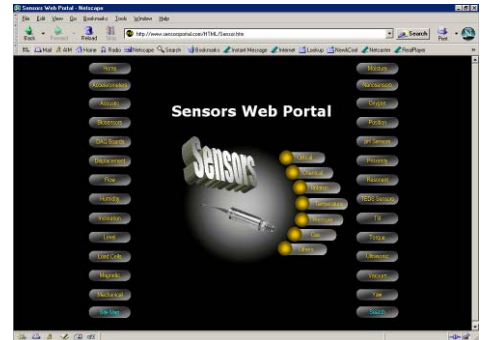
## Sensors Web Portal

### Overview and Audience

Today most effective online ads for sensors related products are both: on specialized (vertical) web portals and AdWords advertising programme from Google.

Our team has significant experience of making web portals marketing channels and information resources and Sensors Web Portal are geared specifically to producing sales leads.

A Sensor Web Portal's content is up-dated regularly, which results in frequent repeat visits by our visitors, and continuously growing number of new visitors. There are visitors from 148 countries worldwide every year.



Sensor Sections on Sensors Web Portal

### Audience statistics:

- 1 340 880+ annual page views
- 111 740+ average monthly page views
- 261 840+ annual unique visitors
- 54 390+ average monthly visitors
- 652 680+ annual visitors



List of Sensor Manufacturers

### Most Visited locations:

- Home page
- Sensors & Transducers Magazine (e-Digest)
- News section
- Wish List
- 33 x 2 Sensors sections (articles and lists of manufacturers)
- Training Courses section
- Links section
- Marketplace
- Projects section
- Sensor Jobs section
- Standardization section
- Tools section



Training Courses Section



## List of Sensors Manufacturers

If your company is selling different kinds of sensors, transducers or measuring instruments, specialized animation or static banners can be incorporated at your request. Links to your web site and ads can be created and placed in different appropriate much targeted subsections in SENSORS section. Today we have 33 x 2 much targeted sensor sections at our portal. New sections can be opened on your request.

→ Sensors Sections:			
- Accelerometers	- Inclination	- Others	- TEDS sensors
- Acoustic	- Level	- Oxygen	- Temperature
- Biosensors	- Load Cell	- pH sensors	- Tilt
- Chemical	- Magnetic	- Position	- Torque
- DAQ systems	- Mechanical	- Pressure	- Ultrasonic
- Displacement	- Moisture	- Proximity	- Vacuum
- Flow	- Nanosensors	- Resonant	- Wireless
- Gas	- Inclination	- Others	- Yaw
- Humidity	- Optical	- Rotation Speed	

The list of manufactures will include your company logo, product description and link to your company web site and a special section devoted to your product.

## Banner Advertising

Banner ads will increase your brand recognition and together with the listing in manufacturers lists generate addition leads.



Banner ads at Sensors Web Portal

We are supporting all banners standards, for example, vertical skyscraper (120 x 600), rectangular banners (300 x 250); wide skyscraper (160 x 600) and leaderboard (728 x 90). It can be animated (java applets) or static. Custom banner sizes are also available.

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

Please send us your banner in jpg or gif format and link by e-mail to [sales@sensorsportal.com](mailto:sales@sensorsportal.com) and our experts will finish design, optimize and make your ads successful.

**Please note: nevertheless of many web pages available at sensors web portal, the number of banners and places are limited (2-3 banners per page maximum). Please reserve the banner size and place in advance.**

# Sensors & Transducers Journal (ISSN 1726-5479)

Your ads can be also included in our international peer review Sensors & Transducers Journal, which goes to more than 30 000 subscribers per month.

Sensors & Transducers Journal provides information about sensors and related systems in areas:

- Biosensors, physical and chemical sensors
- Theory, principles, effects, design, standardization and modeling
- Smart sensors and systems
- Sensor instrumentation
- Virtual instruments
- Sensors interfaces, buses and networks
- Signal processing;
- Frequency (period, duty-cycle)-to-digital converters, ADC
- Technologies and materials
- Microsystems
- Nanosensors
- Applications



Sensors & Transducers e-Digest

We are publishing research and application specific papers, technical and market reviews, cover story, feature, special reports, case studies, etc. Sponsored issues with application specific articles are available. Special issues with selected sensor related conferences papers also will be printed in 2007.

## Editorial Calendar 2007

**Title:** Sensors & Transducers

**Format:** Journal (pdf-format online, CD)

**ISSN:** 1726-5479

**Publisher:** International Frequency Sensor Association

**Periodicity:** 12 issues/12 months

**Language:** English

**Addition Sponsored Issues:** Yes

**Circulation:** 30 000+

**Published since:** October 2000

**Geographical Area:** Worldwide



Issue Date	Article Deadline	Ad-Close Date	Editorial Features	Article Type
<b>January 30, 2007</b> <i>Vol.75, No.1</i>	<b>22.12.2006</b>	<b>16.01.2007</b>	Sensor Instrumentation, DAQ and Virtual Instruments	Research, applications, cover story, reviews
<b>February 27, 2007</b> <i>Vol.76, No.2</i>	<b>30.01.2007</b>	<b>12.02.2007</b>	Chemical Sensors and Biosensors	Research, applications, cover story, review, feature, case study
<b>March 27, 2007</b> <i>Vol.77, No.3</i>	<b>26.02.2007</b>	<b>12.03.2007</b>	Smart Sensors and Systems	Research, applications, cover story, review, feature
<b>April 24, 2007</b> <i>Vol.78, No.4</i>	<b>30.03.2007</b>	<b>10.04.2007</b>	MEMS and Modern Technologies	Research, cover story, feature, special reports
<b>May 29, 2007</b> <i>Vol.79, No.5</i>	<b>30.04.2007</b>	<b>15.05.2007</b>	Sensor Buses and Interfaces	Applications, cover story, review, feature
<b>June 26, 2007</b> <i>Vol.80, No.6</i>	<b>21.05.2007</b>	<b>12.06.2007</b>	Electronic Circuits and ASIC for Sensors	Research, applications, cover story
<b>July 24, 2007</b> <i>Vol.81, No.7</i>	<b>19.06.2007</b>	<b>10.07.2007</b>	Sensor Networks and Wireless Sensor Networks	Research, applications, cover story, review, feature
<b>August 28, 2007</b> <i>Vol.82, No.8</i>	<b>30.07.2007</b>	<b>14.08.2007</b>	Sensors and Transducers Applications	Research, applications, cover story, review, feature, case study
<b>September 25, 2006</b> <i>Vol.83, No.9</i>	<b>31.08.2007</b>	<b>11.09.2007</b>	TEDS Sensors, IEEE 1451 Standards	Research, applications, cover story, feature, special reports
<b>October 30, 2007</b> <i>Vol.84, No.10</i>	<b>25.09.2007</b>	<b>16.10.2007</b>	Soft Sensors and Artificial Neural Networks (ANN)	Research, applications, feature, case study
<b>November 27, 2007</b> <i>Vol.85, No.11</i>	<b>30.10.2007</b>	<b>12.11.2007</b>	Nanosensors and Nanodevices	Research, cover story, feature, special reports
<b>December 21, 2007</b> <i>Vol.86, No.12</i>	<b>27.11.2007</b>	<b>10.12.2007</b>	Sensor Market Trends	Research, cover story, special reports, case study

## Sponsored Issues

Since 2007 we have started to publish sponsored journal issues with application specific articles, sensors and transducers principles descriptions, tutorials, market reviews, white papers, cover story, products features, information for investors, etc. Together with regular issues it will be delivered to our more than 30,000 subscribers. The price for sponsored issue is 7,250 US \$. Please order a special issue of *Sensors & Transducers Journal* about your company products and activities today.



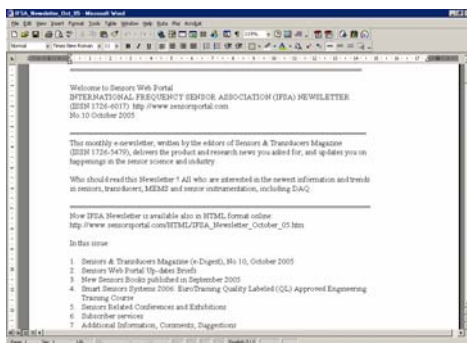
## Advertising Rates in Sensors & Transducers Journal

2007 Rate (US \$)			
Colour	1x	3x	6x
Full Page	4,250	4,050	3,750
2/3 Page (Vertical or horizontal)	3,250	3,050	2,750
1/2 Page (Vertical or horizontal)	2,250	2,050	1,750
1/3 Page (Vertical or square)	1,250	1,050	750
1/4 Page (Vertical or horizontal)	1,000	950	550
Inside Front Cover	6,250	6,050	5,750
Inside Back Cover	4,950	4,500	4,250
Back Cover	5,250	5,050	4,750

**Mailing Instructions.** Ads for publication in *Sensors & Transducers Journal* should be sent by e-mail to [editor@sensorsportal.com](mailto:editor@sensorsportal.com) up to the ads-close date (see Editorial Calendar 2007) in jpg graphical format according to the appropriate size from the 2007 Rates table. Please choose the appropriate issue of journal for your ads from the Editorial Calendar 2007.

## IFSA Newsletter (ISSN 1726-6017)

The targeted high-response *IFSA Newsletter* (ISSN 1726-6017) is written by *Sensors & Transducers Journal* editors. It goes to more than 30 000+ decision makers worldwide, twice per month, in ASCII (text format) and exists online at Sensors Web Portal in HTML - format.



IFSA Newsletter in text-format



IFSA Newsletter in HTML-format

The newsletter contains not more than ten messages from advertisers, text-only and around 30-50 words.

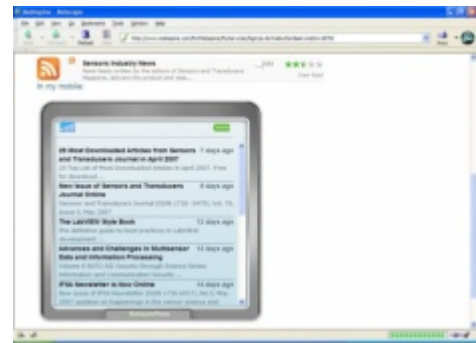
**Please note: the number of ads in IFSA Newsletter is limited (up to 10 ads per issue). Please reserve ads in the IFSA Newsletter in advance.**

## Sensors Industry News Feed (RSS and XML)

Sensors Web Portal, Inc. offers an advertising service that will allow for sponsored links and short description to be placed within syndication news feeds. With RSS an advertising becoming a more viable option. Our Sensor Industry News (RSS, XML) are syndicated by many web sites, news feeds catalogs, search engines and news aggregators (news feed readers) every week. Customers can now read the Sensors Industry News in their mobile phones.



Syndicated Sensor Industry News feed (right column)



Sensor Industry News feed for Mobile Phone

### ➔ What is RSS ?

**RSS (Really Simple Syndication)** is a way for sites to make content, such as news articles, available by another means. RSS feeds are used by Sensors Web Portal to publish a variety of content - for example a summary of latest news and ads. This information can be subscribed to and viewed like bookmarks in a web browser or like email in an email client. They can also be viewed in a special reader designed just for managing and reading RSS subscriptions.

Links to RSS feeds can be found wherever the icon **RSS** or/and **XML** located, for example, on Sensors & Transducers e-Digest ([http://www.sensorsportal.com/HTML/DIGEST/New\\_Digest.htm](http://www.sensorsportal.com/HTML/DIGEST/New_Digest.htm)) and News web pages (<http://www.sensorsportal.com/HTML/News.html>). Feeds can also be subscribed to by area of interest - for example items relating to sensors, transducers, MEMS, DAQ or sensor instrumentation.

Many other sensors related and engineering web sites and portal syndicate our news feed and display the news and ads in they own web pages. Please see the following link for more details: [http://www.sensorsportal.com/HTML/Sensor\\_newsfeed.htm](http://www.sensorsportal.com/HTML/Sensor_newsfeed.htm)

## Press Release Publication

Sensors Web Portal publishes all relevant press releases free of charge. Please send us brief description (1-2 pages) and product photo (gif or jpg format) by e-mail: [sales@sensorsportal.com](mailto:sales@sensorsportal.com) In addition to product description and photo we will put your logo and link to a separate web page, created especially for your press release publication.



Press release publication

# Online Sensors Store

The sensor online store is a specialized B2B and B2C store for sensors, transducers and sensor instrumentation. Today you can see there a lot of sensors, transducers, measuring instruments and sensor related products from well-known brands.

The online store allows visitors to compare the price and technical performance of sensors, transducers and measuring instruments from different vendors.

The availability of side-by-side comparisons of products will yield savings in time and money for users as they can select the product that best meets their needs and purchase it in one on-line visit. The efficiency of an easy one-step operation will attract many new customers to this burgeoning sales channel. Sales of products on-line at Sensors Web Portal, promises to reduce vendor costs for product distribution and also has the potential to deliver savings in marketing and procurement. As a hub of the sensors market, Sensors Web Portal is the ideal environment for selling on-line.



Sensor Bookstore



Online Sensors Store

The rate to be listed in the sensors online store is only 5 % for each sale made through the Sensors Web Portal + \$ US 75 (one time payment for showcase set up). Each of showcases can contain up to 12 products.

Please submit your products (short description, photo and price), which you would like to sell through our Sensors Web Portal: [sales@sensorsportal.com](mailto:sales@sensorsportal.com)

## Video Ads

It means your company or product video clip in appropriate targeted sensors section at Sensors Web Portal. If a user clicks on a static image or play button, he will be able to see the video in a new window or download it on his computer for further showing. The screen size for video ads should be: 300 x 250, duration time from 2 to 5 min. The format of your video must be: *avi, asf, quicktime, windows media, divx, rm* or *mpeg* with an audio track.

We are using a unique (TV ads similar) price model: pay-per-showing (download). So, you are able to order how many times your video ad will be shown per month.

In order to be mostly effective, a video ad stream (scenario) may include the following components:

- company logo and url address;
- a short introduction that give an information about your company and products;
- unique product or service (a core of video ad) with an educational impact (a sensors operation principle, technology novelty, new method, etc.) if possible;
- a short story (a few sentences like in standard press release) from a responsible person about product or service;
- company logo and url address again at the end of video clip.

An example of video ads (four main screens captures) is shown below.



Video Ads Screen Captures

## IFSA Membership



The International Frequency Sensor Association (IFSA) was founded in 1999 as a professional association and Smart Sensors Network of Excellence, with the aim to promote research and development, standardization, production and application of modern smart and digital sensors as well as sensors and transducers with frequency (period), duty-cycle, time interval, pulse number or digital output and digital sensors on its basis through worldwide, thus preparing industries for the world market in this promising field. The IFSA was registered by the Union of International Associations (UIA) in Brussels (Belgium) in 2000 and since then it expanded to serve universities, companies and research institutions.



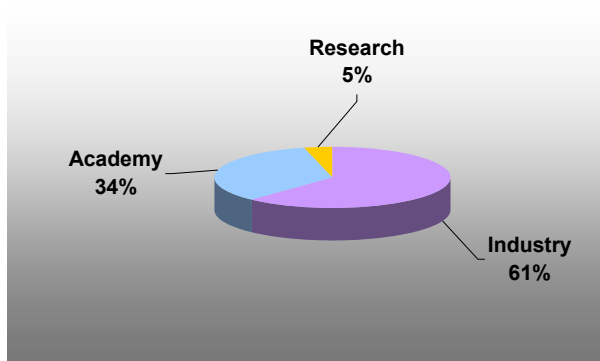
IFSA Home Page at Sensors Web Portal

The main aim of IFSA is to provide a forum for academicians, researchers and engineers to present and discuss the latest research results, experiences and future trends in the area of design and application of different smart sensors and create the network of excellence. The main IFSA objectives are:

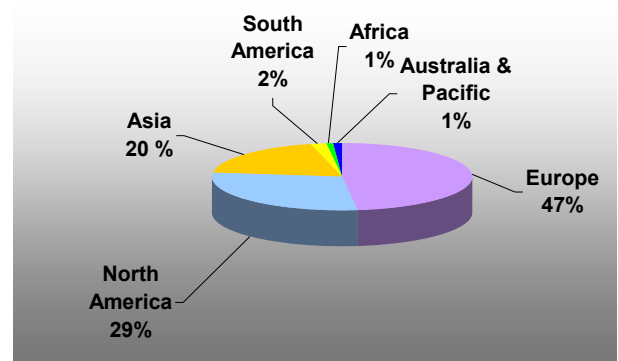
- Bring together the key players in industries and R&D working on mentioned scientific topics and provide platform for the mutual exchange of information within those communities and end-users;
- Stimulate cooperation and research by providing an appropriate infrastructure;
- Increase the number of practitioners and users by stimulating effective links between customers, R&D providers, manufacturers and supplies to help IFSA members improve the market profitability of their existing products and develop new ones;
- Establish strong link between R&D in instrumentation, sensors and modern technologies including nanosensors, as well as working partnerships between industry and academia;
- Convert new technology or ideas into industrial design and productions processes;
- The rapid dissemination of important results in the multidisciplinary fields of smart sensors and transducers

International Frequency Sensor Association membership is open to all companies, universities, organizations and individuals worldwide that are able to contribute expertise in sensor-relevant areas. Our 506 members (June 2007) represent 62 countries. 61 % from our members are from the industry, 34 % - from universities, 5% - from research institutions. It is big corporations like ABB, Analog Devices, Bell Technologies, Bosch, Endevco, John Deere, Honeywell, IMEC, Keller, Mazda, Melexis, Memsis, Motorola, PCB Piezotronics, Philips, Sandia Labs, Sensor Technology and Yokogawa, different SMEs and individual members as well as NASA (USA), US Navy and National Research Councils.

IFSA Members have free access to a wide variety of sensors related information: reports on various strategic and current IFSA activities, invitations to workshops on sensors-specific topics, *IFSA Newsletter*, free publications in *Sensors & Transducers Magazine and Journal* on the first order basis. Members will be entitled (and encouraged) to submit information for members database. The purpose of this database is to provide a searchable platform where IFSA members can present their related products, services, technologies and expertise to the worldwide public, in order to be found by potential customers and/or co-operation partners.

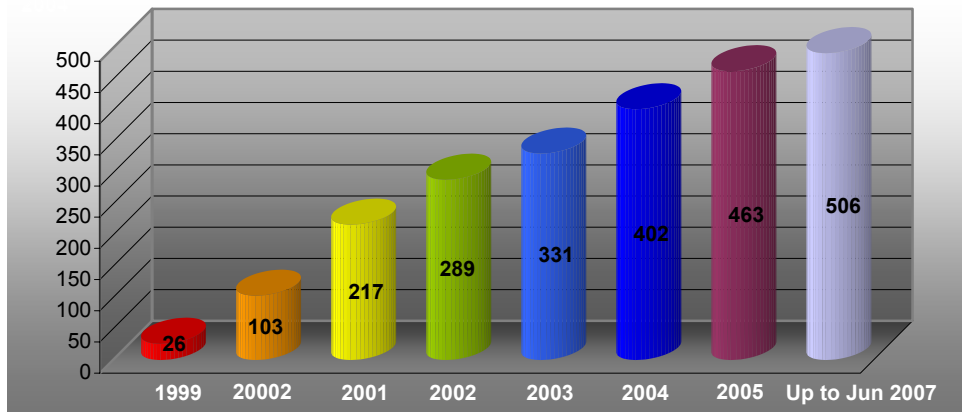


IFSA members (June 2007)



IFSA members per continent (June 2007)





IFSA membership growth

IFSA members are entitled to make use of the network's comprehensive (particularly web-based) dissemination services: Sensors & Transducers Journal, Job advertisements, Search for partners. **Members have 10 % discount for all Sensors Web Portal services** including advertising and e-commerce and sensor related events sponsored by IFSA. John Wiley & Sons publisher offers to IFSA members an exclusive 20% discount on all books when purchased online directly from the company's web site.

### Membership Rates:

- Students            25 \$ US
- Individuals:        50 \$ US
- Universities:      100 \$ US
- Industrial:         200 \$ US
- Corporate:         400 \$ US

Interesting to be an active IFSA Members ? Please ask about membership today:  
[ifsa@sensorsportal.com](mailto:ifsa@sensorsportal.com) or fill out the application form at:  
[http://www.sensorsportal.com/HTML/Membership\\_Form.htm](http://www.sensorsportal.com/HTML/Membership_Form.htm)

## Advertising Rates and Ads Packages

One more reason to advertise on our awards-winner Sensors Web Portal is the reasonable prices for all such ads when compared with other Internet information resources. In addition, there is a **10 % discount for International Frequency Sensor Association (IFSA) members** and **10 % discount for advertising agencies**. Stay ahead of competition and save time and money.

## Advertising Rates:

<b>1</b>	<b>Logo + Link</b> Company logo, web or e-mail link in a List of Sensors Manufacturers	<b>\$ US 250</b> per month
<b>2</b>	<b>Banner or Text Ads + Link</b> Animation or static banner or text ads in targeted portal's sections, different banner sizes	<b>\$ US 300</b> per month
<b>3</b>	<b>IFSA Newsletter (ISSN 1726-6017)</b> More than 30 000 subscribers	<b>\$ US 450</b> per one mailing
<b>4</b>	<b>Ads in <i>Sensors &amp; Transducers Magazine (e-Digest)</i></b>	<b>\$ US 350</b> per issue
<b>5</b>	<b>Ads in <i>Sensors &amp; Transducers Journal</i> (ISSN 1726-5479)</b>	<b>See 2007 Rate table above</b>
<b>6</b>	<b>Sponsored issue of <i>Sensors &amp; Transducers Journal</i></b>	<b>\$ US 7,250</b> for issue
<b>7</b>	<b>News Feeds on Sensors Industry</b> RSS and XML formats	<b>\$ US 150</b> per month
<b>8</b>	<b>Showcase in sensors online store at Sensors Web Portal</b>	<b>5 %</b> for each sale <b>+ US \$ 75</b> one time setup payment
<b>9</b>	<b>Video Ads</b> 300 x 250 screen size, <i>avi, asf, quicktime, windows media, divx, rm</i> or <i>mpeg</i> format with an audio track	<b>\$ US 1</b> per download (minimum 10 downloads)

You can choose any of our ads services in any combinations from the Ads Order Form below (p.16). In addition we offer some ads packages. Choose the right **advertising package for 2007:**

## Ads Packages:

<b>A</b>	<b>Entry-Level Ads Package</b> Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers	<b>\$ US 450</b> per month
<b>B</b>	<b>Economic Ads Package</b> Ads package A + Newsletter mailing to 30, 000+ subscribers	<b>\$ US 750</b> per month
<b>C</b>	<b>Standard Ads Package</b> Ads packages A and B + News Feed (RSS and XML)	<b>\$ US 850</b> per month
<b>D</b>	<b>Advanced Ads Package</b> Ads packages A , B and C + ads in <i>Sensors &amp; Transducers Magazine (e-Digest)</i>	<b>\$ US 1,200</b> per month

If your company is interested in advertising your products and/or services at primary Internet resource devoted to sensors and transducers please contact us today: **sales@sensorsportal.com**

# Ads Order Form

Check boxes for number of entries required:

- |                                       |   |   |                                       |
|---------------------------------------|---|---|---------------------------------------|
| <input type="checkbox"/> Acceleration | <input type="checkbox"/> Angle          | <input type="checkbox"/> Acoustic               | <input type="checkbox"/> Biochemical  |
| <input type="checkbox"/> Biomedical   | <input type="checkbox"/> Chemical       | <input type="checkbox"/> Conductivity           | <input type="checkbox"/> Current      |
| <input type="checkbox"/> Density      | <input type="checkbox"/> Dewpoint       | <input type="checkbox"/> Dimension              | <input type="checkbox"/> Displacement |
| <input type="checkbox"/> Flow         | <input type="checkbox"/> Force          | <input type="checkbox"/> Gas                    | <input type="checkbox"/> Humidity     |
| <input type="checkbox"/> Length       | <input type="checkbox"/> Liquid Level   | <input type="checkbox"/> Magnetic               | <input type="checkbox"/> Mass         |
| <input type="checkbox"/> Moisture     | <input type="checkbox"/> Optical        | <input type="checkbox"/> Position               | <input type="checkbox"/> Pressure     |
| <input type="checkbox"/> Proximity    | <input type="checkbox"/> Rotation Speed | <input type="checkbox"/> Sensor Instrumentation | <input type="checkbox"/> Temperature  |
| <input type="checkbox"/> Tilt         | <input type="checkbox"/> Torque         | <input type="checkbox"/> Velocity               | <input type="checkbox"/> Vibration    |
- Other (please specify): \_\_\_\_\_

## Services:

<input type="checkbox"/> Logo + Web Link or e-mail link: for _____ month(s)	company logo, web or e-mail link in List of Manufacturers – <b>\$ US 250</b> per month
<input type="checkbox"/> Ads Banner or Text Ads + Web Link: for _____ month(s)	animation or static ads in appropriate portal's sections (full size animated (java applet) banners, text ads as well as new banners standard vertical skyscraper (120x600) and wide skyscraper (160x600), rectangular banners (180x150, 300x250, 336x280, 240x400) with embedded link - <b>US \$ 300</b> per month.
<input type="checkbox"/> B2B and B2C online store:	5 % for each sale made through the Sensors Web Portal + <b>\$ US 75</b> (one time payment for showcase set up)
<input type="checkbox"/> IFSA Targeted Mailing List (Newsletter), more than 30,000 subscribers: for _____ mailing(s)	\$ US 15 per one thousand targeted address per one issue: 15 X 30 = \$ US 450 per one mailing Newsletter
<input type="checkbox"/> Ads in Sensors & Transducers Magazine (e-Digest): for _____ issue(s)	\$ US 350 per issue
<input type="checkbox"/> News Feeds (RSS and XML) for _____ month(s)	\$ US 150 per month
<input type="checkbox"/> Ads in Sensors & Transducers Journal (1726-5479) for _____ month(s), size & type _____	See the 2007 Rates table and Editorial Calendar 2007 for prices and ads-closed dates
<input type="checkbox"/> Sponsored Issue of Sensors & Transducers Journal (1726-5479)	\$ US 7,250 per sponsored issue with application specific articles, white papers, tutorials, market review, information for investors, etc.
<input type="checkbox"/> Video Ads	\$ US 1 per download (minimum ordered downloads – 10)
<input type="checkbox"/> International Frequency Sensor Association (IFSA) Membership: for _____ year(s)	<input type="checkbox"/> - \$ US 25 for students per year <input type="checkbox"/> - \$ US 50 for individuals per year <input type="checkbox"/> - \$ US 100 for universities per year <input type="checkbox"/> - \$ US 200 for companies per year <input type="checkbox"/> - \$ US 400 for corporation per year
<input type="checkbox"/> A. Entry-level ads package for _____ month(s)	\$ US 450 per month. Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers
<input type="checkbox"/> B. Economic ads package for _____ month(s)	\$ US 750 per month. Ads package A + Newsletter mailing to 30, 000 + subscribers
<input type="checkbox"/> C. Standard ads package for _____ month(s)	\$ US 850 per month. Ads packages A and B + News feed (RSS and XML)
<input type="checkbox"/> D. Advanced ads package for _____ month(s)	\$ US 1,200 per month. Ads packages A, B and C + ads in <i>Sensors &amp; Transducers Magazine (e-Digest)</i>

\* IFSA members and advertising agencies have **10 % discount** for all Sensors Web Portal services

Name:	Company:	Country:
Address:	Town/City:	Post Code:
Tel:	Fax:	E-mail:
http://	Signature:	

Complete form and send it by e-mail:

For more details: [info@sensorsportal.com](mailto:info@sensorsportal.com)

Sensors Web Portal, Inc., 46 Thorny Vineway, Toronto, Ontario, Canada, M2J 4J2, <http://www.sensorsportal.com>  
 e-mail: [sales@sensorsportal.com](mailto:sales@sensorsportal.com), tel./fax: +1 (416) 255-9779 (US and Canada), tel.: +34 696067716 (Europe)

# Advertising Example

Here is an example of an effective online advertising campaign and its annual ads budget. All considerations are based on the Internet ads practice.

You know that to achieve a good effect from the advertising campaign, an ad must appear from 3 to 6 times. The best practice shows, that the same ad must be presented in different forms. Let see how Sensors Web Portal can help to achieve this goal.

There are many different ads services at Sensors Web Portal, for example, list of sensor manufacturers (logo and text), banner (graphical), news feed (rss and xml), publication in *Sensors & Transducers Magazine* (e-Digest), IFSA Newsletter and press release publication. In order to reduce the ads cost it should be expediently to use the Advanced Ads Package 'D'. The banned ad will raise brand awareness, the rest of ads services`

An example of possible ads annual budget for ads services at Sensors Web Portal is below.

## Example 1:

Ad Type	Price	Comments
1.Advanced Ads Package `D	\$ US 1,200	For the 1st month
2.Press release publication	Free	For the 1st month
3.List of sensor manufactures	\$ US 250	For the 2nd month
4.List of sensors manufactures and IFSA Newsletter	250+350 = \$ US 600	For the 3rd month
5.Video Ads	\$ US 1x500 = \$ US 500	500 downloads during three months

**Amount: \$ US 2,550**

Addition \$ US 100 will give you and opportunity to have also an additional banner ads at the 3<sup>rd</sup> month (use Economic Ads Package 'B' for the last month instead of two separate ad services).

In addition, your IFSA membership (\$ US 200 for industry company per year) will give you \$ US 205 money saving and many other benefits from IFSA membership.

This approach guarantees that you products will be visible for all our unique and constant visitors, including IFSA members. It also let you know what the best ad service was proposed by Sensors Web Portal for your product and next advertising campaign should be planned with its further usage.

**Example 2.** Sometimes (it is dependent on your product, your market position, etc.) you can achieve the same effect from ads at Sensors Web Portal if will use, for example, listing in the list of sensor manufactures for six months:  $6 \times 250 \text{ \$ US} = 1,500 \text{ \$}$ . You will save \$ US 550 in comparison with the first example, but will waiting in two times more for the same effect.

*We are sure, that you are able to choose ad services according to your budget and goals. In any case our team will be happy to consult you how to make your advertising campaign more effective and present your products by more attractive manner. Contact us today: [sales@sensorsportal.com](mailto:sales@sensorsportal.com)*



**Visit Sensors Web Portal today at  
[www.sensorsportal.com](http://www.sensorsportal.com)**