

eMail List Sensors E-Newsletters

Total Active Online Subscribers 38,275 \$375 per 1,000

Select By Type of Newsletter Subscription:

Sensors Weekly	\$395 per 1,000
Industrial Automation	\$395 per 1,000
Product Picks	\$395 per 1,000
What's New at Sensors	\$395 per 1,000

Reach the industry's core producers. *Sensors* subscribers are the premier purchasing audience for sensors and related technologies in...

Electronics and Computers, Machine Manufacturing, Process Industries, Automotive, Aerospace/Military/Homeland Security, Specialty Markets and Wireless Networks. They prefer to receive their business, product and technical information online.

98% are involved in the product purchasing process

80% explore possible solutions

70% identify and define product needs

66% recommend a specific product

50% select a specific product

33% authorize and/or approve purchases

What's New at Sensors Online—34,230

This monthly e-newsletter focuses on real-world applications, with in-depth technical articles on sensor technology, applications, and how sensor data is integrated into larger systems.

Sensors Weekly—5,172

Weekly e-newsletter that delivers timely commentary and a roundup of the week's news about the development and use of sensors and the technologies that enable them.



**Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results**

Minimum Order

3000 Names

List Source

Opt-In Circulation

How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

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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QUESTEX
MEDIA

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eMail List

Sensors E-Newsletters

Industrial Automation—3,626

Monthly e-newsletter to engineers and managers who need sensors to solve manufacturing and raw materials processing challenges. Includes news on important developments, applications, technology tutorials, and product releases.

Product Picks—6,284

Features information about new tools that can help solve engineering product and system design challenges. Published every other week, Sensors Product Picks provides helpful detail on sensors and related products in various categories.



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.



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