

DE's online platforms are growing rapidly and offer huge potential to advertisers. They extend the magazine's reach well beyond the traditional print audience and offer advertisers targeted, time-sensitive and measurable marketing opportunities.

## www.design-engineering.com

Canada's most comprehensive website for OEM and in-plant design engineers presents the latest industry news and events, CAD updates and new products. It also hosts the current digital edition, e-newsletter, *Fluid Power* and *Motion Control* buyers' guides and links to our issue archives, subscription services and current media planner.



## Eddie's E-Newsletter

Eddie's monthly e-Newsletter provides instant access to the latest industry news and events as well as exclusive product showcases to 10,000+ subscribers. If you want to promote an industry event, conference, webinar, or showcase your latest products, this is an excellent platform.

## Buyers' Guides

DE publishes Canada's only *Fluid Power & Controls* and *Motion Control & Related Technologies* buyers' guides. Together, with the names and addresses of manufacturers and distributors, they provide readers a year-round sourcing guide to most major types of fluid and motion control components and equipment. The listings are indexed by company name or product.



## Digital Edition

DE faithfully replicates each printed edition in its entirety in a reader-friendly PDF format and hosts the current and archived editions on its website. The digital issue includes all editorial

features and advertising. The advertiser pages link to the advertisers' websites. The digital edition is also available by subscription.

## Also available:

- New product e-blasts
- Market research
- Brand preference surveys

## Website

	1mo	3mo	6mo	9mo	12mo
Box	\$500	\$1,000	\$2,000	\$3,000	\$4,000
Banner	\$1,000	\$2,000	\$3,600	\$4,800	\$5,600
Skyscraper	\$1,000	\$2,000	\$3,600	\$4,800	\$5,600

## Eddie's E-Newsletter

Issued: Bi-Monthly

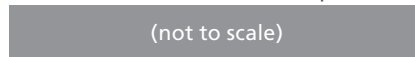
Rates:	1-6x	7-12x	13-18x	19-24x
	\$775 ea	\$675 ea	\$575 ea	\$475 ea

## Online Ad Sizes & Specifications

**Website:** Animated gif, jpg or flash (72 dpi)

**E-Newsletter:** Animated gif or jpg (72 dpi)

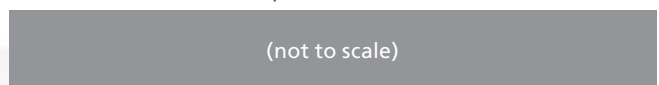
E-newsletter banner (468 x 60 px)



Box Ad (125 x 125 px)



Website banner (728 x 90 px)



## Online Buyers' Guides

### Tier 1:

\$375/e-mail and web link + digital logo + 50-word profile

### Tier 2:

\$750 / all Tier 1 elements PLUS box ad on all pages except home page

### Tier 3:

\$1,125 / all Tier 1 elements PLUS banner ad on all pages except home page

### Gold Plan:

\$1,750 / all Tier 1 elements PLUS box ad on all pages including homepage

### Platinum Plan:

\$2,500 / all Tier 1 elements PLUS banner ad on all pages including homepage

Program Duration: one year starting on the date of upload to DE's buyers' guide site.

## Digital Edition

Contact the publisher or your sales rep for details.