

Effective January 1, 2010

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

Black & White Display Rates

	24x	18x	12x	9x	6x	3x	1x
Page	\$5,960	\$6,185	\$6,420	\$6,565	\$6,800	\$7,210	\$7,585
2/3 Page	\$4,460	\$4,640	\$4,800	\$4,925	\$5,115	\$5,400	\$5,690
1/2 Island	\$3,840	\$4,010	\$4,165	\$4,275	\$4,430	\$4,690	\$4,930
1/2 Page	\$3,295	\$3,410	\$3,540	\$3,625	\$3,715	\$3,970	\$4,185
1/3 Page	\$2,375	\$2,460	\$2,565	\$2,620	\$2,730	\$2,870	\$3,040
1/4 Page	\$1,895	\$1,990	\$2,060	\$2,110	\$2,175	\$2,310	\$2,415
1/6 Page	\$1,445	\$1,500	\$1,550	\$1,590	\$1,630	\$1,735	\$1,815

For two-color, add 10% to above rates

Four-Color Display Rates

	24x	18x	12x	9x	6x	3x	1x
Page	\$7,380	\$7,675	\$7,945	\$8,150	\$8,750	\$9,045	\$9,360
2/3 Page	\$5,660	\$5,885	\$6,085	\$6,240	\$6,620	\$6,935	\$7,205
1/2 Island	\$5,080	\$5,265	\$5,460	\$5,585	\$5,925	\$6,220	\$6,440
1/2 Page	\$4,465	\$4,650	\$4,825	\$4,945	\$5,225	\$5,480	\$5,580
1/3 Page	\$3,585	\$3,725	\$3,860	\$3,955	\$4,175	\$4,405	\$4,560
1/4 Page	\$3,105	\$3,230	\$3,375	\$3,440	\$3,630	\$3,790	\$3,950
1/6 Page	\$2,625	\$2,730	\$2,825	\$2,910	\$3,080	\$3,260	\$3,355

Web Site Banners — www.techbriefs.com/motion

Standard Sizes	Dimensions (Pixels)	CPM
Medium Rectangle	300 x 250	\$200
Wide Skyscraper	160 x 600	\$190
Skyscraper	120 x 600	\$180
Leaderboard	728 x 90	\$170
Full Banner	468 x 60	\$100
Half Banner	234 x 60	\$75
Square Button	125 x 125	\$60

CPM = cost per thousand impressions. 25K file size limit. Banners rotate throughout the Web site.

Motion Control Technology E-mail Newsletter Sponsorships (Monthly, HTML format)

Top-Level Sponsorship	\$3,075
Co-Sponsor Position #1	\$1,995
Co-Sponsor Position #2	\$1,595
Sponsored Links & Event Alerts	\$700

Lead-Gen E-mails

eResponse & Buyer's Guides Sponsor Banners — 234 x 60

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

Combine print and online advertising for maximum frequency discounts.