

**SENSORS WEB PORTAL**  
**[www.sensorsportal.com](http://www.sensorsportal.com)**



# **MEDIA Information**

# **2011**

## Dear Advertiser !

**Our Media Products is a way to reach sensor decision makers worldwide and put your marketing budget to work**

At Sensors Web Portal and International Frequency Sensor Association, we know that our media products and marketing services will produce results and increase your profit. Why ? Because we have ...

### ...the experience

Over 11 years of online publishing leading business and electronic media on a global scale. We offer valuable online advertising programs.

### ...the circulation

We pride ourselves that our readers are decision-makers, buyers and customers. Our mailing list is continuously up-dated and added.

### ...the quality and readability

Not only do our publications solve application problems, but our features on new products, our news stories and our reviews of events cover the readers' needs.

### ...the media products

*IFSA Newsletter* (founded 2000)

*Sensors & Transducers Magazine (e-Digest)* (founded 2000)

*Sensors & Transducers Journal* (founded 2003)

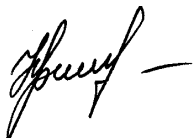
*IFSA Internet-based Television Network* (founded 2010)

### ... the proof

Please read some of our readers and advertisers' comments

**Our mission is to help you in your sales and marketing effort. Your advertisements in our media and at Sensors Web Portal will get results.**

Your sincerely



Sergey Y. Yurish,  
Editor-in-Chief, IFSA President

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*To stop an advertising campaign in order to save money  
is the same as to stop a clock in order to save time ...*

## WHY SENSORS WEB PORTAL ?

Sensors Web Portal is one of the world's most effective industrial and scientific online Business-to-Business (B2B), Business-to-Customer (B2C) and Business-to-Research (B2R) publisher with associated an award-winning, one of the biggest, vertical, primary Internet resource dedicated to the world of sensors, transducers, MEMS, sensor instrumentation and data acquisition systems with continuously growing number of members and visitors (over 2 million web pages per year) Sensors web portal represents a unique and exciting opportunity to influence the worldwide sensors community through the combination of magazine, journal, newsletter, web, online forum, e-mail, news feed (xml and rss) and Internet-based television network.

Because this resource is a vertical, specialized Internet portal, ALL of our visitors are from the mentioned industrial sector and ads on sensors web portal is very targeted in comparison with other online engineering and sensors resources. We fine-tune information, e-services and your product offerings to serve our target audience much better. Please notice that the Sensors Web Portal is a unique, Internet resource and primary, well-known source for sensors related information with free regularly up-dating content and excellent possibilities to target your ads to your future buyers. Your advertisements will reach those with the greatest probability of becoming buyers at the very time they are in a purchasing mode.

You can advertise here related sensors and instrumentation products, services, job offers, exhibitions, conferences, training courses, books, etc. and publish press releases.

Customers like our Sensors Web Portal because they can choose sensors from different manufacturers, with appropriate technical performances and prices in ONE place in the Internet - Sensors Web Portal (<http://www.sensorsportal.com/HTML/Sensor.htm>) - saving both time and money.

Portal has many different, strongly targeted sections devoted to different sensors that can be used effectively for online advertising. The Sensors section divided into the following subsections: Accelerometers, Acoustic, Biosensors, Chemical, DAQ, Displacement, Flow, Gas, Inclination, Humidity and Moisture, Level, Load Cells, Magnetic, Mechanical, Nanosensors, Optical, Oxygen, pH, Plug-and-Play Smart (TEDS) Sensors, Position, Pressure, Proximity, Resonant, Rotation speed, Temperature, Tilt, Torque, Ultrasonic, Vacuum, Vibration, Viscosity, Wireless Sensors, Yaw and Others subsections, including MEMS, Sensor Instrumentation and Networks.

### ➔ Overview

**Launch date:** 23 August 1999

**Audience:** engineers, technologists, managers and researchers who use sensors, transducers and related products.

**Mission:** sensors and transducers related information delivery including principles, applications, design, etc. among all sensor community in the world.

#### **Media Products:**

- *Sensors & Transducers Magazine (e-Digest) and Journal (ISSN 1726-5479)*
- *International Frequency Sensor Association (IFSA) Newsletter (ISSN 1726-6017)*
- *Sensors Industry News Feed (XML and RSS)*
- Sensors web portal
- Sensors bookstore
- Online store
- Internet TV network

**Geographic Coverage:** worldwide

**Average monthly visitors:**  
89, 000+

**Unique IPs visitors per month**  
30, 000+

**Total bandwidth per month**  
26.3 Gb

#### **Frequency:**

- *Sensors & Transducers Magazine (e-Digest) and Journal (monthly, plus special issues);*
- *IFSA Newsletter (twice per month)*
- Sensors web portal (monthly up-dated)
- Sensor Industry News feed (weekly up-dated)

**Circulation:** 44, 000+

In addition to the web link, company logo and short description, in each of sensors manufacturers list, you can see a short description of most interesting sensors models and direct link to manufacturer's web site (its part) where this model is described in details. This approach help to users quickly find the necessary information.

Enroll your company today with the other sensor manufacturers and give your potential buyers the best possible opportunity to find you among many other sensor manufacturers in the world and to choose your products.

## SENSOR MARKET REALITIES

According to new sensors market studies (Freedonia Group), the US sensor demand will grow 4.3 percent annually through 2012.

Sensors Market in Europe earned revenues of \$12.5 billion in 2009 and estimates this to reach \$19.0 billion in 2016.

The total Asia-Pacific sensors market is poised for robust growth in all the end-user segments. New analysis from Frost & Sullivan, finds that the market earned revenues of over \$377 million in 2009 and estimates this to reach \$651.5 million in 2016.

According to Global Industry Analysts, Inc. the world smart sensors market is projected to reach \$ 7.8 billion by 2015; and global chemical sensors market to reach \$17.28 billion by 2015.

The past few decades have witnessed an explosive growth in sensors and sensor-based applications which has led to a greater demand for sensor interfacing integrated circuits (ICs)

Strong growth expected for sensors based on MEMS-technologies, smart sensors and sensors with bus capabilities. Source: The Freedonia Group.

World Plug and Play Smart TEDS Sensors (IEEE1451) Markets is to reach \$40.9 million in 2013 (Frost & Sullivan).

Smart pressure sensors are expected to emerge as the fastest growing product segment in the smart sensors market worldwide.

The biosensors market is expected to grow from \$6.72 billion in 2009 to \$14.42 billion in 2016.

How to be a leader in the dynamic, rapidly expanding sensors market ?

### ➔ Main Reasons to Advertise at Sensors Web Portal

- High Quality Rating Score (QRS)
- Very targeted ads (text ads, banners, lists of manufacturers, video ads, etc.) and high advertising efficiency
- Press release service (text, your company logo, web link and product colour photos)
- Sensor Industry News feeds (RSS, XML) syndicated by many web sites, news feeds catalogs, search engines and news aggregators (news feeds readers) every week
- Sensors Web Portal takes mainly the 1<sup>st</sup> position in rating of most popular search engines and portals as Google, Yahoo!, Lycos, AltaVista, Ask Excite, AOL, MSN, AllTheWeb, HotBot, iWon, A9, Metacrawler, Netscape, etc.
- Ads on specialized vertical Sensors Web Portal have resulted in an average clickthrough rate 7-9 times higher than for ads on common purpose search engines
- It raised brand awareness up to 7 % and consumer loyalty up to 4 % among those same thousands that visit the portal

# TESTIMONIES

*I have been reading your magazine. During 16 years that Sensortek, Inc. has been in the sensors business we have recommended your articles to intelligent users. Now that I am consulting and have retired from my business your journal is ever more important.*

*Matt Eichenbaum, Sensortek, Inc.*

*Thanks for your valuable guidance and devotion in sensors industry. Sir, You are the only person on the planet Earth, who initiated, promoted and devoted (and developed the system of publication of sensors in all sense) in case of all types of sensors and providing the information in every corner around the globe. Because of this information, new researchers may get the ideas to fabricate and test the sensors. This may develop any kind of sensors in near future.*

*Dr. D. R. Patil*

*Sensors portal is the best sensors related resource in the Net. Thank you !*

*Please take my appreciation of www pages and information. They are clearly and professionally prepared. I do not remember the first visit on your portal but from this time it is still present in my mind.*

*Extremely technical website designed to share information throughout the world in relation to sensors of all kinds. I was absolutely impressed with the level of technical information on this site. I will definitely be visiting this site again.*

*Easy to navigate. Loads real fast.*

*A good site if you are interested in sensors, transducers, MEMS and sensor instrumentation because this site can offer the latest up-to-date educational information at your fingertips.*

*IFSA Newsletter provides consolidated information.*

*Wow, great resource ! Thanks.*

*It is very useful for us in the design of instruments.*

*A very interesting site well done.*

*A well presented site and easy to navigate.*

*Very informative, useful and easy to navigate web portal. Good job ...*

*Sensors & Transducers journal has potential to grow as highest impact factor publication.*

*I have checked your website and found it very interesting from professional point of view.*

*I was advised of your sensor site by a colleague and am really impressed by the technical information on it. I have therefore instructed my webmaster to link to it.*

*You have some wonderful information on your website. You have done a nice job. Congratulations.*

*I have found the Sensors Web Portal very interesting (I learned of it in the current issue of Design News, by the way).*

*Excellent layout of information. Well organized. Rich content.*

*One of the best web sites I visit.*

*All about sensor this is a very good site ...*

# ADVERTISING OPTIONS

## SENSORS WEB PORTAL

### Overview and Audience

Today most effective online ads for sensors related products are both: on specialized (vertical) web portals and AdWords advertising programme from Google.

Our team has significant experience of making web portals marketing channels and information resources, and Sensors Web Portal are geared specifically to producing sales leads.

A Sensor Web Portal's content is up-dated regularly, which results in frequent repeat visits by our visitors, and continuously growing number of new visitors. There are visitors from more than 160 countries worldwide every year.

### Audience statistics:

2, 000, 000+ annual page views  
1,000, 000+ annual portal's visitors  
360, 000+ annual unique visitors  
165, 000+ average monthly page views  
89, 000+ average monthly visitors

### Most Visited locations:

Home page  
Sensors & Transducers Magazine (e-Digest)  
Sensors & Transducers Journal  
Top articles  
Top sensors products  
IFSA Newsletter section  
35 x 2 sensors sections (articles and lists of manufacturers)  
Sensors Industry News section  
Training Courses section  
Projects section  
Forums section  
Videos section  
News section  
Marketplace  
Sensor Jobs section  
Polls section  
Sensors Wish List  
Links section  
Standardization section  
Tools section

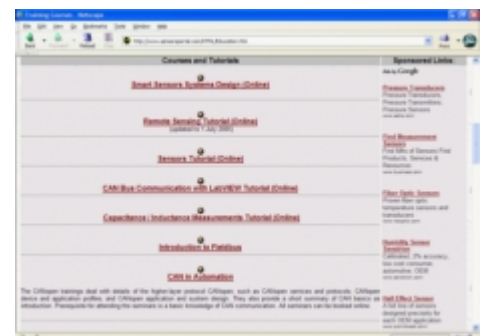
### Our Media Products:

Achieve your marketing goals

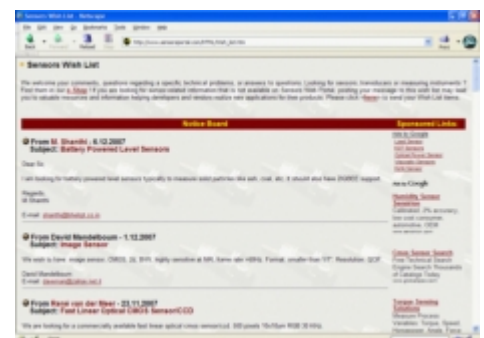
- Build your brand
- Engage your customers
- Generate quality leads



Sensor Sections on Sensors Web Portal



Training Courses Section

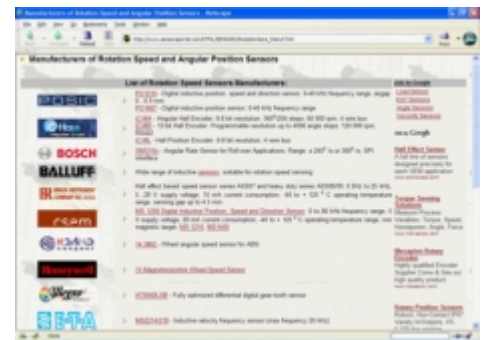


Sensors Wish List



## Lists of Sensors Manufacturers

If your company is selling various sensors, transducers or measuring instruments, specialized animation or static banners can be incorporated on your request. Links to your web site and ads can be created and placed in various appropriate much targeted subsections in SENSORS section. Today we have 35 x 2 much targeted sensor sections at our portal. New sections can be launched on your request. The list of manufactures will include your company logo, product description and link to your company web site and a special section devoted to your product.



### ➔ Sensors Sections:

- Accelerometers	- Inclination	- Others	- TEDS sensors
- Acoustic	- Level	- Oxygen	- Temperature
- Biosensors	- Load Cell	- pH sensors	- Tilt
- Chemical	- Magnetic	- Position	- Torque
- DAQ systems	- Mechanical	- Pressure	- Ultrasonic
- Displacement	- Moisture	- Proximity	- Vacuum
- Flow	- Nanosensors	- Resonant	- Viscosity
- Gas	- Inclination	- Sensors Interfaces	- Wireless
- Humidity	- Optical	- Rotation Speed	- Yaw

## Banner Advertising

Banner ads will increase your brand recognition and together with the listing in manufacturers lists generate addition leads.



Banner Ads at Sensors Web Portal

We are supporting all banners standards, for example, vertical skyscraper (120 x 600), rectangular banners (300 x 250); wide skyscraper (160 x 600) and leaderboard (728 x 90) in jpg, gif or png graphical formats. It can be animated (java applets, flash) or static. Custom banner sizes are also available.

Strong banner advertisements are working better than ever on specialized vertical web portals like sensors web portal – you just need to choose the right targeted sensors section.

Please send us your banner in jpg or gif format and link by e-mail to [editor@sensorsportal.com](mailto:editor@sensorsportal.com) and our experts will finish design, optimize and make your ads successful.

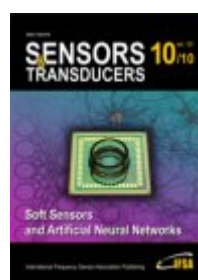
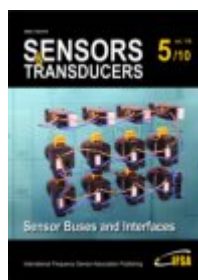
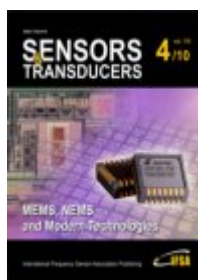
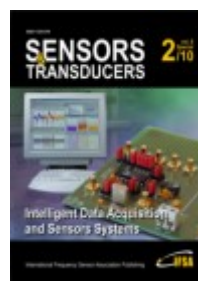
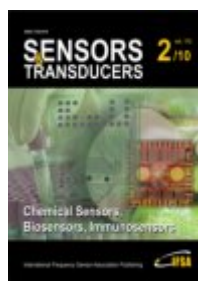
**Please note: nevertheless of many web pages available at sensors web portal, the number of banners and places are limited (2-3 banners per page maximum). Please reserve the banner size and place in advance.**

Your ads can be also included in our international peer review Sensors & Transducers Journal, which goes to more than 44, 000+ subscribers per month and published with the full support of the IFSA. It is a recognized as the leading sensors journal in the field.

- Biosensors, physical and chemical sensors
- Theory, principles, effects, design, standardization and modeling
- Smart sensors and systems
- Sensor instrumentation
- Virtual instruments
- Sensors interfaces, buses and networks
- Signal processing
- Frequency (period, duty-cycle)-to-digital converters, ADC
- Technologies and materials
- Microsystems
- Nanosensors and nanodevices
- Applications



We are publishing research and application specific papers, technical and market reviews, cover story, feature, special reports, case studies, etc. Sponsored issues with application specific articles are available on request. Some special issues with selected sensor related conferences papers will be also printed in 2011.





## Editorial Calendar 2011

**Title:** Sensors & Transducers

**Format:** Journal (pdf-format online, CD)

**ISSN:** 1726-5479

**Publisher:** International Frequency Sensor Association

**Periodicity:** 12 issues/12 months + special issues

**Language:** English

**Addition Sponsored Issues:** Yes

**Circulation:** 44, 000+

**Published since:** October 2000

**Geographical Area:** Worldwide

**2008 e-Impact Factor:** 205.767



Issue Date	Article Deadline	Ad-Close Date	Editorial Features	Article Type
<b>January 31, 2011</b> Vol.124, No.1	19.12.2010	24.01.2011	Sensor Instrumentation, Data Acquisition Systems and Virtual Instruments	Research, applications, cover story, reviews
<b>February 28, 2011</b> Vol.125, No.2	24.01. 2011	21.02. 2011	Chemical Sensors, Biosensors, Immunosensors	Research, applications, cover story, review, feature, case study
<b>March 29, 2011</b> Vol.126, No.3	22.02. 2011	21.03. 2011	Smart Sensors and Systems	Research, applications, cover story, review, feature
<b>April 26, 2011</b> Vol.127, No.4	28.03. 2011	18.04. 2011	MEMS and Modern Technologies	Research, cover story, feature, special reports
<b>May 31, 2011</b> Vol.128, No.5	25.04. 2011	23.05. 2011	Sensor Buses and Interfaces	Research, applications, cover story, review, feature
<b>June 28, 2011</b> Vol.129, No.6	30.05. 2011	20.06. 2011	Electronic Circuits, Signal Conditioning and ASIC for Sensors	Research, applications, cover story, review
<b>July 26, 2011</b> Vol.130, No.7	27.06. 2011	18.07. 2011	Sensor Networks and Wireless Sensor Networks	Research, applications, cover story, review, feature
<b>August 30, 2011</b> Vol.131, No.8	25.07. 2011	22.08. 2011	Sensors and Transducers Applications	Research, applications, cover story, review, feature, case study
<b>September 27, 2011</b> Vol.132, No.9	29.08. 2011	19.09. 2011	TEDS Sensors, IEEE 1451 Standards	Research, applications, cover story, feature, special reports
<b>October 25, 2011</b> Vol.133, No.10	26.09. 2011	17.10. 2011	Soft Sensors and Artificial Neural Networks (ANN)	Research, applications, feature, case study
<b>November 29, 2011</b> Vol.134, No.11	31.10. 2011	21.11. 2011	Nanosensors and Nanodevices	Research, cover story, feature, special reports
<b>December 27, 2011</b> Vol.135, No.12	28.11. 2011	19.12. 2011	Sensor Market Trends	Research, cover story, special reports, case study

Sensors and Transducers journal is indexed and abstracted very quickly by Chemical Abstracts, EBSCO Publishing, ProQuest Science Journals, Index Copernicus Journals Master List (ICV=6.04), Open J-Gate, Google Scholar, Scirus, etc. Since 2011 the journal is covered and indexed (including a Scopus, Embase, Engineering Village and Reaxys) in Elsevier products.

## Sponsored Issues

Since 2007 we have started to publish sponsored journal issues with application specific articles, sensors and transducers principles descriptions, tutorials, market reviews, white papers, cover story, products features, information for investors, etc. Together with regular issues it will be delivered to our more than 44,000 subscribers. The price for sponsored issue is 4,150 US \$. Please order a special issue of *Sensors & Transducers Journal* about your company products and activities today.

## Advertising Rates in Sensors & Transducers Journal

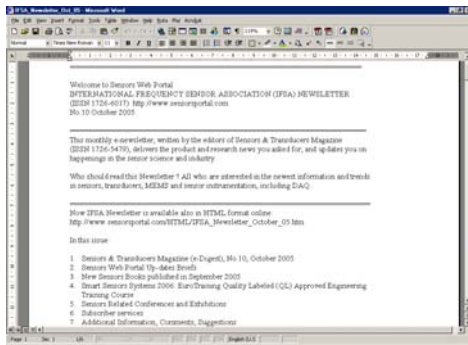
2011 Rate (US \$)			
Colour	1x	3x	6x
Full Page	2,150	1,900	1,250
2/3 Page (Vertical or horizontal)	1,400	1,150	750
1/2 Page (Vertical or horizontal)	1,150	1,050	650
1/3 Page (Vertical or square)	950	750	550
1/4 Page (Vertical or horizontal)	800	550	350
Inside Front Cover	3,150	2,950	2,550
Inside Back Cover	2,550	2,150	1,950
Back Cover	2,150	1,950	1,550

**Mailing Instructions.** Graphical ads for publication in *Sensors & Transducers Journal* should be sent by e-mail to [editor@sensorsportal.com](mailto:editor@sensorsportal.com) up to the ads-close date (see Editorial Calendar 2011, for example) in tiff, jpg, gif or png graphical format with 300 dpi resolution according to the appropriate size from the 2011 Rates table. Please choose the appropriate issue of journal for your ads from the Editorial Calendar 2011. Text ads and product description should be sent in txt (ASCII), doc, pdf or html formats.

## IFSA NEWSLETTER (ISSN 1726-6017)

The targeted high-response monthly IFSA Newsletter (ISSN 1726-6017) is written by Sensors & Transducers journal's editors to inform our readers of news, articles and the latest products available in the marketplace. The Newsletter goes to more than 44,000+ decision makers worldwide, twice per month, in ASCII (text format) and exists online at Sensors Web Portal in html – format.

The newsletter can contain not more than ten messages from advertisers, text-only and around 30-50 words.



IFSA Newsletter in text-format



IFSA Newsletter in HTML-format

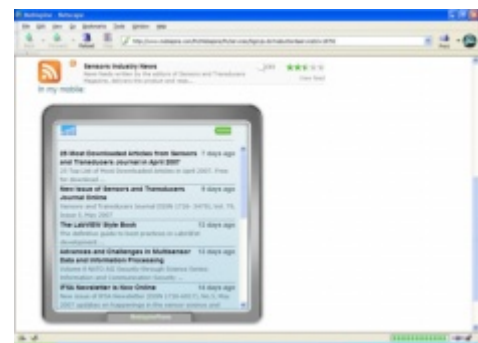
**Please note: the number of ads in IFSA Newsletter is limited (up to 10 ads per issue). Please reserve ads in the IFSA Newsletter in advance.**

## SENSORS INDUSTRY NEWS FEED (RSS AND XML)

Sensors Web Portal, Inc. offers an advertising service that will allow for sponsored links and short description to be placed within syndication news feeds. With RSS advertising is becoming more viable. Our Sensor Industry News (RSS, XML) are syndicated by many web sites, news feeds catalogs, search engines and news aggregators (news feed readers) every week. Customers can now read the Sensors Industry News in their mobile phones.



Syndicated Sensor Industry News Feed  
(right column)



Sensor Industry News Feed  
for Mobile Phone

### ➔ What is RSS ?

**RSS (Really Simple Syndication)** is a way for sites to make content, such as news articles, available by another means. RSS feeds are used by Sensors Web Portal to publish a variety of content – for example a summary of latest news and ads. This information can be subscribed to and viewed like bookmarks in a web browser or like email in an email client. They can also be viewed in a special reader designed just for managing and reading RSS subscriptions.

Links to RSS feeds can be found wherever the icon **RSS** or/and **XML** located, for example, on Sensors & Transducers e-Digest ([http://www.sensorsportal.com/HTML/DIGEST/New\\_Digest.htm](http://www.sensorsportal.com/HTML/DIGEST/New_Digest.htm)) and News web pages (<http://www.sensorsportal.com/HTML/News.html>). Feeds can also be subscribed to by area of interest – for example items relating to sensors, transducers, MEMS, DAQ or sensor instrumentation.

Many other sensors related and engineering web sites and portal syndicate our news feed and display the news and ads in they own web pages. Please see the following link for more details:  
[http://www.sensorsportal.com/HTML/Sensor\\_newsfeed.htm](http://www.sensorsportal.com/HTML/Sensor_newsfeed.htm)

**Since 2010 we are in Twitter and Facebook !**



# ONLINE SENSORS STORE

The sensor online store is a specialized B2B and B2C store for sensors, transducers and sensor instrumentation. Today you can see there a lot of sensors, transducers, measuring instruments and sensor related products from well-known brands.

The online store allows visitors to compare the price and technical performance of sensors, transducers and measuring instruments from different vendors.

The availability of side-by-side comparisons of products will yield savings in time and money for users as they can select the product that best meets their needs and purchase it in one on-line visit. The efficiency of an easy one-step operation will attract many new customers to this burgeoning sales channel. Sales of products on-line at Sensors Web Portal, promises to reduce vendor costs for product distribution and also has the potential to deliver savings in marketing and procurement. As a hub of the sensors market, Sensors Web Portal is the ideal environment for selling on-line.



Sensor Bookstore



Online Sensors Store

The rate to be listed in the sensors online store is only 5 % for each sale made through the Sensors Web Portal + \$ US 75 (one time payment for showcase set up). Each of showcases can contain up to 12 products.

Please submit your products (short description, photo and price), which you would like to sell through our Sensors Web Portal: [sales@sensorsportal.com](mailto:sales@sensorsportal.com)

## PRESS RELEASES AND WHITE PAPERS PUBLICATION

Please send your 1-2 page press releases in txt, pdf, doc or html format with photos by e-mail to [editor@sensorsportal.com](mailto:editor@sensorsportal.com)

A white paper must be formatted according to *Sensors & Transducers* journal's preparation rules. See the following web page for instructions and examples:

<http://www.sensorsportal.com/HTML/DIGEST/Submission.htm>

and send in both: the MS Word for Windows (doc) and pdf (Acrobat) formats by e-mail to [editor@sensorsportal.com](mailto:editor@sensorsportal.com)



Press Release on Sensors Web Portal

The prices for press release and white publication are only \$ US 55 and \$ US 85 respectively.

## VIDEO ADS

The International Frequency Sensor Association's Internet-based Television Network (IFSA ITVN) is a general public access network launched in August 2010 with the aim to produce and deliver special-interest video content about sensor technology, products, applications and events: <http://www.sensorsportal.com/VIDEO/>

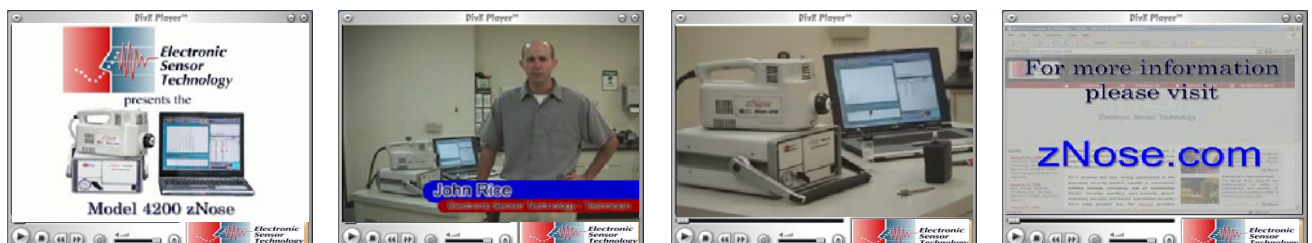
You are welcome submit your company presentation or product 1 to 30 min video clip and/or video press releases. We accept any video formats.

We are using a unique (TV ads similar) price model: pay-per-showing (download). So, you are able to order how many times your video ad will be shown per month. Your video ads can be placed in both: our separate videos web section or your online advertising, for example, online press releases.

In order to be mostly effective, a video ad stream (scenario) may include the following components:

- Company logo and url address;
- A short introduction that give an information about your company and products;
- Unique product or service (a core of video ad) with an educational impact (a sensors operation principle, technology novelty, new method, etc.), if possible;
- A short story (a few sentences like in standard press release) from a responsible person about product or service;
- Company logo and url address again at the end of video clip.

An example of video ads (four main screens captures) is shown below.



Video Ads Screen Captures Example.

Please check more videos examples at <http://www.sensorsportal.com/VIDEO/>

## MOBILE ADVERTISING SOLUTIONS FOR SENSOR INDUSTRY

Sensors Web Portal, Inc. together with Le Sensor, Corp. (USA) propose an industry first Smartphone mobile advertising solution (Self-Serve Advertising Network) for sensors manufacturers and distributors to reach 80,000+ addressable mobile audiences. This Smartphone application, Sensor and Electrical Toolkit, will carry your product and your brand directly to your customer, offering you sophisticated targeting capabilities with low-cost customer acquisition.

### Mobile Ads Solution:

- On the Apple App Store's 'What's Hot' List
- Highly qualified audience of 80,000+ users
- Self-serve marketplace to manage your campaigns

The growth and popularity of Smartphone usage is a well-known fact with a fast growing user base utilizing these devices for an increasing share of their computing needs. However, what has been lacking is an effective method for sensor companies to deliver targeted advertising campaigns on the medium. Various mobile ad exchanges do not provide a viable solution for sensor companies, since the target demographic on these platforms is often ill defined.

Through its app, Sensor and Electrical Toolkit, Le Sensor has already established a focused and global user base; over 80,000 users including engineers and decision makers, are currently using Sensor & Electrical Toolkit to solve complex sensor related equations and creating real time discussions.

Please see a short video (2:04) about Mobile Advertising Solutions for the Sensor Industry at IFSA TV Network: <http://www.sensorsportal.com/VIDEO/index.htm>

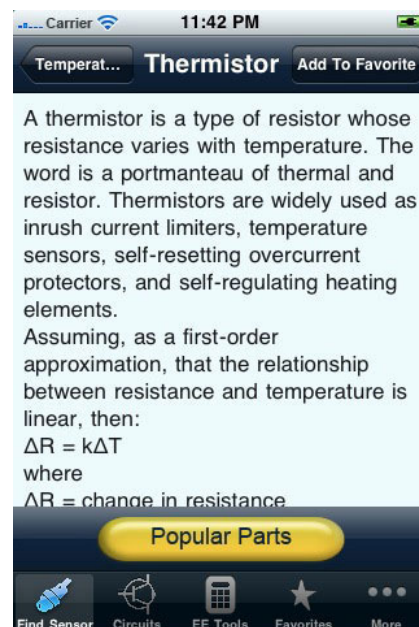
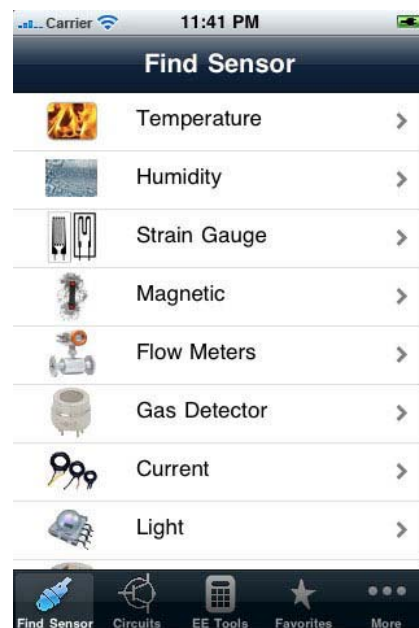


With Sensors & Electrical Toolkit you can:

- Advertise your products to a highly targeted audience;
- Provide your customers with your product information on the go (datasheets, application notes, etc.);
- Discover the latest sensor technology in the marketplace;
- Create discussions around sensors and sensor-related engineering problems.

As part of the collaborative effort, Le Sensor will provide a **50 % discount** (for a limited time interval) to all client referrals from Sensors Web Portal for advertisements on the Sensor and Electrical Toolkit application on the iPhone. In order to initiate the discount, please click on the link below and/or use coupon code **Is10001** to start advertising your sensors now:

[https://www.lesensor.com/sensor/Profiles/CreateNewAccount.aspx?sensor\\_portal=Is10001](https://www.lesensor.com/sensor/Profiles/CreateNewAccount.aspx?sensor_portal=Is10001)



Mobile Advertising Rate (US \$)*			
1-Month	3-Month	6-Month	12-Month
\$ 74.95/month	\$ 69.95/month	\$ 59.95/month	\$ 49.95/month

\* These reduced prices are valid only for very limited time interval.



# ADVERTISING RATES AND ADS PACKAGES

One more reason to advertise on our awards-winner Sensors Web Portal is the reasonable prices for all such ads when compared with other Internet information resources. In addition, there is a **10 % discount for International Frequency Sensor Association (IFSA) members** and **10 % discount for advertising agencies**. Stay ahead of competition and save time and money.

Advertising Rates:		
1	<b>Logo + Link</b> Company logo, web or e-mail link in a List of Sensors Manufacturers	<b>\$ US 250</b> per month or
2	<b>Banner or Text Ads + Link</b> Animation or static banner or text ads in targeted portal's sections, different banner sizes	<b>\$ US 270</b> per month or
3	<b>IFSA Newsletter (ISSN 1726-6017)</b> More than 42, 000 subscribers	<b>\$ US 350</b> per one mailing
4	<b>Ads in Sensors &amp; Transducers Magazine (e-Digest)</b>	<b>\$ US 350</b> per issue
5	<b>Ads in Sensors &amp; Transducers Journal (ISSN 1726-5479)</b>	<b>See 2011 Rate table above</b>
6	<b>Sponsored issue of Sensors &amp; Transducers Journal</b>	<b>\$ US 4,150</b> for issue
7	<b>News Feeds on Sensors Industry</b> RSS and XML formats	<b>\$ US 100</b> per month
8	<b>Showcase in sensors online store at Sensors Web Portal</b>	<b>5 %</b> for each sale <b>+ US \$ 75</b> one time setup payment
9	<b>Video Ads</b> 400 x 300 screen size, any video format with an audio track	<b>\$ US 0.5</b> per show (minimum order - 20 shows)

You can choose any of our ads services in any combinations from the Ads Order Form below (p.16). In addition we offer some ads packages. Choose the right **advertising package for 2011:**

Ads Packages:		
<b>A</b>	<b>Entry-Level Ads Package</b> Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers <b>Save 20% on individual items</b>	<b>\$ US 450</b> per month
<b>B</b>	<b>Economic Ads Package</b> Ads package A + Newsletter mailing to 44, 000+ subscribers <b>Save 25% on individual items</b>	<b>\$ US 650</b> per month
<b>C</b>	<b>Standard Ads Package</b> Ads packages A and B + News Feed (RSS and XML) <b>Save 20% on individual items</b>	<b>\$ US 850</b> per month
<b>D</b>	<b>Advanced Ads Package</b> Ads packages A , B and C + ads in Sensors & Transducers Magazine (e-Digest) <b>Save 15% on individual items</b>	<b>\$ US 1,200</b> per month

If your company is interested in advertising your products and/or services at primary Internet resource devoted to sensors and transducers please contact us today: **[editor@sensorsportal.com](mailto:editor@sensorsportal.com)**

We are sure, that you are able to choose ad services according to your budget and goals. In any case our team will be happy to consult you how to make your advertising campaign more effective and present your products by more attractive manner. Contact us today: **[editor@sensorsportal.com](mailto:editor@sensorsportal.com)**

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# ADS ORDER FORM

Check boxes for number of entries required:

- |  |   |   |                                       |
|--|---|---|---------------------------------------|
| <input type="checkbox"/> Acceleration                  | <input type="checkbox"/> Angle          | <input type="checkbox"/> Acoustic               | <input type="checkbox"/> Biochemical  |
| <input type="checkbox"/> Biomedical                    | <input type="checkbox"/> Chemical       | <input type="checkbox"/> Conductivity           | <input type="checkbox"/> Current      |
| <input type="checkbox"/> Density                       | <input type="checkbox"/> Dewpoint       | <input type="checkbox"/> Dimension              | <input type="checkbox"/> Displacement |
| <input type="checkbox"/> Flow                          | <input type="checkbox"/> Force          | <input type="checkbox"/> Gas                    | <input type="checkbox"/> Humidity     |
| <input type="checkbox"/> Length                        | <input type="checkbox"/> Liquid Level   | <input type="checkbox"/> Magnetic               | <input type="checkbox"/> Mass         |
| <input type="checkbox"/> Moisture                      | <input type="checkbox"/> Optical        | <input type="checkbox"/> Position               | <input type="checkbox"/> Pressure     |
| <input type="checkbox"/> Proximity                     | <input type="checkbox"/> Rotation Speed | <input type="checkbox"/> Sensor Instrumentation | <input type="checkbox"/> Temperature  |
| <input type="checkbox"/> Tilt                          | <input type="checkbox"/> Torque         | <input type="checkbox"/> Velocity               | <input type="checkbox"/> Vibration    |
| <input type="checkbox"/> Other (please specify): _____ |   |   |                                       |

## Services:

<input type="checkbox"/> Press release publication _____ press releases	Press release publication in Sensors & Transducers Magazine (e-Digest) at Sensors Web Portal - <b>\$ US 55</b> per press release
<input type="checkbox"/> White paper publication _____ white paper	White paper publication in Sensors & Transducers Journal, 44,000+ subscribers – <b>\$ US 85</b>
<input type="checkbox"/> Logo + Web Link or e-mail link: for _____ month(s)	Company logo, web or e-mail link in List of Manufacturers – <b>\$ US 250</b> per month
<input type="checkbox"/> Ads Banner or Text Ads + Web Link: for _____ month(s)	Animation or static ads in appropriate portal's sections (full size animated (java applet, flash), banners, text ads as well as new banners standard vertical skyscraper (120x600) and wide skyscraper (160x600), rectangular banners (180x150, 300x250, 336x280, 240x400) with embedded web link - <b>US \$ 270</b> per month.
<input type="checkbox"/> B2B, B2C and B2R online store:	<b>5 %</b> for each sale made through the Sensors Web Portal + <b>\$ US 75</b> (one time payment for showcase set up)
<input type="checkbox"/> IFSA Targeted Mailing List (Newsletter), more than 44,000 subscribers: for _____ mailing(s)	\$ US 10 per one thousand targeted address per one issue: 10 X 44 = <b>\$ US 440</b> per one mailing Newsletter
<input type="checkbox"/> Ads in Sensors & Transducers Magazine (e-Digest): for _____ issue(s)	<b>\$ US 350</b> per issue
<input type="checkbox"/> News Feeds (RSS and XML) for _____ month(s)	<b>\$ US 100</b> per month
<input type="checkbox"/> Ads in Sensors & Transducers Journal (1726-5479) for _____ month(s), size & type _____	See the 2011 Rates table and Editorial Calendar 2011 for prices and ads-closed dates
<input type="checkbox"/> Sponsored Issue of Sensors & Transducers Journal (1726-5479)	<b>\$ US 4,150</b> per sponsored issue with application specific articles, white papers, tutorials, market review, information for investors, etc.
<input type="checkbox"/> Video Ads	<b>\$ US 0.5</b> per show (minimum ordered shows – 20)
<input type="checkbox"/> A. Entry-level ads package for _____ month(s)	<b>\$ US 450</b> per month. Company logo, short product description, web or e-mail link and banner in targeted list of sensor manufacturers
<input type="checkbox"/> B. Economic ads package for _____ month(s)	<b>\$ US 650</b> per month. Ads package A + Newsletter mailing to 44,000+ subscribers
<input type="checkbox"/> C. Standard ads package for _____ month(s)	<b>\$ US 850</b> per month. Ads packages A and B + News feed (RSS and XML)
<input type="checkbox"/> D. Advanced ads package for _____ month(s)	<b>\$ US 1,200</b> per month. Ads packages A, B and C + ads in <i>Sensors &amp; Transducers Magazine (e-Digest)</i>

\* IFSA members and advertising agencies have **10 % discount** for all Sensors Web Portal services

Name:	Company:	Country:
Address:	Town/City:	Post Code:
Tel:	Fax:	E-mail:
http://		Signature:

Complete form and send it by e-mail or fax:

For more details: [info@sensorsportal.com](mailto:info@sensorsportal.com)

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# **Advertise in Sensors & Transducers Journal and Sensors Web Portal**



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OUR VISITORS  
INTO  
YOUR CUSTOMERS  
BY THE SHORTEST WAY**

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