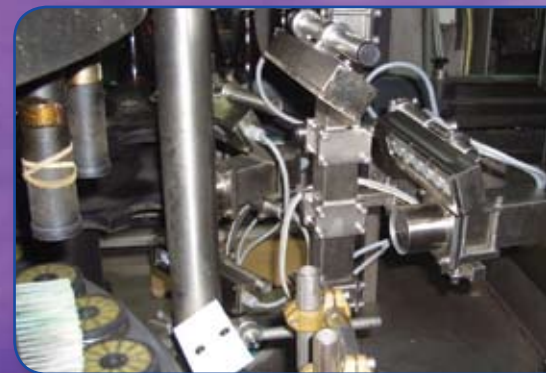


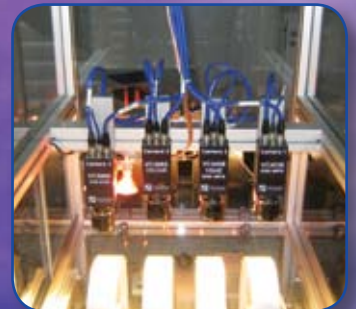
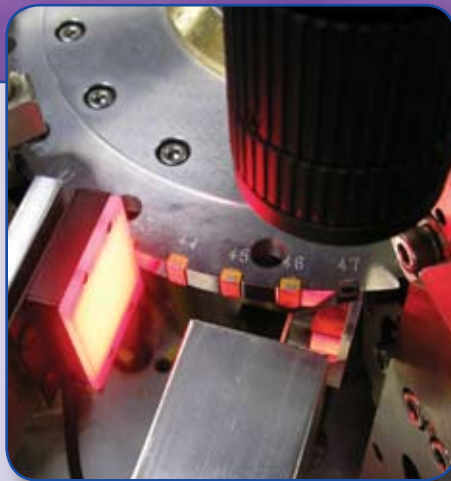
VISION & SENSORS

2008 Media Planner



New in 2008

- ▶ *Vision & Sensors* Increases to 4 Issues
- ▶ *Vision & Sensors* “How-To” Guide
- ▶ *Vision & Sensors* China Edition—4 Times
- ▶ Increased E-Newsletter Frequency
- ▶ Gold *Vision & Sensors* Leads



VISION & SENSORS

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

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

A \$1.6 billion market...
AND GROWING!

Vision & Sensors Spending Continues to Grow!

Components*



*Includes optics, lighting cameras, imaging boards and software

Integrated Systems**



**Integrated system includes smart cameras, smart sensors, embedded vision processors and application-specific machine vision.

Source: Automated Imaging Association Machine Vision Market Study, January 2007

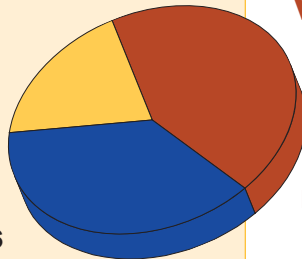


Top 25 Companies that Receive Vision & Sensors

General Motors Corp.	Northrop Grumman	Dana Corp.
General Electric Co.	Caterpillar	Toyota
Chrysler	Boeing Co.	L3 Communications
Ford Motor Co.	Siemens	TRW Automotive
Parker Hannifin	Honda of America	ALCOA
Delphi	Federal-Mogul	Timken Co.
Honeywell	Tyco	ITT Industries
Eaton Corp.	Cooper Industries	Raytheon
Lockheed Martin		

Source: Publisher's data.

Who Subscribes to Vision & Sensors?



Source: Publisher's Statement based on BPA Audit of Quality Magazine, June 2007

Quality Applications Drive Increased Vision and Sensor Use!*

Inspection – 78%
Dimensional Measurement – 65%

- ▶ 40% say vision systems, components and sensors are difficult to use and complex
- ▶ 70% of manufacturers using vision systems, components and sensors are NOT using integrators
- ▶ 80% of manufacturers using vision systems, components and sensors have NOT been involved in training

* Machine Vision Systems Study, October 2004

Vision & Sensors Electronic Products

Vision & Sensors Update

E-newsletter

Vision & Sensors Update features up-to-date news, the latest in technology and events in an interactive format. Get your message to more than 20,000 buyers who regularly receive Vision & Sensors Update.



\$1,875

Vision & Sensors e-Sponsor

Showcase your latest products, technology, newsletters, catalogs, events, news, white papers and more. Include photos, direct links to your Web site, e-mail, address, and phone and fax numbers.

Vision & Sensors e-Product Spotlight

\$1,195

Get your latest product showcased in Vision & Sensors Update. This premium positioned showcase for your product includes a photo, description, Web link, e-mail, address, phone and fax numbers.

Vision & Sensors e-Marketplace Ad

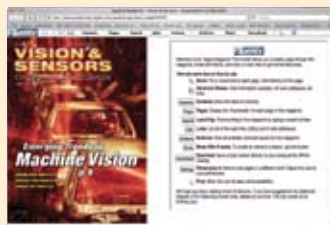
\$795

Customize your message to the best buyers of vision systems, components and software. Dominate with an ad that includes your logo or photo, description of products and/or services, contact information, live e-mail link and link to your Web site.

Digital Edition Sponsorship

\$695 advertiser/\$1,500 non-advertiser

Throughout 2008, Vision & Sensors Special Section will be delivered to subscribers using the latest in digital technology. It will also be archived online at www.visionsensorsmag.com. 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. Instantly track the response to your marketing message.



NEW PRICING
IN 2008!

For a copy of the 2008 E-Products Guide and more information about online advertising, visit www.visionsensorsmag.com today!

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www.visionsensorsmag.com

Your Technology!

Your Web Site!

Get the latest news and product information about vision systems, components, sensors and software. Interact with other professionals who are faced with similar challenges and have solutions! Keep up to date with vision and sensors technologies between issues.



Vision & Sensors Premium Sponsorship

\$9,500/year

Delivers maximum visibility. Premium Sponsorship enables you to appear with a banner and tile ads on the Vision & Sensors Online home page, a showroom in the NEW Vision & Sensors Showrooms and a tile ad on one editorial page of your choice.

Additional Premium Sponsorship Benefits:

- One FREE Demo Center product demo or software download
- \$500 print advertising credit in Vision & Sensors Magazine

Vision & Sensors Showroom

\$1,495/year

Reach manufacturing and quality professionals each month at Vision & Sensors Online with your Vision & Sensors Showroom. Give us your company logo, a 100-word profile, product description and photo, special advertising message, company catalog (three pages maximum), newsletters, white papers, editorial links, etc.

White Papers on the Web (WOW)

\$595/paper (6 mos.)

Showcase your company's technology, applications and advances in this unique setting. White Papers on the Web (WOW) gives you the chance to have the white papers you generate seen by a wide audience. Guarantee that your white paper gets seen by key decision makers in the quality profession.

"More Sponsors" Page Text Listing

\$325/year

Your company logo links a visitor directly to your Web site.

AGENCY COMMISSION

15% of gross billing is allowed to recognized agencies on space, color, and position. Back-up charges, printing of inserts, and binding charges are non-commissionable.

VISION & SENSORS	March	May	September	December
Ad Closing	2/5/08	4/4/08	8/4/08	11/5/08
FEATURES	Digital vs. Analog Cameras Laser Sensors Lighting	Smart Cameras Color Sensors Image Processing Software	Line-Scan Cameras Smart Sensors Machine Vision Integration	2009 Vision & Sensors SOURCE BOOK
Machine Vision 101	Lenses	Camera Interface	Frame Grabbers	
Applications	LEDs Machine Vision Software	Optics Industrial Inspection	Lighting Accessories Software	
Show Distribution	MV China Shanghai, China March 20-22	The Vision Show Boston, MA, June 10-12 Quality Expo Detroit Detroit, MI, June 11-12	VISION 2008 Stuttgart, Germany November 4-6 Assembly Technology Expo Rosemont (Chicago), IL September 23-25	
Global Issues	<i>Vision & Sensors China</i>	<i>Vision & Sensors China</i>	<i>Vision & Sensors China</i> <i>Vision & Sensors Europe</i>	
Marketing Opportunities	<i>Vision & Sensors</i> "How-To" Guide	Vision Show Spotlight Quality Expo Detroit Show Spotlight	VISION 2008 Show Spotlight Assembly Technology Expo Show Spotlight Early Bird Special! (Advertisers in this issue who also book their <i>Vision & Sensors</i> 2009 Source Book space now get equivalent space FREE in the Source Book)	Gold <i>Vision & Sensors</i> Leads <i>Vision & Sensors</i> Supplier Showcase (1/2-page or larger advertisers get equivalent space for corporate profile for FREE with their paid ad in this issue)

Vision & Sensors Special Section Rates		
Ad Size	1X	4X* Save 10%
Full Page	\$2,600	\$2,340
2/3-Page	2,000	1,795
1/2-Page Island	1,800	1,620
1/2-Page	1,500	1,350
1/3-Page	995	895
1/4-Page	780	700

*Note: One of these issues must be the *Vision & Sensors* Source Book
Add Color for \$695 per ad placement.

INSERT RATES: Contact Publisher for information.

ADVERTISING UNITS SIZES (inches)				
<i>Space</i>	<i>Vertical</i>		<i>Horizontal</i>	
Unit	Width	Depth	Width	Depth
Spread			15"	10"
1-Page	7"	10"		
2/3-Page	4.563"	9.75"		
1/2-Page	3.375"	9.75"	7"	4.75"
1/2-Island	4.563"	7.375"		
1/3-Page	2.188"	9.75"	7"	3"
1/3-Square	4.563"	4.75"		
1/4-Page	3.375"	4.75"	7"	2.25"

Digital Ad Requirements

Platforms: Macintosh preferred.
(IBM-compatible accepted, fonts will be replaced by Mac versions)

Preferred File Formats: InDesign, Quark, Photoshop and Illustrator files accepted. PDFs are accepted, but must contain high-resolution images and be font embedded. Please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS.
Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CDs are accepted.
Upload files to *Quality's* ftp site at <http://upload.bnppmedia.com/qu>. 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.

Marketing Opportunities

MARCH

Quality/Vision & Sensors “How-To” Guide

\$3,000 (net)

Educate *Vision & Sensors* readers by authoring an educational article on your expert area of vision and sensors technology. These exclusive, 2-page, four-color articles will be featured in the *Quality/Vision & Sensors* “How-To” Guide, distributed in March, and at trade shows and conferences throughout the year. Place your ad in the March issue and for \$3,000 (net) your “How-To” article will appear in this special issue.

MARCH, MAY, SEPTEMBER AND DECEMBER

Vision & Sensors China Edition

Reach the fastest growing market in the world!

The fastest growing market in the world today is in China. Every issue of *Vision & Sensors* in 2008 will also be published in Chinese language issues. More than 5,100+ quality managers and engineers, manufacturing managers and engineers, and corporate and operations managers will receive their own copies.

PLUS ...

bonus distribution at the machine vision shows in Beijing, Shanghai and Shenzhen.

Buy an ad in the corresponding month of *Vision & Sensors*, and for \$430 (gross) more you can reach this vital manufacturing audience in China through *Vision & Sensors* China Edition.



SEPTEMBER

Vision & Sensors Europe

Vision & Sensors finds its ways into the hands of more than 2,000+ of Europe’s quality and manufacturing engineers and managers. Special distribution at the largest machine vision show in Europe—VISION 2008 in November 2008.

*Publisher’s data.

DECEMBER

Vision & Sensors 2009 Source Book

The *Vision & Sensors* Source Book, in print, digitally and online, gives your company year-round exposure to key vision systems, components, sensors and software companies in manufacturing. It’s complete and easy to use! It also features articles and news on making equipment choices, market information and special online links to your distributors.

Advertiser Bonuses in this special issue include:

- Special Placement of Ads
- Unlimited FREE Product Listings*
- FREE Boldface Listings*
- FREE Logo Ads in Supplier Section*
- Telephone Number in Product Listings
- Web and E-mail Addresses in Supplier Listings
- Special Discounts on Web Links (Online Version)
- Special ONLINE Links to Your Distributors
- Bonus Distribution at Key Industry Events

... and more!

*Applies to those companies with display advertising in the December issue. Fees apply to those companies that do not have a display ad in the December issue. Regular display ad rates apply to this issue.

Check out these features and more at :

www.visionsensormag.com

More Benefits to Your Advertising Dollars!

DECEMBER

Gold Vision & Sensors Leads

Advertise in THIS ISSUE of *Vision & Sensors* and we’ll do the legwork for you in developing qualified equipment, software and services buyers! 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!

AGENCY COMMISSION

15% of gross billing is allowed to recognized agencies on space, color, and position. Back-up charges, printing of inserts, and binding charges are non-commissionable.

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.

More Marketing Opportunities

Vision & Sensors Classifieds

Vision & Sensors Classified Rates

Size: one column x one inch

1X.....\$165	6X \$135
3X.....\$150	12X \$125

Electronic Classifieds Bonus

\$25/month

Extend Your Reach! If you regularly advertise in *Vision & Sensors Classified* Section, ADD *Vision & Sensors Online* and *Vision & Sensors Update* e-newsletter to your marketing plans. Your *Vision & Sensors Online Classified Ad* includes a link to your Web site OR e-mail address.

Vision & Sensors Online Advertisers Only = \$240 per column inch per month.

MAY AND SEPTEMBER

Show Spotlight

Planning to exhibit at The Vision Show, Quality Expo Detroit, Assembly Technology Expo or VISION 2008? Reach KEY BUYERS who will be attending these events, and those who can't make it, by showcasing your products or services in Show Spotlight. **In print and online!**

Send us two digital or still photos of your product, brochure, company headquarters, your Web site address (we'll print a screen capture of your home page), or your corporate logo and a 35-word description. We'll do the rest to create your 1/8-page, 4-color ad.

Issue

May (The Vision Show, Quality Expo Detroit)..... April 4, 2008
Sept. (VISION 2008, Assembly Technology Expo).....August 4, 2008

Closing Date

Rates

1X.....\$675 4X\$595

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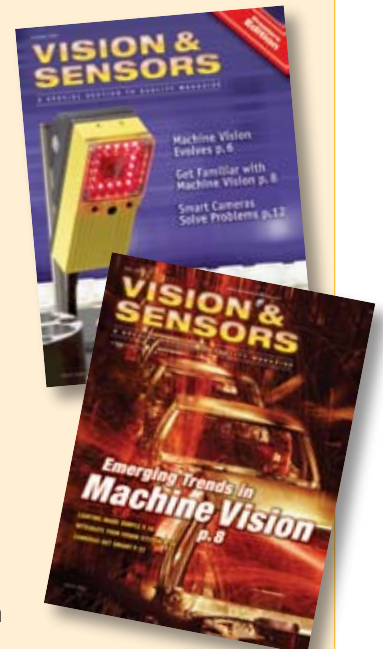
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