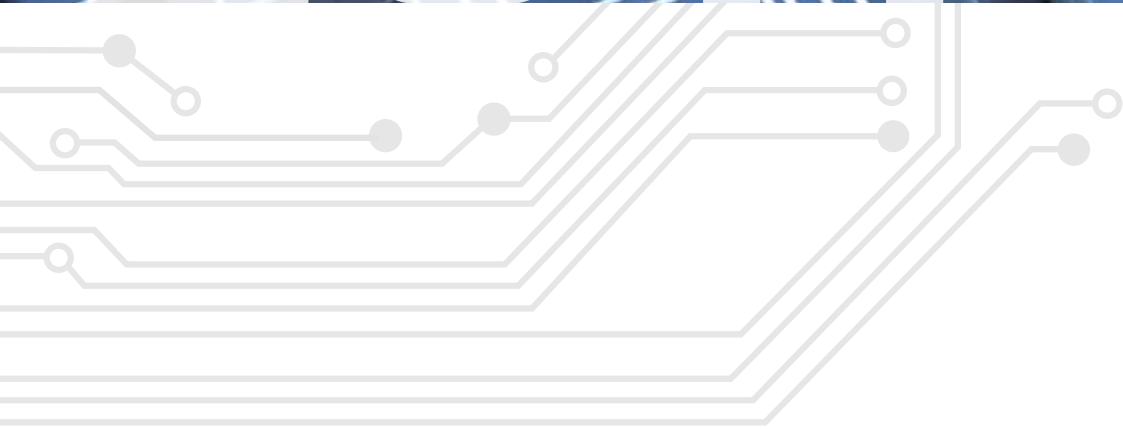


2011

MEDIA PLANNER



**Test &
MEASUREMENT
WORLD.**
TMWorld.com



“We know we can count on Test & Measurement World to deliver a quality audience that provides real value for our marketing efforts.”

– Product Manager, Pico Technologies

Test & Measurement World is the only worldwide media network dedicated to providing technical information to Test, Measurement & Inspection engineers and engineering managers, and your bridge to communicating with this key audience. We can deliver your message to the right engineer at the right time, anywhere in the world.

Targeting Test, Measurement & Inspection engineers means reaching decision-makers across a wide range of technologies and applications.

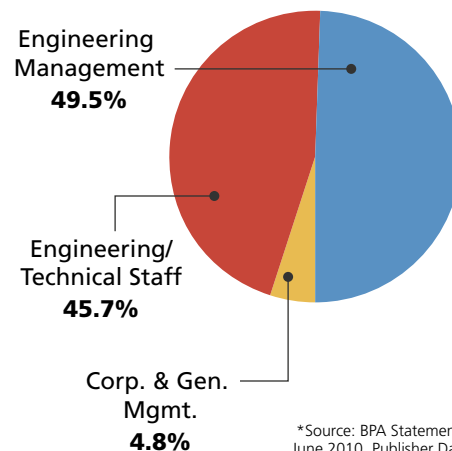
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Test engineers influence products at every stage of their lifecycle, from research and development to manufacturing to calibration and field test. They ensure quality in semiconductors, printed circuit boards, components, and systems used in a variety of fields, including:

- Consumer Electronics
- Wireless Communications
- Industrial Networking
- Automotive Electronics
- Medical Test
- Defense Systems

T&MW Subscriber Profile



*Source: BPA Statement, June 2010. Publisher Data.

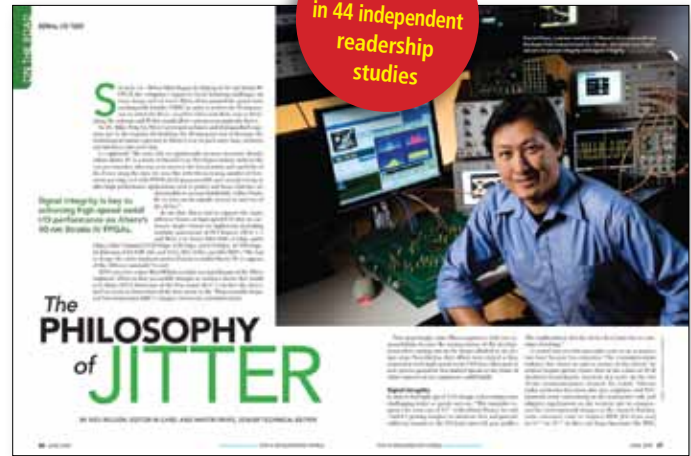
TMWorld.com



» Online news and updates on TMWorld.com are constantly refreshed and keep engineers apprised of the very latest technologies, tools, application methods, product releases, events, and industry happenings.

T&MW Magazine

Ranked #1
in 44 independent
readership
studies



» T&MW feature articles report on editors' visits to engineering teams across the U.S. and abroad. They also provide nuts-and-bolts technical information that engineers can put to immediate use.

T&MW's aggregate global reach is unparalleled, expanding to over 126,688* engineers. This includes a BPA-audited, buyer/specifier magazine circulation of 60,040* and a vast audience of TM-World.com visitors and e-newsletter subscribers.

*Source: Publisher's Own Data, December 2010.

Businesses and Industries of T&MW Subscribers

PROFESSIONAL ROLE	Number of Subscribers	% of Total Qualified Circulation	INDUSTRY INVOLVEMENT	Number of Subscribers	% of Total Qualified Circulation
Design/Development Test	36,115	60.2%	Communications & Networking Systems or Equipment	18,797	31.3%
Research & Development	32,003	53.3%	Electronic Instruments & Test Equipment	17,801	29.6%
Prototype Evaluation	28,886	48.1%	Industrial Controls	14,991	25.0%
Production/Manufacturing Testing	26,554	44.2%	Computers & Software	14,562	24.3%
Failure Analysis	23,457	39.1%	Semiconductors or Other Electronic Components	11,111	18.5%
QA/QC Reliability	20,664	34.4%	Consumer Electronics or Appliances	10,421	17.4%
Software Testing	19,672	32.8%	Aircraft or Aerospace	10,258	17.1%
Standards/Calibration	19,504	32.5%	Automotive or Transportation	10,048	16.7%
Incoming Inspection	18,248	30.4%	Wireless	9,868	16.4%
Field Service Test	16,713	27.8%	Defense	8,224	13.7%
Electromechanical	12,152	20.2%	Medical Devices	7,493	12.5%
Other	3,186	5.3%	Academic & Independent R&D Laboratories	5,363	8.9%
			Other Electronic Industries	5,187	8.6%
			Photovoltaics	3,943	6.6%
			Contract Manufacturers	1,287	2.1%

Source: BPA Statement, June 2010. Publisher Data.

"As a DAQ supplier, we want to reach the test and measurement professionals who read T&MW. That's why we've been advertising in T&MW for over a decade."

– Jim Stevens, VP of Engineering, Measurement Computing

Standard Print Ads

Align your brand with the highest quality editorial and reach an audience of 60,040* engineers and engineering managers with an advertisement in *Test & Measurement World*.

*Source: BPA Statement, June 2010, Publisher Data

See page 6 for print ad rates, specifications, and submission guidelines.



NEW Snipe Cover Page Ad

Test Report e-Blast

This email blast broadens our Test Report readership, extending the latest Modular Instrument Test and Machine-Vision & Inspection Test Reports to an e-newsletter subscriber base.



Vertical Test Reports

In addition to our standard print ads, T&MW's focused editorial reports deliver your message to audited specifiers in two key markets: *Machine Vision & Inspection* and *Modular Instrument Test*. Offering the latest "how-to" and product information, the supplements are featured both in the T&MW magazine and on *TMWorld.com*.

Machine-Vision & Inspection Test Report

These supplements cover machine-vision and inspection equipment used in the electronics industry, including cameras, lenses, frame grabbers, x-ray systems, e-beam microscopes, vision sensors, and bar-code readers. Each issue contains an interview with an industry leader and feature articles on innovative technologies.

Rates: Full page - \$6,190 | 1/2 page - \$3,535 | 1/3 page - \$2,935 | 1/4 page - \$2,265 (All rates gross)

Issue Dates	Ad Close
December/January	January 7, 2011
February	February 4, 2011
April	April 1, 2011
June	June 3, 2011
August	August 5, 2011
October	October 7, 2011



Modular Instrument Test Report

These reports inform engineers who develop electronic test equipment and automation systems about trends in the PXI test equipment market. Each issue includes an interview with an industry executive, an update from the PXI Systems Alliance, and a feature article discussing a new technology.

Rates: Full page - \$5,460 | 1/2 page - \$3,275 | 1/3 page - \$2,655 | 1/4 page - \$2,160 (All rates gross)

Issue Dates	Ad Close
March	March 4, 2011
May	May 6, 2011
September	September 2, 2011
November	November 4, 2011



Custom Print Solutions

Step outside the box and accomplish a unique set of marketing goals with a custom advertorial or magazine insert. T&MW can provide full or supplementary reporting, writing, and layout services – whatever your needs require.

Technology Leader Series

This custom print and online advertorial positions your company as a technology leader in your field. T&MW works closely with you to develop a topic and concept and a contributing editor is assigned to write the piece.

- Include innovative content such as mini tutorials, product profiles, and information about Web-based engineering tools.
- You may elect to deliver the PDF version via an email blast, with the option of collecting leads.

T&MW Magazine Inserts

Creative, colorful inserts are a great way to differentiate your brand and make your ad stand out. Have us create an insert for you or supply your own.

Budget Print Solutions

Classified Advertisements

These cost-effective, non-standard-sized ads (less than 1/6 page) are billed at \$295 per column inch.

TestLit Review

Get your catalogs, product literature, or demo disks into the hands of active buyers through TestLit Review, published four times a year. These 1/8 page ads feature a 4-color photo and a 50-word description.

Rates: Single ad - \$1,770 | 3 ads - \$1,630 | 5 ads - \$1,500 | 7 ads - \$1,535 (All rates gross)

TestMART

TestMART is a dedicated space for product ads published in every issue of T&MW magazine. These 1/9 page ads build awareness at low cost. Color may be included at no additional charge.

Rates: Single ad - \$1,595 | 3 ads - \$1,480 | 6 ads - \$1,360 | 9 ads - \$1,325 | 12 ads - \$1,295 (All rates gross)

Get the most out of your custom print solution by tying it into an online package – Develop an accompanying webcast, microsite, or banner ad campaign.



PRINT RATES & SPECIFICATIONS

Test & Measurement World 2011 Rates

Black & White Rates

US\$	1x	3x	6x	9x	13x
Spread	\$17,010	\$16,355	\$16,040	\$15,285	\$15,080
1	8,505	8,395	8,175	8,020	7,830
2/3	6,925	6,805	6,610	6,490	6,365
1/2 island	6,415	6,285	6,130	6,015	5,865
1/2 v/h	5,580	5,390	5,325	5,220	5,075
1/3	4,050	3,940	3,855	3,785	3,675
1/4	3,045	3,020	2,955	2,910	2,830
1/6	2,515	2,435	2,405	2,350	2,315

Color Rates

US\$	Per Page	Per Spread
2-Color Standard	\$1,105	\$1,665
2-Color Matched	1,330	1,790
Metallic/Sheen	1,665	2,155
3- & 4-Color	1,840	3,035
5-Color	2,185	3,405

Color rates apply to pages or fractions. No charge for bleed. 72x maximum frequency. Add 10% for non-standard ad shapes. Special positions, not including covers, are guaranteed at an additional charge of 10% of the sum of space and color. Consult your sales representative for availability. All special position requests are subject to approval by the publisher.

Cover Rates (includes 4-color)

	1x	3x	6x	9x	13x
Cover 2	–	–	11,950	–	11,510
Cover 3	–	–	11,175	–	10,740
Cover 4	–	–	12,325	–	11,815

Cover rates include bleed and four-color process. All covers must be four-color or five-color. No cancellation. Gatefolds available, please ask for quote.

Bonus Ad Rates (includes 4-color)

1 page	\$3,050	Bonus-rate ads must be the same size as your regular ad. To qualify for bonus ads, at least one regular ad must be in the July Buyer's Guide.
2/3 or 1/2-page island	2,230	
1/2 page	1,590	
1/3 page	1,100	
1/4 page	860	

Volume Advertiser Bonus Program

4-7x	Earn one bonus rate ad
8-12x	Earn two bonus rate ads
13x+	Earn three bonus rate ads

2011 Space Increase Discount Plan

Ad Space	Discount off 2011 Rates
Run 1-4x in 2010	5%
Run 5-8x in 2010	7%
Run 9x+ in 2010	10%

Ad Material Submittal:

Preferred file format: PDFx1a, version 1.3

Preferred method of submission: Upload to ads.cancomnet.com

All images must be high-resolution 300dpi, CMYK or Grayscale and meet SWOP standards.

Embed all fonts. Use only Adobe fonts.

Files should be 100% of print size.

Standard trim, bleed and crop marks should appear 1/4" outside trim.

PDFs should be created from Acrobat Distiller.

UBM Electronics Distiller settings and instructions furnished upon request.

T&MW Specifications

Trim Size: 7 7/8" x 10 1/2" (200 mm x 267 mm) **Printing:** Web Offset

Binding Method: Saddle Stitch or Perfect

Ad Size	Non-Bleed		Bleed	
	Inches	Millimeters	Inches	Millimeters
Full page	7 x 10	178 x 254	8 1/8 x 10 3/4	206 x 273
2/3 vertical	4 1/2 x 10	114 x 254	5 1/4 x 10 3/4	133 x 273
1/2 vertical	3 3/8 x 10	86 x 254	4 1/8 x 10 3/4	105 x 273
1/2 island	4 1/2 x 7 1/2	114 x 190	–	–
1/2 horizontal	7 x 4 5/8	178 x 117	8 1/8 x 5 1/2	206 x 140
1/3 square	4 1/2 x 4 5/8	114 x 117	–	–
1/3 vertical	2 1/8 x 10	54 x 254	2 7/8 x 10 3/4	73 x 273
1/4	3 3/8 x 4 5/8	86 x 117	–	–
1/6	2 1/8 x 4 5/8	54 x 117	–	–
TestMart	2 1/8 x 3	54 x 77	–	–
TCD	3 1/2 x 2	89 x 51	–	–

Bleed Ads: Vital advertising material must be kept 1/2" (13 mm) from each trim edge.

Please refer production and ad scheduling questions to the production manager.

Send insertion orders to:

Martin Schneggenburger

Phone: (310) 445-3794

Email: martin.schneggenburger@ubm.com

See page 16 for Print Terms & Conditions

Issue Date	Production Test, ATE, DFT, Boundary Scan, Environmental Test	Inspection, Machine Vision, Failure Analysis, AOI, AXI	Communications Test, Microwave/RF Test, Fiber-optics Test	Bench, Modular & Handheld Instruments, Calibration, EMC Test, Data Acquisition
Dec 2010/Jan 2011 <i>Issue Close: Nov 2</i>	✓	Machine Vision	✓	✓
ANNUAL BEST IN TEST AND TEST OF TIME AWARDS				
Feb 2011 <i>Issue Close: Dec 27</i>	✓	✓	✓	✓
Mar 2011 <i>Issue Close: Jan 24</i>	✓	Machine Vision	Fiber-optics Test	✓
Apr 2011 <i>Issue Close: Feb 25</i>	Production Test	PCB Inspection	✓	✓
PROFILE: TEST ENGINEER OF THE YEAR				
May 2011 <i>Issue Close: Mar 31</i>			RF/Microwave Test	
June 2011 <i>Issue Close: Apr 27</i>	DFT	Semiconductor Inspection	✓	Data Acquisition
July 2011 <i>Issue Close: May 27</i>				Modular Instruments
ANNUAL BUYER'S GUIDE				
Aug 2011 <i>Issue Close: June 28</i>	Annual Buyer's Guide	Annual Buyer's Guide	Annual Buyer's Guide	Annual Buyer's Guide
Sept 2011 <i>Issue Close: July 26</i>	✓	✓	RF/Microwave Test	Bench Instruments
Oct 2011 <i>Issue Close: Aug 30</i>	DFT	✓	✓	Source/Measure Instruments
Nov 2011 <i>Issue Close: Sep 30</i>	Production Test	Machine Vision	✓	✓
Dec 2011/Jan 2012 <i>Issue Close: Nov 22</i>	✓	✓	✓	✓
ANNUAL BEST IN TEST AND TEST OF TIME AWARDS				

Issue Date	Test Reports	T&MW Issue Distribution at Events
Dec 2010/Jan 2011 <i>Issue Close: Nov 2</i>	Machine Vision & Inspection	• AIA Annual Business Conference January 19-21 Orlando
Feb 2011 <i>Issue Close: Dec 27</i>	Machine Vision & Inspection	
Mar 2011 <i>Issue Close: Jan 24</i>	Modular Instrument	• OFC/NFOEC March 8-10 Los Angeles • Automate 2011 March 21-24 Chicago
Apr 2011 <i>Issue Close: Feb 25</i>	Machine Vision & Inspection	• IPC/APEX Expo April 12-14 Las Vegas
May 2011 <i>Issue Close: Mar 31</i>	Modular Instrument	
June 2011 <i>Issue Close: Apr 27</i>	Machine Vision & Inspection	
July 2011 <i>Issue Close: May 27</i>		
Aug 2011 <i>Issue Close: June 28</i>	Machine Vision & Inspection	
Sept 2011 <i>Issue Close: July 26</i>	Modular Instrument	
Oct 2011 <i>Issue Close: Aug 30</i>	Machine Vision & Inspection	
Nov 2011 <i>Issue Close: Sep 30</i>	Modular Instrument	
Dec 2011/Jan 2012 <i>Issue Close: Nov 22</i>	Machine Vision & Inspection	

Blogs

T&MW editors offer unique perspectives on the latest news, engineering challenges, education, and a myriad of other industry-related topics.

Target our active audience of readers by sponsoring one of our four popular blogs

T&MW Resource Center

White papers, webcasts, and other materials help engineers improve their methods and applications

...and help you generate quality sales leads

Salary Survey

These valuable survey results help engineers size up their salaries and evaluate job offers.

Launch your brand awareness campaign on the popular Salary Survey page



Accessing Our Online Audience

*Advertising on TMWorld.com means capturing the attention of an exclusive online engineering community. More than 60,776** unique visitors are drawn to the site every month by its quality, up-to-the-minute industry news coverage and exceptional resources found no where else on the Web.*

** Publishers Own Data - Spring 2010 Total Audience Profile Report

TMWorld.com Standard Display Ads

Ad Unit / Description	Dimensions	Max. File Size	Rate
1 Leaderboard Horizontal ad across top of page - highest position available.	728 x 90	40,000 KB	\$160 CPM
2 Wide Skyscraper Vertical ad on upper right-hand side of page.	160 x 600	40,000 KB	\$160 CPM
3 Boombox* Large ad space on upper left-hand side of page.	336 x 280	40,000 KB	\$200 CPM
4 Search Bar Sponsorship Small image banner beside Zibb Search bar.	88 x 31	20,000 KB	\$45 CPM
5 Sponsored Link Text-based ad with small graphic.	Headline: Max. 50 characters Text: Max. 115 characters Image: 88x31 (flexible)	Image: 10,000 KB	\$45 CPM
6 Road Block Exclusive sponsorship of leaderboard, boombox, and skyscraper on the home page or on a specific technology channel.	See individual ad units	See individual ad units	1 day: \$2,500 2 days: \$4,400 3 days: \$6,100

*This position can support a 300 x 600 creative unit (limited to article pages)

Creative due 5 days prior to campaign start.

Rich media (defined as containing interactive or video- or flash-based imagery, features, or functionality) is accepted for all ad positions, subject to testing and approval. Please verify with UBM Electronics whether additional charges will apply. Clients are required to submit alternate .gif files with rich media content.

Rich Media

Tell your company's story or explain complex solutions with dynamic, interactive media. Ask your sales representative for demos.

Expandable Peelback

Top right corner of page "peels" away to reveal your ad.

Dimensions		Rates (All rates gross)	
Initial ad	125 x 125	1 week	\$3,100 per insertion
Expanded ad	500 x 500	3 or more weeks	\$2600 per insertion
Max. file size	40,000 KB	Open CPM	\$350

Interstitial Welcome Board

This ad greets visitors at all points of entry to the site, with a display time of 15 seconds. Carries a frequency cap of one view per unique visitor in a four-hour period.

Dimensions		Rates (All rates gross)	
Ad	640 x 480	2 days	\$1700
Max. file size	40,000 KB	5-day week	\$3,500

Expandable Footer Bar

The Footer Bar remains visible as the user scrolls up and down the page and expands when clicked on.

Dimensions		Rates (All rates gross)	
Initial ad	980 x 25	CPM	\$350
Expanded ad	980 x 300		
Max. file size	40,000 KB		

More Rich Media Ad Units

Ad Unit / Description	Dimensions	Max. File Size	Rate
Pop-up An ad that appears in a separate window when the user enters the web site.	336 x 280	40,000 KB	Ask for rates
Pop-under A pop-up ad that launches behind the web page and becomes visible when the web page window is closed.	Various sizes, including: 720 x 400, 336 x 280, 500 x 500, and 300 x 300	40,000 KB	Ask for rates
Ticker Tape A continually moving ticker tape ad that scrolls across the top of the page, beneath the Zibb search bar.	982 x 30	40,000 KB	Open CPM: \$225
Expandable Ad Expandable feature can be added to various ad units, including: Leaderboard, Boombbox, and Skyscraper.	Dimensions dependent on ad unit and target page	40,000 KB	Ask for rates
Auto Push-down A leaderboard ad that expands when rolled over, "pushing down" the content beneath it.	728 x 90; Expands to 728 x 315	40,000 KB	20% premium

Submission Requirements:

- Third-party tags must be supplied for all rich media ad units. • All ad units must feature a visible and functioning close/exit button.
- All creative actions (such as audio play and expansion) must be user-initiated. • Creative due 7 to 10 business days prior to campaign start.



Expandable Peelback



Interstitial Welcome Board



Expandable Footer Bar



Submission Requirements:

Flash format is preferred for all video files. Flash Video should be either version 7 or 8 (with encoding at 512 kbps, including both video and audio). Dimensions can be either 480 x 360 for the standard resolution or 320 x 240 for the compact resolution player.

For video features, please submit the following five items along with your video file:

- 480 x 360 video still (aspect ratio is typically 4:3). Must be submitted as a non-progressive JPG.
- 120 x 90 video thumbnail (aspect ratio: 4:3). Must be submitted as a non-progressive JPG.
- Short description of video (less than 250 characters, including spacing and punctuation)
- Short video headline (35 characters or less)
- Optional: URL to a landing page offering information on the video, product, or company featured

Pre-roll and post-roll video ad requirements:

- Required File Format: FLV, Flash 7, or Flash 8
- Maximum Pre-roll and Post-roll Video Length: 15 seconds
- Dimensions: 480 x 360 (4:3 Standard) or 480 x 270 (16:9 Widescreen)
- Frame Rate: Same as source or half of source (15 to 30 fps)
- Video Data Rate: 352 kbps
- Audio Data Rate: 48 kbps
- Total Data Rate: 400 kbps
- Keyframe: Every 30 or 60 frames (2 seconds)

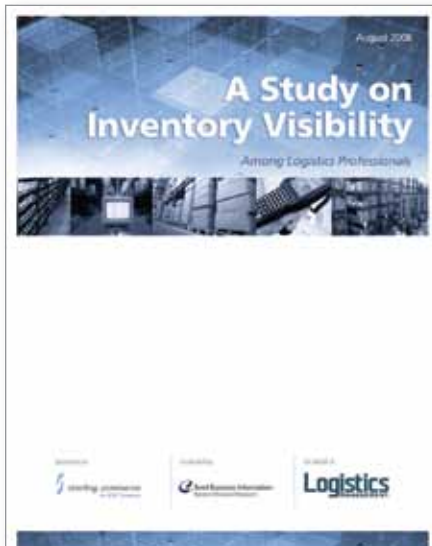
The T&MW Video Player

Demonstrate the real-world performance of your products in a dynamic, in-depth format. Our video programs promote a deeper understanding of your products' features and benefits, while giving you the opportunity to make a personal, human connection with prospective buyers.

- Announce a new product or build awareness of your brand with a sponsored video
- Populate your company's very own, branded channel with a collection of videos
- Build a video microsite on TMWorld.com with a custom player dedicated to your content
- Develop a unique, custom program to suit your marketing needs

Visit www.tmworld.com/video to see the new player and get a look at the latest T&MW videos.

Unit	Description	Dimensions	Rate (gross)
Video Feature	Sponsored video clip	n/a	\$1,177/month
Pre-roll Video	15-second ad played prior to video feature	n/a	\$6,471/month
Post-roll Video	15-second ad played after video feature	n/a	\$6,471/month
Leave-behind	Full banner ad that appears beneath player when pre-roll video starts and displays until next video begins (must be run concurrently with pre-roll ad).	468 x 60	\$8,824/month
Video Pod Package	Pre-roll + Leave-behind + Medium Rectangle	Rectangle: 300 x 250 Leave-behind: 468 x 60	Ask for rate
Overlay	Ad appears as a strip over bottom third of video player - Video pauses when ad is clicked on. Can be inserted at any time during video.	480 x 90	\$2,059/month
Expandable Takeover	Billboard ad that appears after pre-roll and completely covers player - Expands when clicked on.	510 x 581	\$1.89 per play
Custom Video Channel	A custom channel on the TMWorld.com video player for your company's video clips, with dedicated tab.	n/a	\$17,650/month
Custom Branded Video Player	Full-service video player on custom-built microsite with traffic driver package.	n/a	\$23,530/month



We handle all promotion for our Resource Center programs, which may include dedicated emails, e-newsletter listings and advertising on TMWorld.com.

Resource Center

Educational online content is one of the most powerful tools available for reaching new audiences and generating quality, targeted sales leads. Customize your lead generation package to meet a specific lead count goal or budget.

TMWorld.com Resource Center

The Resource Center is an online library of white papers, application notes, webcasts, and other educational materials designed to help engineers develop their technical expertise. Visitors are required to register before downloading materials, a process that turns each resource into a lead-generation engine.

Our sponsorship programs allow you to place your content in the Resource Center and collect the leads it generates, with no effort on your part. We handle all promotion, which may include an announcement in our weekly Resource Center e-Alert and other e-newsletters, as well as advertising on TMWorld.com.

Guaranteed Lead Package

Build a custom program to reach a lead count goal within a specific period of time:

- A specified number of leads is guaranteed
- A unique advertising plan is developed to promote your resource, leveraging a combination of e-newsletters, dedicated emails, and online ads

Rate: \$50 per lead (gross)

Featured Vendor Program

- Your content is promoted in our weekly Resource Center e-newsletter
- You receive all leads generated over the course of the program
- Your program is highlighted in our *Featured Company* module in the TMWorld.com Resource Center

Rate: 30-day program ► \$4,500 (gross)

Custom Market Research Program

Allow T&MW to create a lead-generating resource for your company from intelligent, discerning market research:

- Online surveys are custom-developed according to your needs; the results are compiled into a detailed Executive Brief that provides valuable insight into your target market, while functioning as a powerful lead-generation tool.
- T&MW develops and manages a promotional plan for your Executive Brief to produce high-quality sales leads

A Test & Measurement World materials submission form must be filled out and submitted with Resource Center materials for each lead generation program.



Webcasts

These interactive, online tutorials are an extraordinarily popular way for engineers to learn about new technologies and methods – and get to know your company. Generate quality leads with your own content or allow us to develop it for you.

Your webcast will be promoted through emails and listings on TMWorld.com, and made available on-demand for one year.

Custom Webcast

In this turnkey solution, you provide the content and T&MW produces the event from start to finish.

Editorial Webcast

This webcast option features original, highest-quality editorial content developed by T&MW editors in collaboration with industry experts.

Mini-webcast

This shorter, 20-minute format allows you to pack a big punch in a concise, convenient time frame. On-demand only. (Slides and audio only – video option not available).

Our webcast packages include:

- Complete production, promotion, and registration services
- An on-demand version of your webcast on TMWorld.com for one year



The credibility that the T&MW brand brings to our discussion with this key audience is integral to the success we have had partnering on webcasts.”

– Director of Marketing, Avera

Editorial Contests

Engage TMWorld.com’s audience with a sponsorship of one of our popular engineering challenges. Each monthly contest quizzes online visitors on a specific engineering problem and offers a prize for one lucky winner. You may sponsor a contest created by T&MW or work with our editors to develop your own.

Challenge sponsorships include:

- Sponsor recognition in e-newsletters and other promotions
- All leads from contest registrations

Ask your sales representative for rates



T&MW's e-newsletters have a combined circulation of over 105,416* subscribers.

* Publishers Own Data - Spring 2010
Total Audience Profile Report

Test Industry News & Vertical E-Newsletters
Deliver your message straight to the inboxes of technical and managing engineers worldwide through T&MW's comprehensive selection of e-newsletters. Benefit from the broad reach of Test Industry News or advertise in one of our more focused vertical e-newsletters.



Test Industry News

T&MW's broadest e-newsletter, TIN informs engineers about news, trends, and product releases in the electronics industry. Topics include test, measurement, inspection, and quality control (QC).

Delivered first 3 Thursdays of each month

Rates:

Horizontal 1.....	\$3,510
Horizontal 2.....	\$3,000
Horizontal 3.....	\$2,353
Vertical.....	\$3,510

Machine Vision & Inspection

Covers machine-vision systems and components, x-ray and optical inspection, and parts-marking issues.

Delivered last Tuesday of each month

Rates:

Horizontal 1.....	\$4,118
Horizontal 2.....	\$4,118
Horizontal 3.....	\$3,295
Vertical.....	\$4,118

Communications Test

Addresses wireless and telecom applications, fiber-optics, and network test.

Delivered second Tuesday of each month

Rates:

Horizontal 1.....	\$2,506
Horizontal 2.....	\$2,506
Horizontal 3.....	\$2,000
Vertical.....	\$2,506

Design, Test & Yield

Provides resources and information for manufacturers of semiconductors and circuit boards.

Delivered first Tuesday of each month

Rates:

Horizontal 1.....	\$3,706
Horizontal 2.....	\$3,706
Horizontal 3.....	\$2,965
Vertical.....	\$3,706

Automotive, Aerospace & Defense

Focuses on electronic test in the automotive, aerospace, and military industries.

Delivered second Monday of each month

Rates:

Horizontal 1.....	\$2,588
Horizontal 2.....	\$2,588
Horizontal 3.....	\$2,050
Vertical.....	\$2,588

Instrumentation

Features specific coverage of test-related instrumentation topics, including bench and modular instruments, instrumentation buses, data acquisition, and software.

Delivered fourth Thursday of each month

Rates:

Horizontal 1.....	\$4,130
Horizontal 2.....	\$4,130
Horizontal 3.....	\$3,305
Vertical.....	\$4,130

Submission Requirements:

- Headline: 40-50 characters
- Text: Maximum of 350 characters (including spaces)
- URL to landing page

Please note that images, including logos, are not included in T&MW newsletter ads.

T&MW Live & Virtual Custom Events

Benefit from T&MW's industry expertise and proven marketing power with a customized conference program. We will work with you to design and implement a complete turnkey event in any location worldwide, or online through virtual conferencing.

T&MW has the resources and expertise to successfully manage every aspect of your event:

Content Development

From a compelling topic to the perfect speaker, our extensive knowledge of the electronics market and the powerful reach of the trusted T&MW brand helps you deliver the expert educational and technical content prospective buyers are looking for.

Audience Recruitment & Promotion

T&MW will build a carefully screened audience of business and technology decision-makers to match your objectives. Registrants are drawn from T&MW's vast network of subscribers and conference attendees and from a customized marketing campaign, leveraging:

- Email promotions
- Online and print ads
- Telemarketing
- A custom-developed, dedicated web site

Venue Selection & Management

Our seasoned event coordinators handle all logistical details according to your preferences, including venue research and selection, space allotment, strategic layout and design, audio/visual resources, and food and beverage.

Complete On-site Event Management

T&MW oversees all operations on the day of the event, from set-up to badge and materials distribution to food and beverage service.

Post-event Research & Analysis

T&MW provides detailed, post-show reporting on a range of topics, including attendee demographics, feedback, and specific interests and specializations.

Develop your own unique program or choose from one of the following customized packages:

Custom Roundtable

This event centers on a 60-90-minute roundtable discussion led by industry experts.

- Content development is led by T&MW, with sponsor input and approval
- Agenda includes: • Introductions, • Presentation of content and discussion • Sponsor presentation followed by networking session

Corporate Seminars and Road Show Series

These programs feature an editorial presentation by a featured speaker followed by a sponsor presentation.

- Half-day, full-day, or multi-day program
- T&MW provides expert guidance on content development
- May be single- or multi-sponsored
- Agenda includes: • Introductions • Editorial presentation • Sponsor presentation • Panel discussion/ Q&A session

Both packages include hospitality and food and beverage. Sponsors receive all registrant contact data, transcripts, and recordings of sessions. Discounts available for multi-event series.

Contact your T&MW representative for details.



Enhance the lead-generating power of your event: Sponsor a white paper or companion webcast on TMWorld.com

» TERMS & CONDITIONS/SUBMISSIONS

Print Terms & Conditions

All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be cancelled at the time change in rate becomes effective without incurring a short rate, provided the contract rate has been earned up to the date of cancellation. The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark. Advertising that simulates editorial must carry the word "advertisement" at the top. (Publisher reserves the right to insert the word "advertisement" in such advertising.) The publisher is not liable for delays in delivery and/or non-delivery in event of an act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. Failure by the publisher to insert an ad in any particular issue voids the insertion order for that issue, but will not constitute a breach of contract. All orders accepted are subject to UBM Electronics credit requirements.

Payment Terms

Net 30 days. Advertiser will be short-rated if, within a 12-month period, they do not meet their frequency.

Commissions

15 percent commission provided to recognize agencies on space, color, and position only. Commission not paid on cost of artwork, engraving, postage, printing, plate changes or other mechanical changes. Agency commission disallowed after 30 days from date of invoice. Publisher reserves the right to hold advertisers and/or advertising agency jointly and severally liable for such monies that are due and payable to the publisher.

Special Positions

Special positions are available only on a non-cancellable basis at an extra charge of 10 percent of earned gross rates.

Inserts/Outserts

Inserts and outserts are available. Contact salesperson for details. Publisher reserves the right to accept or reject extra-heavy inserts. Inserts larger than four pages should not exceed 60# text (basis weight: 25 x 38, or 90g) body weight. Inserts and outserts do not count towards frequency.

Online Terms & Conditions

Inventory / Ad Serving / Delivery

1. Web site and newsletter advertisement inventory is based on availability at time of insertion and quoted prices are valid for 30 days. If the proposed inventory is not available, UBM Electronics will propose alternative strategies to reach the original goal. Web site and newsletter ad unit inventory cannot be put on hold.
2. Impression delivery for all campaigns is measured by UBM Electronics designated primary ad serving system. Campaigns will be delivered according to the requirements stated on the insertion order and paced according to the timing instructions specified in that document.

3. If under-delivery (of more than 10 percent of the total impressions contracted to be served) is likely for a specific campaign, the advertiser will be notified within two weeks of its end date by UBM Electronics with alternative strategies to reach the original goal.
4. Custom opportunities: A schedule describing timelines, fees, deliverables and assigned responsibilities between the client and UBM Electronics will be agreed upon by the client and UBM Electronics prior to the start of each project. UBM Electronics cannot be held responsible for delays arising from missed delivery dates or changes to scope initiated by the client following the project's start.
5. UBM Electronics reserves the right to refuse or remove content submitted by the client that is deemed inappropriate or offensive to online users and visitors.

Billing / Cancellation Policy

1. Web site activity billing is based on actual impressions delivered. Sponsorships will be billed at a flat rate if specified at the time of insertion. Campaigns are billed at the end of their run, unless otherwise specified. Campaigns lasting longer than 90 days will be billed in 90-day increments.
2. Web site impression activity can be billed on third-party data if requested at the time of insertion and access to third-party ad server is granted.
3. Campaigns that reach within plus or minus 10 percent of their impression goal at the end of the designated campaign period will be billed on actual delivery achieved and assumed completed, unless otherwise negotiated.
4. E-newsletter activity is billed within the month the sponsorship occurs. Short rate charges (up to 50 percent of rate card) will be charged if e-newsletter sponsorship does not run due to late or missing copy.
5. Unless otherwise specified, lead generation programs, including those arising from UBM Electronics's Resource Center program, are billed monthly, on the basis of actual leads delivered.
6. UBM Electronics has a 30-day, written notice cancellation policy for online media (excepting custom projects – see below) and a no-penalty, two-week, written notice cancellation policy on e-newsletter sponsorships. Campaigns cancelled after initiation are subject to charges equivalent to the cost of impressions delivered to date plus impressions forecasted for the following two weeks.
7. Custom opportunities:
 - a. Projects cancelled prior to 30 business days before project start incur no charges.
 - b. Projects cancelled in the period between 30 days prior to the scheduled project start and the planned start date incur charges equivalent to 10 percent of the total project cost.
 - c. If the project is cancelled after initiation, the client will be billed for all costs incurred in terms of planning, resource commitment, production, writing and any media created or run.
8. All insertions, revisions, optimizations and cancellations must be communicated in writing by an authorized representative of the client to the designated representative of UBM Electronics. All cancellation charges are calculated from the time the written notice is received.

Privacy Policy:

http://www.ubmcanon.com/privacy_policy/

T&MW EDITORIAL CONTACTS

Rick Nelson

Editor in Chief

781-869-7970

richard.nelson@ubm.com

Deborah M. Sargent

Managing Editor

Tel: 781-869-7975

deborah.sargent@ubm.com

Martin Rowe

Senior Technical Editor

Tel: 781-869-7973

martin.rowe@ubm.com

Naomi E. Price

Assistant Managing Editor

Tel: 781-869-7972

naomi.price@ubm.com

Bradley J. Thompson

Contributing Technical Editor

brad@tmworld.com

Richard A. Quinnell

Contributing Technical Editor

richquinnell@att.net

Ann R. Thryft

Contributing Technical Editor

athryft@earthlink.net

PRODUCTION

Martin Schneggenburger

Production Manager

Tel: 310-445-3794

martin.schneggenburger@ubm.com

Judy Hayes

Associate Publisher

Tel: 408-421-3799

Fax: 1-877-851-4528

judy.hayes@ubm.com

BUSINESS STAFF

Melanie Turpin

Marketing Manager

Tel: 781-869-7981

melanie.perreault@ubm.com

Stephaney McGinnis

Interactive Media Manager

Tel: 503-643-4262 Fax: 1-877-852-0445

stephaney.mcginnis@ubm.com

REGIONAL SALES MANAGERS

NJ, NYC, Long Island

Mike Moore

Chatham, NJ

1.mikemoore@gmail.com

Tel: 973-701-9340 Mobile: 973-727-0453

EASTERN SEABOARD, MIDWEST, SOUTHEAST, CANADA

James Leahey

Kenosha, WI

james.leahey@ubm.com

Tel: 262-656-1064 Fax: 877-851-4536

WEST COAST, TX, BRITISH COLUMBIA

Mary Lu Buse

Calabasas, CA

mary.buse@ubm.com

Tel: 818-880-4024 Fax: 877-851-4535

WORLDWIDE SALES

GERMANY, AUSTRIA, & SWITZERLAND

Adela Ploner

Dachau, Germany

adela@ploner.de

Tel: 49-81-31-366-9920

Fax: 49-81-31-366-9929

ITALY

Roberto & Riccardo Laureri

Milan, Italy

media@laureriassociates.it

Tel: 39-02-236-2500 Fax: 39-02-236-4411

ISRAEL

Asa Talbar

Tel Aviv, Israel

talbar@talbar.co.il

Tel: 972-3-5629565 Fax: 972-3-5629567

JAPAN

Katsuya Watanabe

Tokyo, Japan

katsuya.watanabe@ubm.com

Tel: 81-3-3402-0028 Fax: 81-3-3402-0029

SINGAPORE, MALAYSIA & HONG KONG

Wendy Tan

wendy.tan@ubm.com

Tel: 65-678-7759 ext. (8) 818

Fax: 65-6789-7759

TAIWAN

Grace Wu

grace.wu@ubm.com

Tel: 8862-2311-7906 Fax: 8862-2370-9799

Jessica Ou

jessica.ou@ubm.com

Tel: 8862-2314-7208 Fax: 8862-2370-0700

T&MW CHINA

William Zhang

Beijing, China

william.zhang@ubm.com

Tel: 8610-6642-2112 Fax: 86-10-6642-2242

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