

ONLINE MEDIA SOLUTIONS

ENGINEERS USE OF E-MEDIA

Our 2011 Engineers Use of E-Media study demonstrates emphatically that mechanical engineering professionals actively use the Internet to obtain information that helps them do their jobs...and they're spending more time doing so.

- 100% of respondents indicated they **use the Internet** for obtaining information relevant to their business
- 90% indicated they **spend more time on the Internet** for business/engineering work compared to last year
- They averaged **34 hours per month on the Internet** for business/engineering work
- *www.hpac.com* ranks second only to *www.ashrae.org* among sites respondents visit (72% vs. 79%)

Of prime importance, the survey proves that trade magazine articles and advertisements drive traffic to manufacturers' Web sites.

- 75% of respondents said **Trade Magazine Articles** influence them to visit a product manufacturer's Web site
- 69% said **Trade Magazine Advertisements** influence them to visit a product manufacturer's Web site

Survey respondents ranked trade magazines as their preferred source of information about manufacturers – higher than supplier's Web sites, sales rep and word of mouth.

- 82% said **Trade Magazines** are their number one source of information about manufacturers

Smart marketers realize an integrated marketing approach – utilizing both print and online media – is the most effective way to drive traffic to their Web sites and improve their bottom line.

www.hpac.com

Current & Archived Departments, Features & Articles from:

- HPAC Engineering
- Boiler Systems Engineering
- Networked Controls

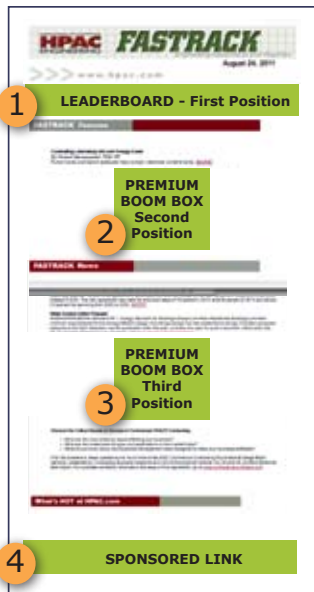
Featured Technologies:

- Air Conditioning
- BAS/Controls
- Fire & Smoke
- Heating/Boilers
- Humidification/Dehumidification
- Motors & Drives
- Plumbing/Piping/Pumping
- Ventilation

Run-of-Site (ROS) Online Advertising Rates

1	Leaderboard – \$1,650/month	728 x 90
2	Premium Boom Box – \$1,385/month	336 x 280
3	Small Boom Box – \$1,230/month	180 x 150
4	Marketplace – \$1,080/month	125 x 125
5	Home Page Roadblock – \$1,370/month	640 x 480

*ALL RATES ARE GROSS

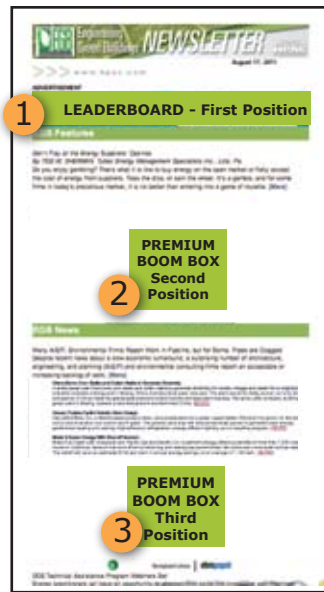


HPAC Fastrack e-newsletter

Reach: 27,000 opt-in subscribers

Distributed: Second and fourth week of each month

Ad Closing: Friday of the week prior to week of distribution



Engineering Green Buildings e-newsletter

Reach: 2,600 opt-in subscribers

Distributed: Third week of each month

Ad Closing: Friday of the week prior to week of distribution



Networked Controls Plus e-newsletter

Reach: 57,800 opt-in subscribers

Distributed: Fourth week of each month

Ad Rate: \$1,600 net

Ad Closing: Friday of the week prior to week of distribution



Product Spotlight HPAC Engineering e-newsletter

Reach: 48,000 opt-in subscribers

Distributed: Fourth week of each month

Ad Rates: \$1,000 net

Ad Closing: Friday of the week prior to week of distribution

Advertising Options

(Rates are Per Issue) *ALL RATES ARE GROSS

- 1 **First Position: Leaderboard** (728 pixels x 90 pixels)
Fastrack: \$3,035 EGB: \$1,056
- 2 **Second Position: Boom Box** (336 pixels x 280 pixels)
Fastrack: \$2,700 EGB: \$945
- 3 **Third Position: Boom Box** (336 pixels x 280 pixels)
Fastrack: \$2,420 EGB: \$835
- 4 **Sponsored Link** (Maximum 80 words)
Fastrack only: \$635

Lead Generation Opportunities

WEBINARS – The mechanical engineering community's #1 source for Webinars!.

- Exclusive Sponsorship \$15,000
- Co-Sponsorship \$10,000

WHITE PAPER PROGRAM – White Papers are located on a custom-built landing page on www.hpac.com.

- Basic Package \$3,000 gross for 12 months
- Super-Charged Package \$5,000 for 12 months

E-BLASTS – Create a personalized email and we'll distribute it to our database of qualified prospects.

- \$3,400 (full list)

