

A Special Section to Quality

VISION & SENSORS

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

2012 INTEGRATED MEDIA PLANNER



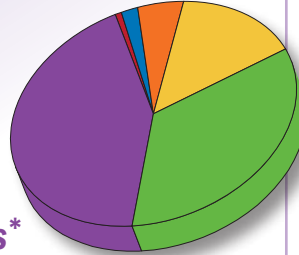
Vision & Sensors Reaches Your Key Buyers 6 Times in 2012!

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



Influential Titles Receive *Vision & Sensors**

| | |
|---|---------------|
| Quality Management/Engineering..... | 9,835 |
| Manufacturing Engineering/Operations..... | 7,923 |
| Corporate Management..... | 3,836 |
| Engineering/Technical | 1,181 |
| Research & Development | 402 |
| Purchasing | 201 |
| Total Qualified Manufacturing Circulation..... | 23,378 |

Sampling of Companies Receiving *Vision & Sensors**

| | |
|--------------------|-------------------|
| General Electric | General Dynamics |
| Parker Hannifin | Medtronic |
| Honeywell | Pratt & Whitney |
| Ford | BAE Systems |
| Northrop Grumman | Emerson |
| General Motors | 3M |
| Lockheed Martin | ATK |
| Caterpillar | TRW |
| Eaton | ITT |
| L-3 Communications | Toyota |
| Federal Mogul | Whirlpool |
| Delphi | Honda |
| Continental | Autoliv |
| Boeing | ITW |
| Chrysler | Borg Warner |
| Goodrich | Boston Scientific |
| Siemens | GKN |
| Philips | Johnson Controls |
| Timken Co. | Hewlett Packard |
| Tyco | Mitsubishi |
| Cummins | St. Jude Medical |
| Raytheon | Rolls-Royce |
| Alcoa | Ametek |
| John Deere | Motorola |
| Cooper | TRANE |

Vision & Sensors Electronic Media

visionsensorsmag.com

Your Technology! Your Web Site!



Vision & Sensors Premium Sponsorship

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

Vision & Sensors Update eNewsletter

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 7,800* subscribers who have requested to receive our eNewsletter.



Advertising Options:

- e-Sponsor
- e-Premier Product
- e-Banner
- e-Marketplace Ad

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

Vision & Sensors Digital Edition Sponsorship

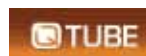
Reach the quality professionals who receive each *Vision & Sensors* Digital Edition by becoming a sponsor. Sponsor the digital edition and place your full page, interactive ad opposite the *Vision & Sensors* front cover and have dedicated sponsor links on each page. Your sponsorship includes a full year of archiving, animated rich media, audio, and/or flash elements (advertiser supplied). One sponsor per issue!



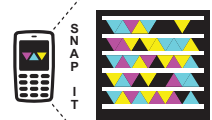
Quality and *Vision & Sensors* have more online products to offer, including:

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

Contact your *Quality* Regional Sales Manager to hear all about the details or visit <http://portfolio.bnpmmedia.com> today!



Mobile Tagging



Get the free app for your phone at <http://gettag.mobi>

*Publisher's Own Data, 2011.

Vision & Sensors Marketing Opportunities

January

“Double Exposure” Free Space Bonus

“Double Exposure” in January starts your 2012 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 \$3,300 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 \$3,300 (net) your two-page article will be seen by more than 51,000* subscribers. Reserve your exclusive topic NOW!

December

Vision & Sensors 2013 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.

www.visionsensormag.com/buyersguide

QUALITY EXPO 2012

March 14-15, 2012

Fort Worth Convention Center, Fort Worth, Texas

Special show packages available.

- February, Pre-Show Guide
- March Show Issue
- March, Quality Show eNewsletter
- Video Booth Tours



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.



| Issue | January | March | May | July | September | December |
|---|---|--|---|--|---|--|
| Ad Closing | 12/1/11 | 2/2/12 | 4/5/12 | 6/7/12 | 8/2/12 | 11/1/12 |
| Special Coverage | Aerospace Medical | Automotive Plastics | Aerospace Energy | Automotive Plastics | Energy | Aerospace Automotive Energy Medical Plastics |
| Features | Color Imaging GigE Cameras Connector and Cables | Remote Sensors Machine Vision Standards USB3 Interface | Smart Cameras High-Speed Imaging Integration | Infrared Imaging Lens Design Software | Color Imaging Firewire Cameras Turnkey Systems | Best Practices 3-D Imaging Software |
| Machine Vision 101 | CCD Cameras | Image Analysis | Sensor Components | LEDs | 2-D Imaging | Imaging Standards |
| Case Studies | Photoelectric Sensors Vision in Automotive | 2-D Modeling Optics | 3-D Vision Image Acquisition Software | Optical Character Recognition Selecting an Integrator | Motion Components Lighting | 2013 Vision & Sensors Source Book |
| eXtras (Digital-Only Features, News, Interviews and More) | Bar Code Reading | Robots in Vision | Machine Vision Automation | Implementing Machine Vision | Industrial Inspection | |
| FREE Advertiser Bonus | "Double Exposure" FREE SPACE for all advertisers! | Gold Vision & Sensors Leads | AdScore Readership Study | Gold Vision & Sensors Leads | FREE Case Study | |
| Marketing Opportunities | Quality Showcase Vision & Sensors Update eNewsletter | Quality Expo Texas Show Issue Quality Integrated Showcase Vision & Sensors Update eNewsletter | Quality Showcase Vision & Sensors Update eNewsletter | Quality Integrated Showcase Vision & Sensors Update eNewsletter | Quality Integrated Showcase Vision & Sensors Update eNewsletter | Quality Integrated Showcase |
| Show Distribution | AIA Conference Jan. 18-20 Orlando, FL MD&M West Feb. 14-16 Anaheim, CA | Quality Expo Texas March 14-15 Ft. Worth, TX Westec March 27-29 Los Angeles, CA | The Vision Show May 8-10 Boston, MA MD&M East May 22-24 Philadelphia, PA | CMSC July 16-20 New Orleans, LA NCSLI July 29-Aug. 2 Sacramento, CA | IMTS Sept. 10-15 Chicago, IL Vision 2012 Nov. 6-8 Stuttgart, Germany | |

*Publisher's Own Data, 2011.

VISION & SENSORS



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 1/2" x 9 3/4" | 1/2 V 3 3/8" x 9 3/4" |
| 1/2 H 7" x 4 3/4" | |
| 1/2 Is 4 1/2" x 7 3/8" | 1/3 V 2 1/4" x 9 3/4" |
| 1/3 H 7" x 3" | |
| 1/3 Sq 4 1/2" x 4 3/4" | 1/4 V 3 3/8" x 4 3/4" |
| | 1/4 H 7" x 2 1/4" |

Vision & Sensors 2012 Net Advertising Rates

| Ad Size | 1-2X | 3-5X* SAVE 10% | 6X* SAVE 15% |
|------------------------|---------|-------------------|-----------------|
| Full Page | \$2,938 | \$2,697 | \$2,579 |
| 1/2-Page Island | \$2,194 | \$2,028 | \$1,944 |
| 1/2-Page | \$1,918 | \$1,778 | \$1,708 |
| 1/3-Page | \$1,446 | \$1,353 | \$1,310 |
| 1/4-Page | \$1,249 | \$1,179 | \$1,139 |

Rates above include color.

*Note: One of these issues must be the Vision & Sensors Source Book. Black and white rates: inquire.

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

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

Electronic Submission -

<http://upload.bnppmedia.com>

Files sent via e-mail should be 3 MB or less. Larger files should be posted to the FTP site. 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.

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