

2010 Marketing Planner

IMAGING TECHNOLOGY

The State of the Art in Cameras & Vision Systems

*Targeting over 59,000
design engineers &
managers who specify
imaging/vision products for
industrial & scientific
applications*

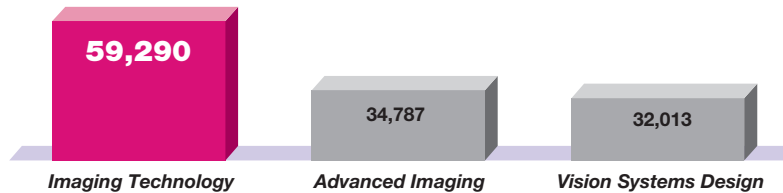
www.techbriefsmedia.com

Image courtesy FANUC Robotics America

Reach 70% MORE BUYERS when you advertise in *Imaging Technology*

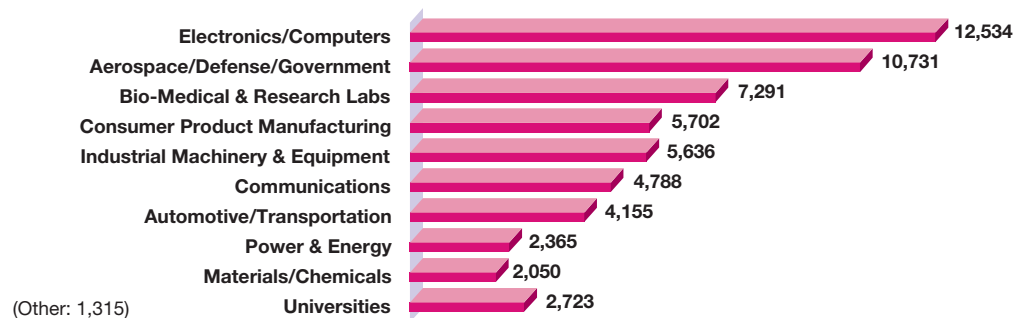
Delivered as a quarterly supplement to *NASA Tech Briefs* magazine in both print and digital formats, *Imaging Technology* covers 70% MORE of the OEM and scientific markets as compared to other vertical publications — generating NEW SALES LEADS to grow your business. 100% of *Imaging Technology*'s audience recommend, specify, or authorize the purchase of cameras and other imaging products.

IT's unmatched market penetration:

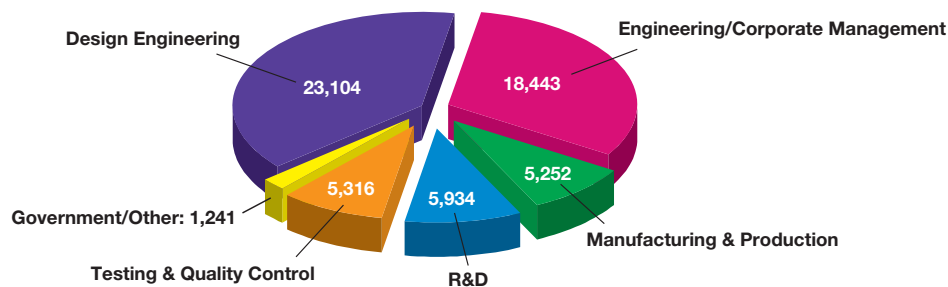


Source: June 2009 BPA circulation statements

Imaging Technology subscribers by industry:



By principal job function:



Total Circulation: 105,000

In addition to the primary audience of 59,000+, *Imaging Technology* is distributed digitally with *NASA Tech Briefs* to another 46,000 OEM design engineers & managers.

Branding, Web Traffic & Lead Gen All In One

When you run display advertising in *Imaging Technology*, you get an integrated package combining ads in both the print and digital editions plus your company/products are featured in a lead-gen e-mail (called eResponse) to over 130,000 opt-in *Tech Briefs* subscribers. At no additional charge, you can run different versions of your ad in the print and digital publications, optimizing your digital ad for Web clicks and enhancing it with video links or animation. We track activity and demonstrate ROI.

For Maximum Results

Combine a magazine campaign with lead-gen banners in *Tech Briefs*' monthly eResponse blasts AND in the July 2010 *Imaging Technology* Buyer's Guide e-mailed to 37,000 camera & imaging equipment specifiers. Clicks on your banner produce full contact, actionable leads.

	March	June	September	December
Features	High-Speed Cameras Lenses Display Technologies	Robots & Vision Software	Thermal Imaging Video/Graphics	Machine Vision Sensors & Components
Applications	Medical	Automotive	Military/Aerospace	Electronics
New Products	Infrared & Thermal Imaging Imaging Sensors Image Processing	Displays Frame Grabbers/ Image Acquisition Hardware CCD Cameras	Machine Vision High-Speed Cameras Imaging Sensors	LEDs/Illumination Cameras Software
Bonus Distribution & Blogging	SPIE Defense, Security & Sensing Orlando, FL April 6-8 Medical Design & Manufacturing New York, NY June 8-10	Sensors Expo Rosemont, IL June 7-9 Semicon West San Francisco, CA July 13-15 NIWeek Austin, TX Aug. 3-5	Design & Manufacturing Midwest Rosemont, IL Sept. 21-23	Photonics West San Francisco, CA January 25-27, 2011
Editorial Closing	Jan. 4	April 2	July 2	Oct. 4
Space/Material Closing	Feb. 1/Feb. 8	May 3/May 10	Aug. 2/Aug. 9	Nov. 1/Nov. 8

**For more information on submitting editorial, contact Linda Bell, Editorial Director:
linda@techbriefs.com; Tel: 212-490-3999, ext. 5511.**

Effective January 1, 2010

All rates shown are gross, and include placement in both the print and digital editions of *Imaging Technology*, plus a product listing in *Tech Briefs*' lead gen e-mail (eResponse).

Black & White Display Rates

	12x	8x	4x	1x
Page	\$5,645	\$5,845	\$6,190	\$6,645
2/3 Page	\$4,145	\$4,285	\$4,530	\$4,870
1/2 Island	\$3,670	\$3,815	\$4,030	\$4,320
1/2 Page	\$3,055	\$3,235	\$3,410	\$3,665
1/3 Page	\$2,295	\$2,380	\$2,520	\$2,690
1/4 Page	\$1,820	\$1,870	\$1,980	\$2,115
1/6 Page	\$1,360	\$1,420	\$1,500	\$1,620

For two-color, add 10% to above rates.

Four-Color Display Rates

	12x	8x	4x	1x
Page	\$7,255	\$7,740	\$8,050	\$8,550
2/3 Page	\$5,490	\$5,890	\$6,020	\$6,450
1/2 Island	\$5,040	\$5,400	\$5,550	\$5,900
1/2 Page	\$4,470	\$4,815	\$4,955	\$5,150
1/3 Page	\$3,640	\$3,860	\$4,035	\$4,280
1/4 Page	\$3,155	\$3,340	\$3,495	\$3,700
1/6 Page	\$2,725	\$2,905	\$3,010	\$3,145

Buyer's Guide & eResponse Banners (234 x 60)

12x	6x	3x
\$925	\$1,150	\$1,225

For mechanical specs see the *NASA Tech Briefs* marketing planner or visit: www.techbriefsmedia.com.

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