

A Special Section to Quality Magazine

VISION & SENSORS

2010 Media Planner

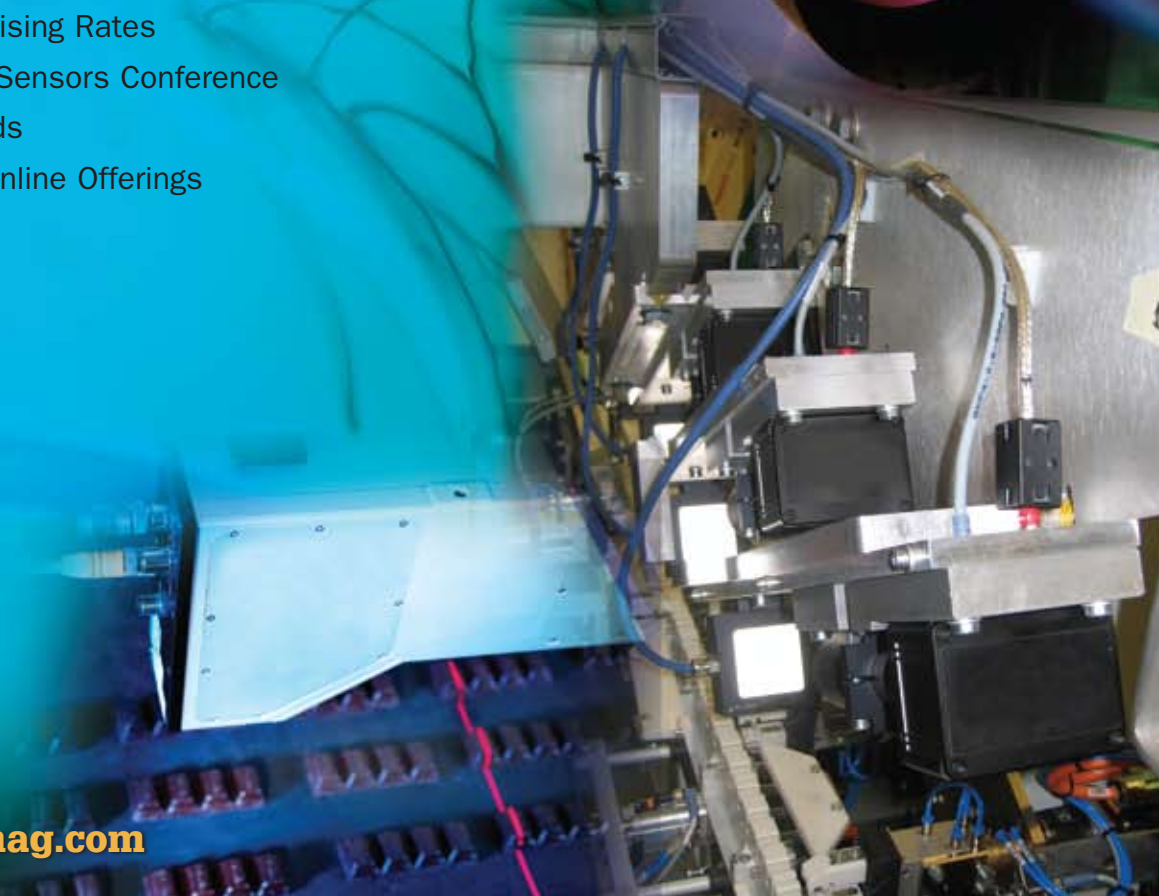
*Real-World Application of Vision and Sensor Systems,
Components, Software and Services*

***Vision & Sensors Reaches Your
Key Buyers 6 Times in 2010!***

Highlights for 2010:

- No Increase in Print Advertising Rates
 - Return of *Quality Vision & Sensors Conference*
 - Gold *Vision & Sensors Leads*
 - Increased Electronic and Online Offerings
- ... AND MORE

www.visionsensorsmag.com



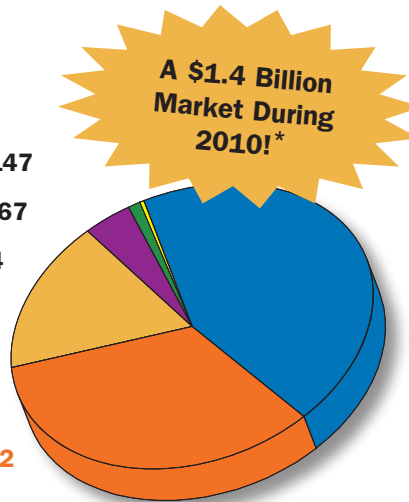
VISION & SENSORS

The ONLY magazine that focuses on the practical use of vision and sensor systems, components, software and services used in a manufacturing environment. Real-world technology and applications for real-world use.

- Targeted Buyers and Readers
- Manufacturing Focused
- Practical, "How-To" Editorial
- The Latest Products & Innovations
- Leading Industry Experts & Top Advisory Panel

Influential Titles Receive *Vision & Sensors***

Quality Management/Engineering.....	12,147
Manufacturing Engineering/Operations.....	9,567
Corporate Management.....	4,544
Engineering & Technical.....	1,134
R&D.....	288
Purchasing.....	112
Total Qualified Manufacturing Circulation	27,792



Sampling of Companies Receiving *Vision & Sensors*⁺

- General Electric
- Lockheed Martin
- Parker Hannifin
- General Motors
- Chrysler
- Honeywell
- Caterpillar
- Delphi
- Eaton
- Ford Motor Co.
- Northrop Grumman
- The Boeing Co.
- Federal Mogul
- L3 Communications
- Raytheon
- Medtronic
- Tyco
- Honda of America
- Siemens
- Continental
- ALCOA
- BAE Systems
- Boston Scientific
- ITW
- Cooper Industries

Vision & Sensors Electronic Products

www.visionsensorsmag.com
Your Technology! Your Web Site!

Vision & Sensors Premium Sponsorship \$3,995/year (net)
 \$4,700/year (gross)



Delivers maximum visibility. Our Premium Sponsorship advertising package includes a banner ad and tile ad on the *Vision & Sensors* Online home page, a showroom in the NEW *Quality Showrooms* and a tile ad on one editorial page of your choice.

Vision & Sensors Update e-Newsletter

Vision & Sensors Update features up-to-date news, the latest in technology and events in an interactive format. Send your sales message to more than 17,000+ subscribers who have requested to receive our e-newsletter.



Vision & Sensors e-Sponsor: \$2,065 (net) \$2,430 (gross)
Vision & Sensors e-Premier Product: \$1,315 (net) \$1,545 (gross)
Vision & Sensors e-Banner: \$1,095 (net) \$1,290 (gross)
Vision & Sensors e-Marketplace Ad: \$875 (net) \$1,035 (gross)

Don't wait for qualified buyers to come to you ... reach them with every issue of *Vision & Sensors Update!*

Vision & Sensors Digital U.S. Edition Sponsorship
 \$1,425 (net) \$1,675 (gross)



Reach the quality professionals who have asked to receive each *Vision & Sensors* Digital U.S. Edition by becoming a sponsor. Sponsor the digital edition and place your full page, interactive ad opposite the *Vision & Sensors* front cover and have dedicated sponsor links on each page. Your sponsorship includes a full year of archiving, animated rich media, audio, and/or flash elements (advertiser supplied). Contact your *Quality Marketing Manager* to customize your sponsorship needs and sign up now!




Quality and *Vision & Sensors* have more online products to offer, including:

- Webinars
- Video on Q-Tube
- Q-Cast Podcasts
- Special Product Showrooms
- Microsites
- ...and more!

Contact your *Quality Marketing Manager* to hear all about the details!



*Automated Imaging Association Machine Vision Market Study, January 2009. **Publisher's Statement Based on BPA Audit of *Quality Magazine*, June 2009. +Publisher's Own Data, 2009.

Issue	January	March	May	July	September	December
Ad Closing	12/1/09	2/4/10	4/5/10	6/7/10	8/5/10	11/1/10
Special Coverage	Automotive Energy	Medical Plastics	Automotive Medical	Aerospace Medical	Aerospace Automotive	Aerospace Automotive Energy Medical Plastics
Features	Color Analysis GigE Interface Working with Integrators	Data Matrix Code Recognition Smart Cameras Machine Vision Mistakes	Lighting Industrial Machine Vision Software Camera Interfaces	High-Speed Sensors Frame Grabbers & Imaging Boards Robot Vision	Lenses & Optics CameraLink Interface Imaging Acquisition Software	Assessing Integration Needs Future of Machine Vision
Machine Vision 101	Lenses	Sensors	Color Vision	3-D Vision	Lighting	2011 Vision & Sensors Source Book
Applications	LEDs Photoelectric Sensors	2-D Imaging OCR/OCB Character Recognition	Lenses Line Scan Cameras	Area Scan Cameras Image Analysis Software	Robot Vision Light Sources	
e-Xtras (Digital-Only Features, News, Interviews and More)	Vision in Medical	Vision in Automotive	Implementing Machine Vision	Vision Software	Nonvisible Imaging	
Show Distribution		Quality Vision & Sensors Conference Orlando, FL March 22-25	The Vision Show Boston, MA May 25-27 EASTEC West Springfield, MA May 25-27 MD&M East New York, NY June 8-12		IMTS Chicago, IL Sept. 13-18 MD&M Midwest Rosemont, IL Sept. 28-30 Vision 2010 Stuttgart, Germany Nov. 4-6	
FREE Advertiser Bonus	"Double Exposure" FREE SPACE for all advertisers!	Gold Vision & Sensors Leads 		Gold Vision & Sensors Leads 		
Marketing Opportunities	Quality Showcase	Quality Q-Pons Quality Showcase 	Quality Showcase	Quality Q-Pons Quality Showcase		

Vision & Sensors Marketing Opportunities

January

"Double Exposure" Free Space Bonus

"Double Exposure" in January starts your 2010 advertising with extra impact. Place your ad in January and receive equivalent space **FREE** in the issue.

March

Quality/Vision & Sensors "How To" Guide

Two-page, 4-color "advertorial" for just \$3,000 net!

Educate *Vision & Sensors* readers by authoring an educational article on your area of expertise. Place any size ad in the March issue and for an additional \$3,000 (net) your two-page article will be seen by more than 56,000* subscribers. Reserve your exclusive topic NOW! Ask your *Quality Marketing Manager* for details!

December

Vision & Sensors 2010 Source Book

Year-round exposure to BUYERS – in print, digitally and online! Featuring market information, articles and news about making equipment choices and special online links to your distributors. Valuable bonuses are available for advertisers in this issue. Ask your *Quality Marketing Manager* for details!

www.visionsensorsmag.com/buyersguide

Returning in 2010!

Quality Vision & Sensors Conference

Marriott World Center, Orlando, Florida – March 22-25, 2010

www.qualitymag.com/qmc

Reach KEY VISION & SENSORS BUYERS!

Sponsorship and tabletop exhibit opportunities start at \$1,295!

Contact Your Quality Marketing Manager Today!



Gold Vision & Sensor Leads

Advertise in the March or July issue of *Vision & Sensors* and we'll do the legwork for you in developing qualified equipment, software and services sales leads! This **EXCLUSIVE** service provides advertisers only with leads that have been **personally** contacted and have expressed an interest in purchasing your type of product. We tell you everything about each prospect and they want to hear from you!



*Publisher's Own Data, 2009



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116 Cooper Lane
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coverlys@bnppmedia.com

Send all advertising materials to:

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2401 W. Big Beaver, Suite 700
Troy, MI 48084

or call: (248) 244-6438

Quality

1050 IL Route 83
Suite 200
Bensenville, IL 60106

Vision & Sensors 2010 Gross Advertising Rates

Ad Size	1-2X	3-5X* SAVE 10%	6X* SAVE 15%
Full Page	\$2,680	\$2,410	\$2,280
2/3-Page	\$2,060	\$1,855	\$1,750
1/2-Page Island	\$1,855	\$1,670	\$1,575
1/2-Page	\$1,545	\$1,390	\$1,315
1/3-Page	\$1,025	\$920	\$870
1/4-Page	\$805	\$725	\$685

Add color for \$595 per ad placement.

*Note: One of these issues must be the Vision & Sensors Source Book

INSERT RATES

Contact publisher for information.

AGENCY COMMISSION

Above net rates already include 15% agency discount.

COPY & CONTRACT

Advertisers and agencies assume all liability for the content of ads printed and all claims arising there from made against the Publisher. Advertising copy and art are subject to Publisher's approval.

DIGITAL AD REQUIREMENTS

Contact Production Manager at (248) 244-6438 for accepted file formats.

Electronic Submission –

<http://upload.bnppmedia.com>
CD-ROM disks preferred. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photography, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Visit www.visionsensorsmag.com for full advertising specifications, or contact your Quality Marketing Manager.

Print Advertising Unit Sizes

Pages are two columns of 3 5/16" or three columns of 2 3/16".

Spread 15" x 10"		Full 7" x 10"
2/3 V 4.563" x 9.75"	1/2 V 3.375" x 9.75"	1/2 H 7" x 4.75"
1/2 Is 4.563" x 7.375"	1/3 V 2.188" x 9.75"	1/3 H 7" x 3"
1/3 Sq 4.563" x 4.75"	1/4 V 3.375" x 4.75"	1/4 H 7" x 2.25"