

eMail List Cadalyst E-Newsletters

Total Active Subscribers 52,141 \$375 per 1,000

Select By Type of Newsletter Subscription:

CAD Manager's E-Newsletter	21,978	\$395 per 1,000
Cadalyst Tips & Tools Weekly	26,876	\$395 per 1,000
AEC Tech News	13,013	\$395 per 1,000
MCAD Tech News	6,339	\$395 per 1,000
GIS Tech News	6,894	\$395 per 1,000
Cadalyst Daily	2,285	\$395 per 1,000

Five New E-newsletter Lists Now Available!

NEW! Tips & Tricks Tuesday	4,550	\$395 per 1,000
NEW! What's New AEC	4,851	\$395 per 1,000
NEW! MCAD What's New	2,825	\$395 per 1,000
NEW! Harry's Code Class	8,581	\$395 per 1,000
NEW! Geospatial Solutions Weekly	3,888	\$395 per 1,000

Combine Lists From One Or More Sources – Frequency Discounts Available

Reach the primary decision makers in the business of CAD and related technologies with the Cadalyst E-Newsletter subscriber lists. No longer an industry driven by pretty pictures of architectural accomplishments and mechanical gadgets, the new market drivers are commercial market applications of CAD technologies that have both top and bottom line benefits. Over 90% of these subscribers have purchasing influence and rely on Cadalyst E-Newsletters to help them make purchasing decisions that are also good business decisions.

Cadalyst E-Newsletter subscriber lists offer the most complete resource to target high level corporate managers, CAD managers and CAD users in these key market segments.

CAD Manager's E-Newsletter—Topics featured that concern the CAD manager, including standards, training, job descriptions and more; the CAD Manager's Newsletter is circulated on the second and fourth Thursday of each month.

Cadalyst Tips & Tools Weekly—Weekly digest of practical software tips, new informational, productivity and training resources, as well as information about deals and freebies, opportunities and honors, calendar of industry events, and the past week's new CAD and related products. Mails every Monday.



**Quality Leads
Targeted Penetration
Guaranteed Value
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Minimum Order

3000 Names

List Source

Opt-In Circulation

How to Rent a Questex Email List

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A signed email list rental contract is required with each order before transmission.

Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

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Cadalyst E-Newsletters

AEC Tech News—Heather Livingston, Melanie Perry, and Cadalyst guest authors examine offer insight and advice about CAD-related news, technologies, and hot topics for professionals in architecture, engineering, construction, facilities management, and more. Mails the second and fourth Thursdays of each month.

MCAD Tech News—Jeffrey Rowe evaluates software for mechanical design, analysis and manufacturing and examines other MCAD-related news, events and issues. Mails the first and third Thursdays of each month.

GIS Tech News—Andrew Roe and Cadalyst guest authors analyze top trends and relevant developments in GIS and mapping: major product releases, open standards, government initiatives and more. Mails the first and third Tuesdays of each month.

Tips & Tricks Tuesdays: Cadalyst Video Gallery Updates—

Every-other Tuesday, a new AutoCAD video tip goes live in the Cadalyst Video Gallery. Autodesk Technical Evangelist Lynn Allen offers step-by-step help in a user-friendly video format.

What's New: AEC—Monthly e-mail alert lists the latest magazine features, hardware and software reviews, online tutorials, code downloads, CAD cartoon, and much more as soon as they go live on Cadalyst's AEC and GIS Web sites.

What's New: Manufacturing—Monthly e-mail alert lists the latest magazine features, hardware and software reviews, online tutorials, code downloads, CAD cartoon, and much more as soon as they go live on Cadalyst's Manufacturing Web site.

Harry's Code Class—Specifically for 2D AutoCAD users. Develop programming prowess with AutoCAD expert Bill Kramer, author of Cadalyst's monthly Hot Tip Harry column. Mails the fourth Tuesday of each month.

Geospatial Solutions Weekly—Get the latest news and views on developments and trends in geospatial and GIS every week. Spans technologies including earth imaging, remote sensing and GPS/survey, and applications including natural resources, government/military, transportation, civil engineering, location-based services and business analytics.



Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
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