

New customers are just

ONE CLICK AWAY



The e-mail "action card" that drives new customers to your web site.

IndustryDeck™ from New Equipment Digest is changing the way the industrial market learns about, specifies and purchases products, equipment and services. Using patent-pending technology, IndustryDeck™ is the fastest way to bring your products to the industrial marketplace. Unlike websites, IndustryDeck is delivered via e-mail, directly to the desktop of thousands of subscribers. Unlike print ads in trade publications, IndustryDeck is intrusive, dynamic, and offers much shorter lead times. Most importantly, IndustryDeck puts specifiers and buyers who demand instant information just one click away from your website.

How IndustryDeck™ works. Essentially, IndustryDeck is an enhanced, electronic version of the familiar "action card" deck that is delivered to subscribers on a monthly basis. Information is presented in a brief format about the same size as a traditional action card which readers easily and QUICKLY click-through one at a time, ensuring valuable impressions for advertisers with every issue. When readers find something of interest, they can simply click a "LEARN MORE" button that launches a direct link to your desired URL or home page. Or they can click a "CONTACT" button to send an email lead directly to your company. There is simply no faster and better way to convert readers to prospects, or even customers!



From your IndustryDeck card...to your website in one click!

The missing piece in your Internet strategy. What delivers customers and prospects to your web site? The Internet is a vast warehouse of information, but is no more an advertising medium than is a public library! IndustryDeck takes advantage of electronic information delivery and patent-pending technology to fulfill the promise of the Internet with state-of-the-art, graphically-enhanced, targeted advertising delivered right to the desktop of qualified industrial subscribers.



See the latest issue of IndustryDeck™ on-line. Go to: www.industrydeck.com

Why IndustryDeck is the next generation of targeted advertising media:

- Rich, graphic e-mails are more intrusive than any magazine or mailing; delivered right to the desktop of thousands of qualified subscribers.
- Bonus circulation in the form of links to IndustryDeck featured in leading industrial eNewsletters and web sites.
- Drives interested readers directly to your website or product deep link in one click!
- Generate e-mail leads that go directly to you.
- Infinitely faster reader response actions and instant information fulfillment; readers are already connected!
- Simple format presents information in digestible portions with an easy option to learn more.
- Easy to use, familiar "action card" model with intuitive, click-through navigation.
- Continuously updated database ensures maximum delivery and penetration to qualified subscribers.
- Fast and easy digital production requirements with one click uploading.
- No outgoing or business reply postage expenses.
- Cost effective, even compared to less dynamic media.
- Heightens reader perceptions of an advertiser's sophistication.
- ...and with short lead times, IndustryDeck is the FASTEST WAY to reach the mass industrial audience with your product or information.

| <u>Rates, per insertion</u> | 1x | 6x | 12x |
|--|-----------|-----------|------------|
| Non NED Advertiser | \$2,095 | \$2,020 | \$1,950 |
| NED Advertiser | 1,895 | 1,825 | 1,760 |
| If purchased with printed NED Card Pack and/or Literature Digest (same month of issue) | 1,645 | 1,585 | 1,530 |

Prices quoted in U.S. dollars, prepayment or insertion orders, and are subject to change unless contracted.

Current circulation data

Full graphic e-mail to registered or qualified circulation.....**82,000**
 Linked circulation through Penton eNewsletters (potential links)**333,027**

Closing date; space and materials

20th of the month prior to month of issue.

Production Requirements

Submitted files must be sized to 536 pixels wide by 356 pixels high at 72 pixels per inch resolution in JPEG file format, medium quality (no progressive JPEG files). To ensure optimum performance of the media, publisher reserves the right to compress files to optimum levels without notification of proofs.

Please e-mail your creative to Jacque Niemiec, jniemiec@penton.com. Phone: 216-931-9585.

All other correspondence, contracts, and insertion orders should be sent to Marci Bushek, mbushek@penton.com. Fax: 216-696-8208.