



CW
COMPOSITESWORLD

2010 MEDIA KIT



Moving Composites
FORWARD



GARDNER PUBLICATIONS, INC

6915 Valley Avenue | Cincinnati, OH 45244
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www.gardnerweb.com

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Through trusted content, interactive media and progressive events, CompositesWorld helps composites professionals make smart business decisions to build their brands and to move their organizations and the composites industry forward.



In Print

High-Performance Composites and Composites Technology magazines reach your target market!

Together, *High-Performance Composites* and *Composites Technology* represent more than 30,000 unique, qualified subscribers worldwide.*

HPC's base of more than 20,000 qualified subscribers is the largest subscriber base of any advanced composites industry publication. CT has the largest subscriber base of any composites industry publication covering FRP materials — more than 20,000 qualified subscribers.**

* Source: Publisher's count, July 2009
 ** Source: BPA Worldwide Audit Statement, June 2009

SOURCEBOOK

The annual *SOURCEBOOK* is considered the directory of record for the composites industry. *SOURCEBOOK* is provided to more than 27,500 unique, qualified subscribers to our BPA-audited magazines (*HPC* & *CT*).

Online

CompositesWorld.com
 Offering unparalleled content, marketplace context and interactivity, CompositesWorld.com is a one-stop shop for decision makers in the composites industry.

CompositesWorld Weekly e-Newsletter
 More than 24,000 industry leaders turn to the *Composites-World Weekly* e-Newsletter for up-to-date news in the ever-changing composites industry.

CompositesWorld Webinars
 Showcase your company's knowledge and leadership on important industry topics with a CompositesWorld Webinar! You'll have access to our highly qualified audience and you'll amass targeted leads to help you grow your business.

In Person

CompositesWorld Conferences and Special Events
 Participating in CompositesWorld Conferences and Special Events offers you one-on-one interaction with an elite audience of key decision makers! Our high-quality content focusing on business trends, technological advances and market forecasts attracts top-level professionals from throughout the value chain to our conferences and events.

- CW INVESTMENT FORUM**
- CW HIGH-PERFORMANCE FIBERS**
- CW CARBON FIBER**
- CW HIGH-PERFORMANCE RESINS**

The Importance of an INTEGRATED MEDIA CAMPAIGN

93% of marketers agree: Integrating our marketing messages and advertising across multiple industry-specific business-to-business media allows us to reach buyers that we might not have engaged using one medium alone.

Forrester/American Business Media. 2009



High-Performance Composites (HPC) is the leading design and manufacturing publication for the advanced composites industry. HPC's editorial approach is technical and in-depth. Coverage emphasizes the complex principles that govern continuous fiber and resin selection, tooling and manufacturing methods required for highly loaded structures.

Our readers are your target audience – the key decision makers in the advanced composites industry.

Total Qualified Circulation	20,739*
Direct Request Circulation	19,910 (96%)*
North American Circulation	16,374*
International Circulation	4,365*

* Source: BPA Worldwide Audit Statement, June 2009.

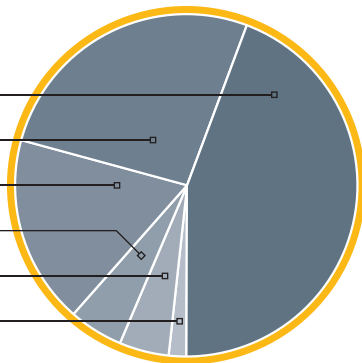
Editorial Calendar

HPC	Featured Topics	Show Coverage	Bonus Distribution
JANUARY Close Date: 11/25/09	Carbon Nanotubes Aerospace: Composite Aircraft Rudder Aerospace: Cirrus Plane Testing Tech	High-Performance Fibers 2009 Wrap-Up Carbon Fiber 2009 Wrap-Up	ACMA Composites 2010
MARCH Close Date: 2/2/2010	Market Outlook: Carbon Fiber Industrial: Radio Frequency Dish Recreation: Composite Bike Frame Recycled Carbon Fiber Testing Tech	SAMPE Europe 2010 Preview JEC 2010 Preview	SAMPE Europe 2010 JEC 2010
MAY Close Date: 4/1/2010	Machining: Finished Parts Ballistics: Oil Platform Blast Protection Aerospace: Metal Matrix Composites Aerospace: Cargo Aircraft Fuselage Testing Tech	SAMPE 2010 Preview SAMPE Europe 2010 Highlights JEC 2010 Highlights	SAMPE 2010
JULY Close Date: 6/1/2010	Machining: Core Aerospace: Thermoplastic Molding Aerospace: Composite Propeller Materials Database Testing Tech	SAMPE 2010 Wrap-Up JEC 2010 Wrap-Up	
SEPTEMBER Close Date: 8/3/2010	Aerospace: The Private Space Race Aerospace: Composite Packboards Automotive: Carbon Fiber Police Car 3-D Carbon Weaving Ballistics Feature (TBD) Testing Tech		SAMPE Tech 2010 SPE ACCE IBEX 2010 High-Performance Resins 2010
NOVEMBER Close Date: 10/1/2010	Medical: Composites Advances Software: Automating Production Aerospace: Reusable Target Drones Shape Memory Polymers Testing Tech		High-Performance Fibers 2010 Carbon Fiber 2010

Moving Composites FORWARD

Circulation by Job Function*

43%	Mfg. Prod & Engineering - 8,916
27.4%	Corporate/Company Mgmt - 5,690
17%	Design, R&D, Quality - 3,516
5.5%	Sales & Marketing - 1,145
5%	Other Qualified Titles - 1,032
2.1%	Purchasing - 440



Circulation by Industries Served**

Industry	Subscribers
Aviation/aerospace	12,523
Ground transportation, including racing vehicles	9,630
Marine	7,108
Electrical/electronic	6,565
Industrial machinery products/components	5,535
Building and construction	5,250
Energy - oil/gas/power generation	4,930
Recreation/sporting goods	4,869
Corrosion-resistant products, including pipe, tanks, gratings	4,293
Appliances/office equipment/consumer products	3,844
Medical/orthopedic products	3,778
Defense/military	3,627

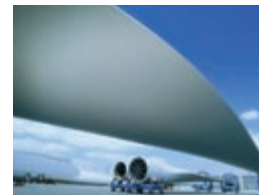
* Source: BPA Worldwide Audit Statement, June 2009.

** Publisher's count May 2009.

Industries Served



**AUTOMOTIVE/
TRANSPORTATION**
Aston Martin Lagonda Ltd.
Ford Motor Co.
Toyota Motor Corp.
McLaren Automotive Ltd.
Honda Racing F1 Team



ENERGY
ConocoPhillips Co.
Halliburton Energy Services
GE Energy
Gamesa Eolica Fiberblade
Vestas Wind Systems A/S



MARINE
Boston Whaler Inc.
Carver Boat Corp. LLC
Hatteras Yachts
The Hinckley Co.
High Modulus



AEROSPACE
Airbus Industrie
Bell Helicopter Textron Inc.
The Boeing Co.
Lockheed Martin Space Systems
Northrop Grumman Corp.



RECREATION
Callaway Golf Co.
NIKE Inc.
The Orvis Co. Inc.
Polaris Industries Inc.
Tracker Marine Group



MEDICAL
Baxter International Inc.
Ethicon Endo-Surgery Inc.
GE Healthcare
Guidant Corp.
Smith & Nephew PLC

ASK FOR THE AUDIT!

BPA Worldwide is the global industry resource for verified audience data and media knowledge. With rich, in-depth information, BPA audits provide advertisers with audience insights that they can turn into competitive advantage.

What this means to you is that the audience that *High-Performance Composites* claims to reach is, in fact, the audience we do reach. For this reason, we encourage you to ask for the audit when making your media decisions.



The Importance of an INTEGRATED MEDIA CAMPAIGN

A multi-media marketing approach allows your brand and your company to stay in front of customers consistently. Executives value magazines, Web sites and trade shows for different reasons. B-to-B magazines are favorably evaluated with respect to being "highly credible sources" and "providing information you can trust." B-to-B Web sites rate high for being "primary sources of research" and providing "access to the latest information." And B-to-B events are highly regarded for enabling "interaction with industry peers."

Yankelovich/Harris study, 2009



Composites Technology (CT) is the leading publication for manufacturers of fiberglass and similar fiber-reinforced polymer (FRP) products. CT reaches your target markets with focus on composites design and production in automotive, marine, infrastructure, corrosion, industrial and energy markets. CT features a variety of resins, fiber forms and processes, including chopped fibers and additives used in casting, sprayup and injection molding as well as continuous fibers used in pultrusion, filament winding and resin infusion.

CT delivers cutting-edge information about supplies and suppliers into the hands of the decision makers you need to reach.

Total Qualified Circulation	20,714*
Direct Request Circulation	19,265 (93%)*
North American Circulation	16,728*
International Circulation	3,986*

* Source: BPA Worldwide Audit Statement, June 2009.

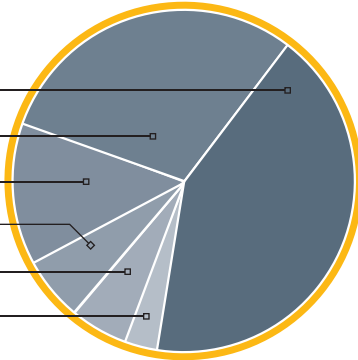
Editorial Calendar

CT	Featured Topics	Show Coverage	Bonus Distribution
FEBRUARY Close Date: 12/29/09	Automotive: Underbody Shields Industrial: Large Composite Sign Display Marine: Military Destroyer, Infusion Process	JEC 2010 Show Preview	JEC 2010 ACMA Composites 2010 CompositesWorld Investment Forum 2010
APRIL Close Date: 3/2/2010	Automotive: Composites in New Small Cars Energy: Wind Research Construction: All-Composite House Polyurethanes Feature (TBD)	ACMA Composites 2010 Product Showcase NAIA Detroit Auto Show Report	SAMPE 2010
JUNE Close Date: 5/3/2010	Green: Core Material Infrastructure: Super-Thick Laminate Construction: Stormwater Containment	JEC 2010 Wrap-Up Global Pultrusion Conference Highlights	
AUGUST Close Date: 7/1/2010	Automotive: Interiors, Door Modules Transportation: Composites in Truck Cabs Recreation: Composite Bike Fork Energy: Composite Wind Towers	SPE ACCE Preview	SPE ACCE SAMPE Tech 2010 High-Performance Resins 2010
OCTOBER Close Date: 9/1/2010	Infrastructure: Modular Bridge Energy: River Hydro-Drive System Marine Feature (TBD)	IBEX 2010 Preview SPE ACCE Highlights	IBEX 2010 High-Performance Fibers 2010
DECEMBER Close Date: 11/2/2010	Lifecycle Analysis Automotive: Startup Electric Car Component Marine: Patrol Boat Automotive: Future of Composites	SPE ACCE Show Report IBEX 2010 Wrap-Up ACMA Composites 2011 Preview	Carbon Fiber 2010

Moving Composites FORWARD

Circulation by Job Function*

41.6%	Mfg. Prod & Engineering - 8,593
31.1%	Corporate/Company Mgmt - 6,445
14.9%	Design, R&D, Quality - 3,094
5.3%	Other Qualified Titles - 1,102
5%	Sales & Marketing - 1,039
2.1%	Purchasing - 441



Circulation by Industries Served**

Industry	Subscribers
Ground transportation, including racing vehicles	9,777
Marine	6,897
Electrical/electronic	6,611
Building and construction	5,562
Industrial machinery products/components	5,297
Recreational/sporting goods	4,730
Appliances/office equipment/consumer products	4,661
Energy - oil/gas/power generation	4,656
Corrosion-resistant products, including pipe, tanks, gratings	4,283
Medical/orthopedic products	4,018
Defense/military	3,032
Aviation/aerospace	10,857

* Source: BPA Worldwide Audit Statement, June 2009.

** Publisher's count May 2009.

Industries Served



**AUTOMOTIVE/
TRANSPORTATION**
American Honda Motor Co. Inc.
Chrysler LLC
Ford Motor Co.
General Motors Corp.
Toyota Motor Corp.



ENERGY
ConocoPhillips Co.
ExxonMobil Upstream Research Co.
Halliburton Energy Services
LM Glasfiber
Vestas Wind Systems A/S



MARINE
Boston Whaler Inc.
Carver Boat Corp. LLC
Hatteras Yachts
The Hinckley Co.
Malibu Boats West Inc.



BUILDING/CONSTRUCTION
Hobas Pipe USA Inc.
Kohler Co.
Marvin Windows & Doors
Oldcastle Concrete
Eshigs Inc.



RECREATION
Callaway Golf Co.
NIKE Inc.
The Orvis Co. Inc.
Polaris Industries Inc.
Tracker Marine Group



MEDICAL
Baxter International Inc.
Ethicon Endo-Surgery Inc.
GE Healthcare
Guidant Corp.
Smith & Nephew PLC

ASK FOR THE AUDIT!

BPA Worldwide is the global industry resource for verified audience data and media knowledge. With rich, in-depth information, BPA audits provide advertisers with audience insights that they can turn into competitive advantage.

What this means to you is that the audience that *High-Performance Composites* claims to reach is, in fact, the audience we do reach. For this reason, we encourage you to ask for the audit when making your media decisions.



The Importance of an INTEGRATED MEDIA CAMPAIGN

89% of executives surveyed agree that a brand is more top-of-mind if they see it in more than one medium.

American Business Media/Harris Survey

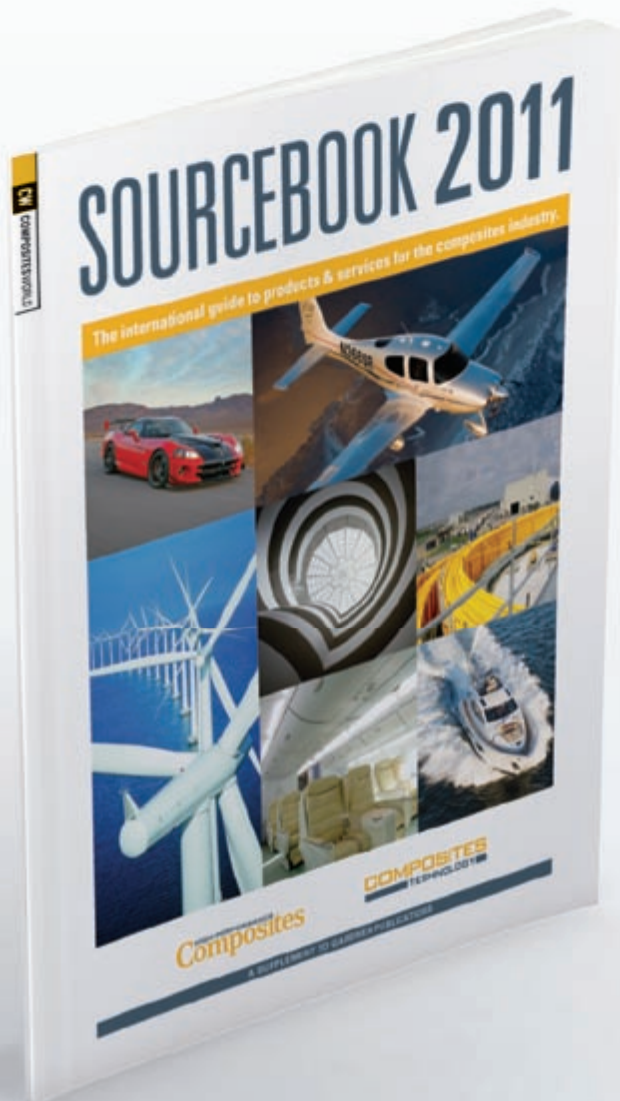
The **SOURCEBOOK** is the directory of record for the international composites industry! Reach industry decision makers where they make buying decisions – print and online.

SOURCEBOOK in Print / Digital

SOURCEBOOK is provided to more than 27,500 unique, qualified subscribers to our BPA-audited magazines (*HPC* & *CT*). Display and print index ads highlight your company listing and allow you to reach key decision makers year-round.

Ad Bundles

Maximize your free listings with **SOURCEBOOK** Index Ad Bundles placed within product and service category pages! Each Bundle includes an Index ad in the **SOURCEBOOK** and a microbanner on the corresponding product or service category page. Please contact your District Manager for details.



The Importance of an INTEGRATED MEDIA CAMPAIGN

Consumers exposed to branding ads (print ads) spent 55% more time on an advertiser's Web site than the average consumer.

Online Publishers Association study, 2009

Moving Composites FORWARD

SOURCEBOOK Online

More than 2,800 unique visitors use the online version of *SOURCEBOOK* every month. Your customers are finding you via *SOURCEBOOK*!

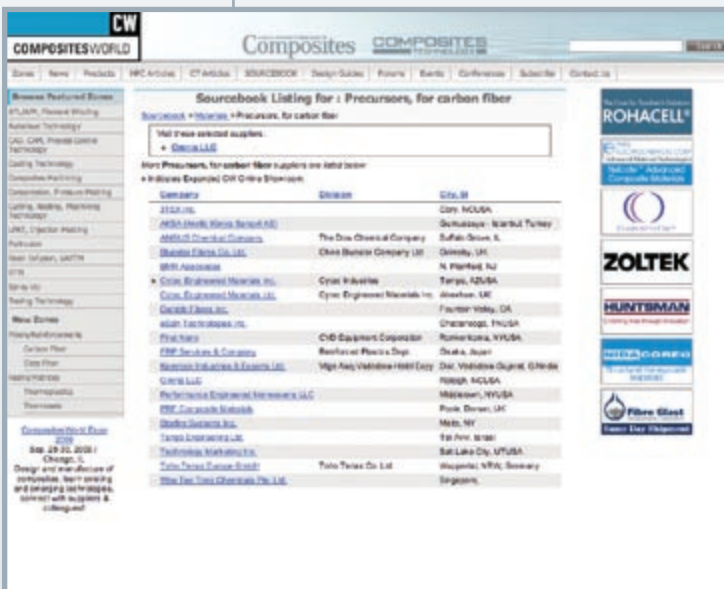
Online *SOURCEBOOK* advertising and sponsorships are available. Sponsor the entire *SOURCEBOOK* online or target your advertising to specific Product and Service categories and pages. Your message will be highlighted on many of the more than 23,900 pages viewed by visitors to the site who are ready to purchase!



Major Product Category

Subproduct Category

Expanded Showrooms



More than 51,000 unique monthly visitors use the comprehensive CompositesWorld.com Web site as their source for research on all aspects of the composites industry.



Increasing your visibility on the Web has never been more important as more and more buyers research technology solutions online. The newly updated CompositesWorld.com allows you to keep up with the needs of these buyers in the rapidly changing composites industry!

CompositesWorld.com continues to be the most innovative and comprehensive Web marketing tool for the composites industry. Zone pages feature in-depth product and technology research areas that facilitate simple, accurate searches for users and provide more targeted marketing opportunities for Web advertisers.

CompositesWorld.com features multiple means of promoting your products and services:

- Zones
- Product Announcements
- Industry News
- Archived Articles
- SOURCEBOOK Listings and Online Showrooms
- Industry Forums / Discussion with Peers
- CT and HPC Content

http://www.compositesworld.com

webinars maximum exposure

weekly e-newsletter compositesworld.com

expanded online showroom

COMPOSITESWORLD.COM WEBINARS

Partner with CompositesWorld.com, the industry's leading Web site, to create and publicize a CompositesWorld.com Webinar—your opportunity to showcase your company's knowledge and leadership on important industry topics to our highly targeted audience.

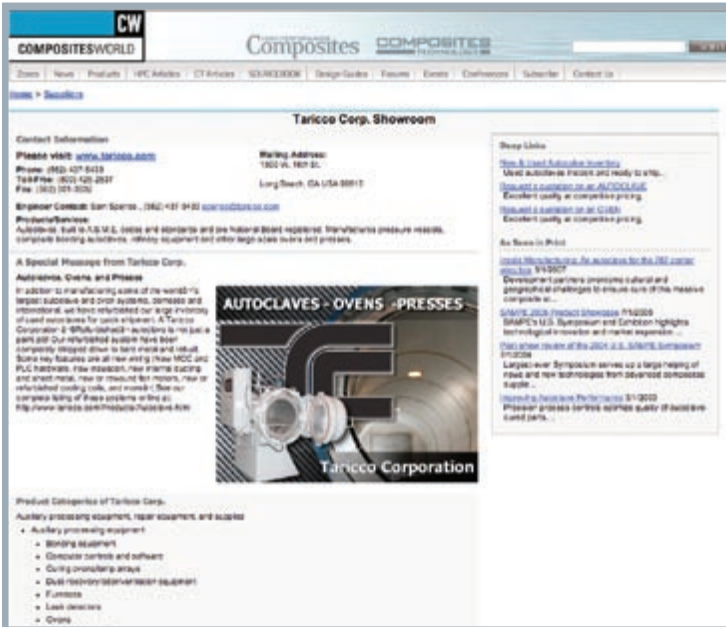
CompositesWorld Webinars provide you with:

- E-Mail promotion to HPC and CT subscribers
- E-Newsletter promotion to *CompositesWorld Weekly's* 24,000 subscribers
- Print promotion within HPC and CT
- Customized lead reports
- Webinar hosting and technical support



Moving Composites FORWARD

EXPANDED ONLINE SHOWROOMS



An Expanded Showroom—your exclusive real estate on CompositesWorld.com—gives you control of the information and access to unlimited updates! All advertisers are entitled to a FREE Expanded Showroom.

An Expanded Showroom increases your company's chances of being discovered by online search engines and delivers targeted traffic to your Web site, even allowing you to offer links to multiple areas within your site. Customers and prospects who visit your Expanded Showroom will be informed and educated as they research technologies and processes, offering you maximum exposure when these customers and prospects are deep in the buying cycle.

By consolidating all the information we have archived on our site about your company, your Expanded Showroom becomes a mini Web site complete with:

- Company logo
- Graphics
- Descriptive text
- Contact information
- Web and e-mail links
- Links to all articles from *Composites Technology* and *High-Performance Composites* magazines that refer to your organization.

WEEKLY E-NEWSLETTER



More than 24,000 industry professionals subscribe to the *CompositesWorld Weekly* e-Newsletter. Subscribers depend on *CompositesWorld Weekly* to deliver the latest breaking news in the rapidly changing composites industry, as well as updates on aerospace, automotive, energy and other major end markets. *CompositesWorld Weekly* also brings subscribers up-to-date on news on business acquisitions, joint ventures, facility expansions, personnel moves and other pertinent developments.

OPEN RATES

Manufacturing Industry Average:	11.66%*
<i>CompositesWorld Weekly</i> Average:	28.87%

*June 2009: Email Marketing Metrics Report – Mailer

LEARN MORE

For more information from the following, visit www.compositesworld.com

Placed at key points throughout *High-Performance Composites* and *Composites Technology*, "Learn More" links direct readers who want more information about your company to your Online Showroom at our Web site, making your online advertising even more visible and valuable!

Participating in CompositesWorld Conferences and Special Events offers you one-on-one interaction with an elite audience of key decision makers!

Sponsoring or exhibiting at CompositesWorld Conferences and Special Events offers the ideal means of connecting with your target audience of key decision makers!

Our conferences deliver high-quality content focusing on business trends and strategy, technological advances, and market forecasts. They attract top-level executives and professionals from all segments of the value chain, providing you with an unparalleled opportunity to meet face-to-face with important decision makers from a variety of composites processing facilities and their suppliers.

We're planning on bringing you additional events that will explore new market developments in the industry with significant near-term growth potential. We keep a close eye on the needs of the market and we're ready to provide the industry with the information and contacts needed to move business forward. Sponsorship of these events secures your place as forward-thinking industry leader and offers you access to composites professionals ready to make decisions to improve their business NOW and in the future.

WATCH FOR DETAILS AT
www.compositesworld.com

2010 CONFERENCE LINE-UP

CW INVESTMENT FORUM

Exploring and assessing the global and regional outlook for composite materials in all major end-markets.

CW HIGH-PERFORMANCE FIBERS

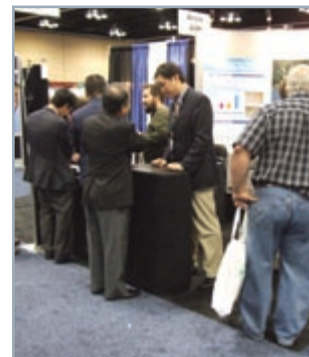
Evaluating the state of high-performance fibers used in ballistics protection and industrial applications.

CW CARBON FIBER

Providing an update on current supply and demand for carbon fiber as well as in-depth exploration of new and emerging carbon fiber applications.

CW HIGH-PERFORMANCE RESINS

Evaluating the market for high-performance and high-temperature resins for advanced composites.



Moving Composites **FORWARD**



COMPOSITESWORLD EXPO 2011

CW COMPOSITESWORLD

COMPOSITESWORLD EXPO 2011

CompositesWorld Expo will return in 2011 with even more of what makes the event work for you. More targeted marketing to new end-markets. More informative keynotes that you won't find anywhere else. More conference sessions on new and innovative products and processes to keep you ahead of the pack.

The strength of CompositesWorld Expo lies in our powerful marketing plans and our deep reach to the key decision makers in leading manufacturing markets.

97% of the attendees at CompositesWorld Expo intend to continue to use or expand their use of composites in the future!

Participation in CompositesWorld Expo helps you grow your business and helps expand the composites industry!

The Importance of an INTEGRATED MEDIA CAMPAIGN

In-person events are a powerful tool for branding and lead generation. Seven in 10 executives surveyed made or recommended a purchase due to seeing something at a B-to-B event. B-to-B events should be a significant component of B-to-B marketing programs.

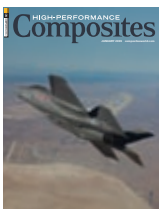
American Business Media/Harris Survey



Print Rates & Specs



B&W	1x	4x	7x	9x	13x	19x	25x	37x
One page	\$6,400	\$5,695	\$4,870	\$4,050	\$3,925	\$3,830	\$3,730	\$3,670
2/3 page	\$5,250	\$4,670	\$3,995	\$3,315	\$3,220	\$3,140	\$3,060	\$3,015
1/2 island	\$4,460	\$4,000	\$3,395	\$2,825	\$2,740	\$2,675	\$2,600	\$2,560
1/2 page	\$3,840	\$3,440	\$2,920	\$2,430	\$2,355	\$2,300	\$2,240	\$2,205
1/3 page	\$2,740	\$2,455	\$2,090	\$1,730	\$1,680	\$1,640	\$1,595	\$1,575
1/4 page	\$2,230	\$1,965	\$1,655	\$1,375	\$1,335	\$1,300	\$1,270	\$1,250



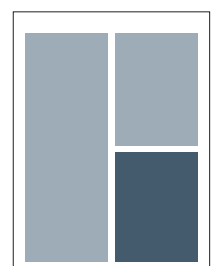
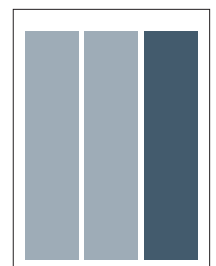
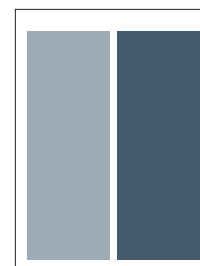
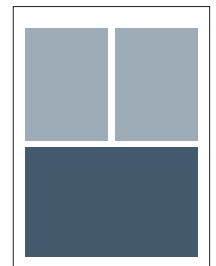
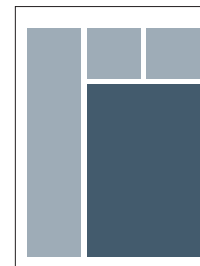
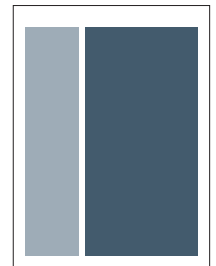
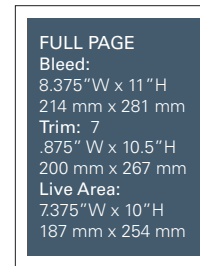
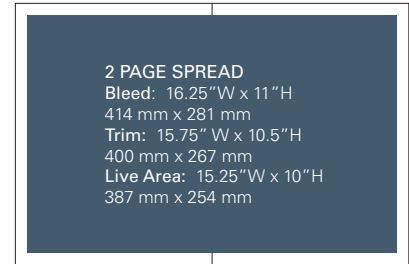
Color	1x	4x	7x	13x +
2-color, process	\$990	\$900	\$745	\$590
2-color, matched	\$1,210	\$1,095	\$910	\$725
4-color, process	\$2,050	\$1,840	\$1,540	\$1,230

Showcase	1x	4x	7x	13x
Advertiser	\$825	\$700	\$590	\$475
Non advertiser	\$1,185	\$1,065	\$960	N/A

SHOWCASE frequency rates: Advertisers may earn 7x and 10x SHOWCASE rates with display or classified frequency contracts of four or more insertions.

Classified	1x	4x	7x	13x
Per column inch	\$245	\$230	\$210	\$190

Minimum classified ad size is 1 column inch (2-1/4"W x 1" H). Classified display advertising is accepted and commissionable at regular display rates.



Preferred Print-Ready

File Requirements:

Please submit print advertisements as an Adobe PDF/X-1a file.

How to submit files:

1. Upload files (20 MB max) at www.gardnerweb.com/upload
2. E-mail file to bhelton@gardnerweb.com
3. Ship CD to Advertising Department *CompositesWorld* 6915 Valley Ave. Cincinnati, OH 45244

Contact:

Becky Helton
 (513) 527-8800
bhelton@gardnerweb.com

For more details visit:

www.gardnerweb.com/upload

Bleed: No charge.

Inserts:

Please contact your District Manager for complete costs, specs, availability and shipping instructions. Inserts are due at printing plant 10 days after issue closing date.

Cover Position Requests:

Add 10% to space and color charges. Please contact your District Manager for rates and availability.

Cancellations:

Not accepted after the published closing date.

Combination Rates:

Advertisers may combine their total number of insertions in CT or HPC with any other Gardner Publications, Inc. periodicals or Web sites during the same 12-month period to earn the best frequency discount.

General Policy:

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Fifteen percent commission on space and color to recognized agencies furnishing camera-ready material. Frequency contracts submitted after 7/1/2009 for placement after 1/1/2010 are subject to 2010 rates. Rebates and short-rate adjustments will be made by publisher based on space actually used within a 12-month period. Advertisements produced by Gardner Publications Inc. may not be reproduced or transmitted in any form or by any means without written permission from the publisher.

Publisher's General Policy:

Publisher may reject or cancel any advertising at any time. All advertising is subject to credit approval. Neither advertiser nor agency may cancel after closing date. All cancellations must be received in writing. Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher that affects production or delivery in any manner.

Sponsoring CompositesWorld.com and *CompositesWorld Weekly* e-Newsletter is a smart investment in your brand. Combining print, live event and online elements unifies your corporate marketing message, builds your brand and helps you grow your business.

Banner Advertising

Home Page



Inventory: 6 positions available
Rate: \$600/month
Location: Home page, includes slotting in *SOURCEBOOK* listing

WEBINARS

Rate: \$5,000/net

Please contact your District Manager for details.

Featured Zone Pages



Inventory: 6 positions available per Zone
Rate: \$500/month
Zones: *Composites Technology* landing page
High-Performance Composites landing page
 Autoclave Technology
 CAD/CAM/Process Control
 Casting Technology
 Compression/Pressure Molding
 Cutting/Nesting/Machining Technology
 Filament Winding/Tape Laying
 LFRT/Injection Molding
 Pultrusion
 Resin Infusion/VARTM
 RTM
 Spray Up
 Tooling Technology
Location: Featured Zone home page, includes slotting in *SOURCEBOOK* listing

CompositesWorld.com ad specifications:
 120 pixels wide by 60 pixels high
 72 dpi GIF (.gif) or JPEG (.jpg), no animation
 Not to exceed 50 KB

E-Newsletter Advertising

Weekly e-Newsletter



Inventory: 12 positions
Rates: Weekly for 1 month \$1,380/month
 Weekly for 3 months \$1,150/month
 Weekly for 6 months \$920/month
 Weekly for 12 months \$805/month

CompositesWorld Weekly ad specifications:
 120 pixels wide by 90 pixels high
 72 dpi GIF (.gif) or JPEG (.jpg), no animation
 Not to exceed 50 KB

SOURCEBOOK Index Advertising Bundles



Maximize your free listings with *SOURCEBOOK* Index Ad Bundles placed within product and service category pages!

Each Bundle includes an Index ad in the *SOURCEBOOK* and a microbanner on the corresponding product/service category pages as well as slotting.

To qualify for advertiser rates, a display advertisement in *High-Performance Composites*, *CompositesTechnology* or *SOURCEBOOK* is required during the 2010 calendar year.

Ad Size	Advertiser Rate	Non-Advertiser Rate
1 inch	\$600.00	\$1,000.00
2 inches	\$800.00	\$1,300.00
3 inches	\$975.00	\$1,625.00
3 or more Index Ads		
Ad Size	Advertiser Rate	Non-Advertiser Rate
1 inch	\$515.00	\$ 875.00
2 inches	\$625.00	\$1,025.00
3 inches	\$700.00	\$1,100.00

All rates are gross rates and commissionable.

SB Banner Advertising

Inventory: 9 positions available per Major Product Category
Rate: \$500/month (minimum 12 month commitment)

Major Product Categories:
 Materials
 Primary Manufacturing Equipment
 Tools/Tooling Materials
 Auxiliary Processing Equipment, Repair Equipment and Supplies
 Fiber Converting/Prepreg
 Manufacturing Equipment
 Testing, Gauging, Monitoring, Analytical Equipment and Software
 Fabricating Services
 Composite Structures and Components
 Design, Testing, Consulting, Other Services

Location: Throughout Major Product Category pages