

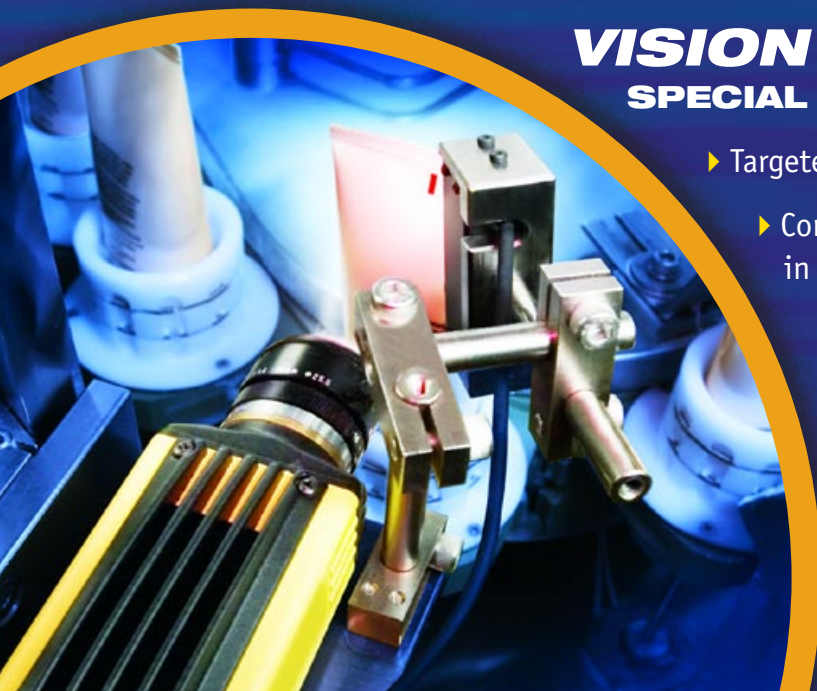
REACH 25,000 BUYERS OF VISION SYSTEMS, COMPONENTS, SENSORS AND SOFTWARE!

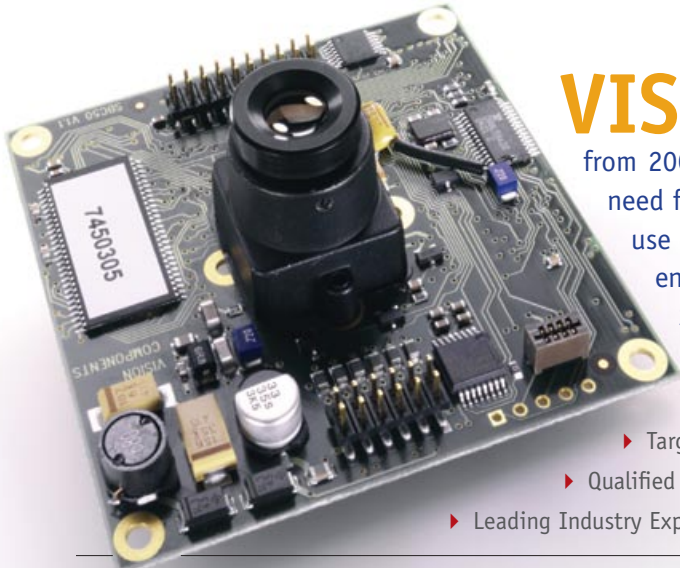
VISION & SENSORS

QUALITY MAGAZINE'S VISION & SENSORS SPECIAL SECTION
2007 MEDIA PLANNER

VISION & SENSORS SPECIAL SECTION FEATURES:

- ▶ Targeted "How-To" Editorial
- ▶ Comprehensive Buyers Guide in December 2007
- ▶ E-Newsletters/Interactive Digital Editions
- ▶ NEW Web site!
www.visionsensormag.com





VISION systems, components, sensors and software spending is nearly double from 2005 numbers! *Quality Magazine* recognizes the need for more information focusing on the practical use of these technologies in the manufacturing environment. The premiere issue of *Vision & Sensors* Special Section was launched in October 2006. This Special Section meets the demands of buyers and readers alike...

- ▶ Targeted Subscribers ▶ Manufacturing Focused
- ▶ Qualified Buyers ▶ Practical "How-To" Editorial Features
- ▶ Leading Industry Experts ▶ The Latest Products & Innovations

Quality Magazine subscribers use vision systems and sensors more now than ever!

Increased Spending on Vision Systems, Components, Sensors and Software

2006 — \$66.2 million

2005 — \$36.9 million

2004 — \$31.4 million

(Source: *Quality Magazine* Spending Survey, December, 2003, 2004, 2005)

Quality Applications Drive Growth!
Principal Applications*

Inspection — 78%

Dimensional Measurement — 65%

What are the challenges?*

Nearly 40% say vision systems, components and sensors are difficult to use and complex

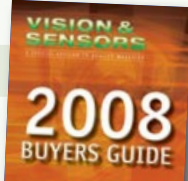
More than 70% of manufacturers using vision and sensors technology are going it alone and not using integrators and 80% have said they have NOT been involved in any training!*

*Machine Vision Systems Study, October 2004

***Vision & Sensors* Special Section focuses on technology such as:**

- Vision systems
- Smart cameras and sensors
- Frame grabbers
- Embedded vision
- Automated optical inspection
- Digital cameras
- Lenses and optics
- Color systems
- Lighting

Vision & Sensors Special Section 2007 Editorial Calendar

	MAY	SEPTEMBER	DECEMBER
Ad Closing	04/05/07	08/03/07	11/05/07
Feature 1	Smart Cameras	Vision Standards	2008 Buyers Guide
Feature 2	Lighting	Smart Sensors	
Feature 3	Machine Vision Integration	Lenses & Optics	
Applications	*Vision Software *Color Vision	*3-D Machine Vision *Non-visible Imaging	

Bonus Distribution

International Robots & Vision Show
Rosemont, IL June 12-14

Sensors Expo
Rosemont, IL June 11-13

Quality Expo
Rosemont, IL September 25-27

Vision & Sensors Special Section 2007 Advertising Rates:

AD SIZE	1X	3X
Full Page	\$2,500	2,300
2/3 Page	1,925	1,735
1/2 Page Island	1,730	1,560
1/2 Page	1,450	1,310
1/3 Page	965	870
1/4 Page	750	670

Add Color for \$600 per insertion

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 noncommissionable.

www.visionsensormag.com

Coming Soon: The ALL-NEW Vision & Sensors Web site!

Find up-to-date information and reach buyers looking for your products online! Visit www.visionsensormag.com beginning on May 1, 2007 and gain instant access to this booming manufacturing niche market. Only from *Quality Magazine!*

Special Vision & Sensors Online Advertising Opportunities:

- Vision & Sensors Premium Sponsorship - \$9,500/year
- Tile Ad - \$2,900/year
- Vision & Sensors Showroom - \$1,900/year
- Vision & Sensors Demo Center - \$2,500/year
- "More Sponsors" Page Text Links - \$310/year

Vision & Sensors Digital Editions:

Interactive and portable, buyers can access *Vision & Sensors* products and services, as well as vital information, anytime, anywhere! EVERY ad in EVERY print edition of *Vision & Sensors* is present in the *Vision & Sensors* digital editions WITH your web links! Enhance your digital ad with sponsorship opportunities. Call your *Quality Magazine* Regional Marketing Manager for special pricing.

Vision & Sensors E-Newsletters:

Vision & Sensors Update E-Newsletter delivers current news, product innovations, and features in this fast growing industry. Capture the attention of vision systems, components, sensors and software buyers with unique e-news sponsorship opportunities!

Remember to visit

www.visionandsensormag.com!

Contact your Regional Marketing Manager and ask about special rate packages in reaching *Vision & Sensors* readers and buyers!

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... and more !



VISION & SENSORS

1050 IL Route 83, Suite 200

Bensenville, IL 60106-1096

Phone: (630) 616-0200 ■ Fax: (630) 227-0204

Publisher — Thomas A. Sloma-Williams
(703) 448-6633 ■ williamst@qualitymag.com

New England and Mid-Atlantic — Barbara Grim
1288 Centerton Rd., Pittsgrove, NJ 08318
Phone: (856) 358-4800 ■ FAX: (856) 358-0900
gribb@qualitymag.com

Central and Southeast — Bill DeYoe
109 Willow Springs Trail, Mt. Holly, NC 28120
Phone (704) 822-6434 ■ FAX: (704) 822-6834
deyoew@qualitymag.com

Midwest, Southwest, West and Northwest — Buck Bicek
1050 IL Route 83, Suite 200, Bensenville, IL 60106
Phone: (630) 971-0904 ■ FAX: (630) 227-0204
bicekb@qualitymag.com

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