

**DESIGN** AND

DEVELOPMENT **TODAY**

[designdevelopmenttoday.com](http://designdevelopmenttoday.com)

PRODUCT AND SOLUTION NEWS FOR DESIGN ENGINEERING PROFESSIONALS

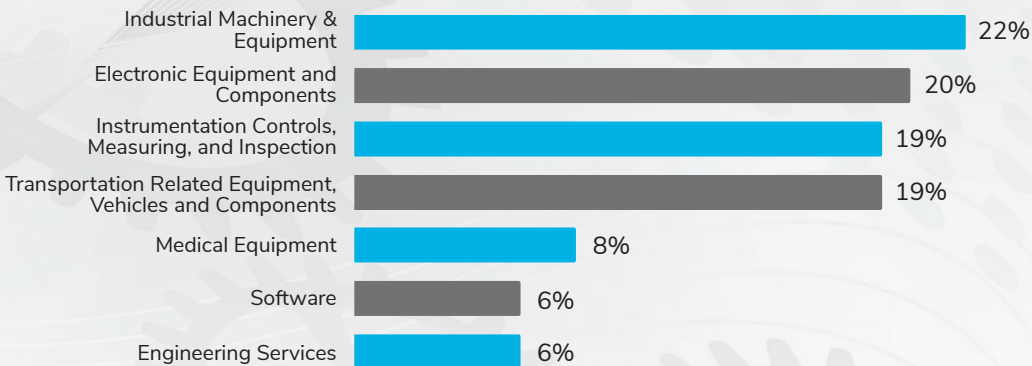
**2024**  
**MEDIA**  
**KIT**

# About Us/Reach

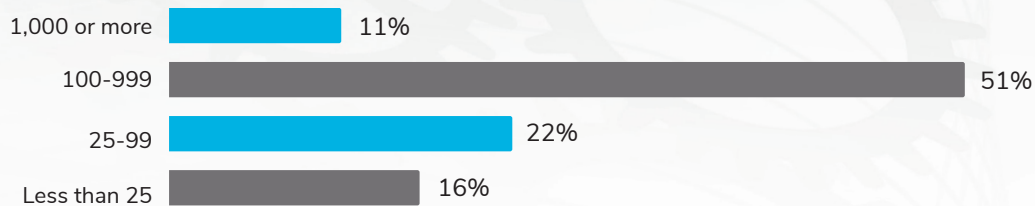
## The Ultimate Resource For Design Engineering Professionals

Design & Development Today (DDT) is the ultimate resource for design engineering professionals. DDT reaches 200,000+ professionals in a variety of industries: Transportation, Automotive, Aerospace, Machinery, Fabricated Metal Pros., Electrical Machinery, Printing, Measuring Instrumentation, Medical Equipment, Food & Beverage Machines, Rubber & Plastic Prod., Primary Metal Prod., Chemicals, Pharmaceuticals & Petroleum. Discover the fascinating story behind product creation and the vital components that make it all possible with Design & Development Today.

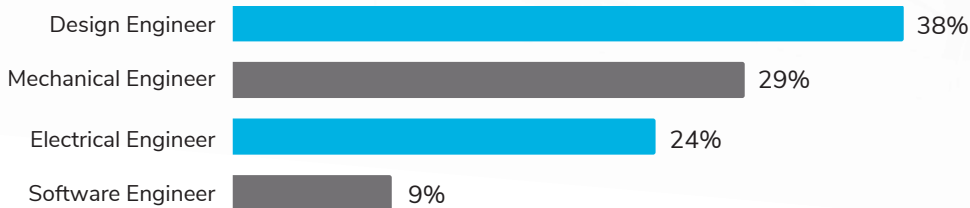
### Industry



### Number of Employees



### Title



### Job Function

#### System Design



32%

#### Product Design



30%

#### Engineering Mgmt



16%

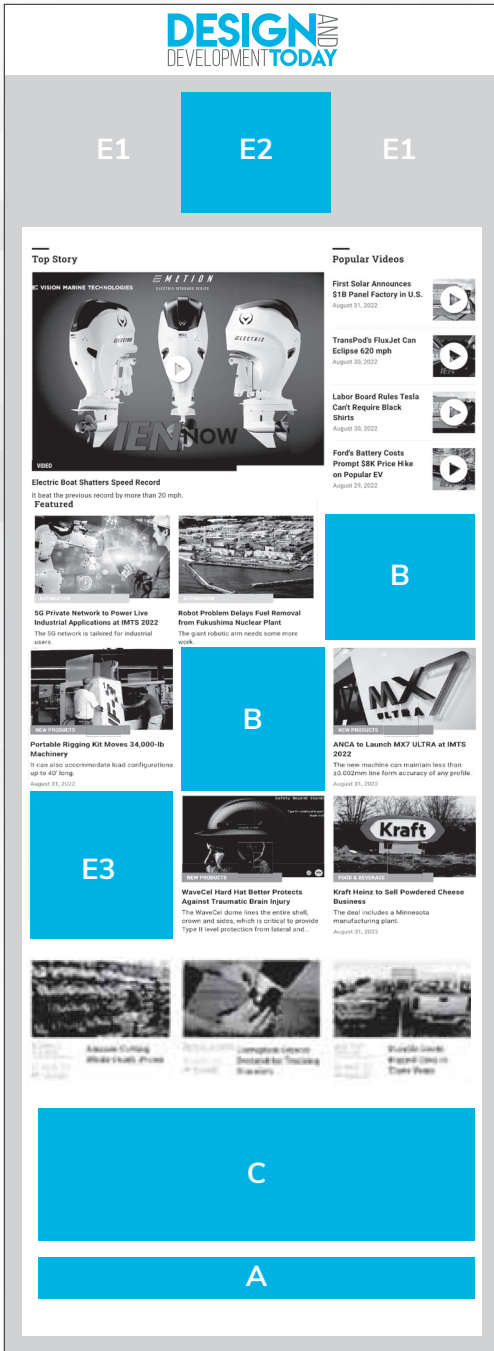
#### R&D



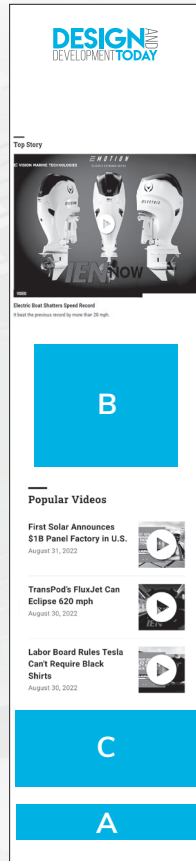
22%

# Website Advertising Options and Rates

Monthly Page Views - 49,000  
 Monthly Unique Visitors - 20,000



Desktop



Mobile

A

**Leaderboard:**

\$85 CPM  
 970x90 Desktop  
 728x90 Tablet  
 300x50 Mobile

B

**Boombbox:**

\$85 CPM  
 300x250

C

**Billboard:**

\$85 CPM  
 970x250 Desktop  
 300x250 Mobile

E

**Reveal Ad:**

\$225 CPM  
 Requires three independent creatives

E1

2500x1450 background image

E2

300x250 transparent PNG  
 (messaging/call-to-action should go here)

E3

300x250

Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

**Native Advertising Assets:** Articles, infographics, videos, case studies, whitepapers, podcasts and ebooks are some of the assets used in native ad campaigns.  
**Integration:** Seamless self managing campaigns using our Native Advertising Dashboards

**AD SPECS**

- \* Maximum file size: 90KB
- \* Rich Media: looping animation and Flash included
- \* Flash, include .fla file (for lead tracking), .swf, and alternate .gif or .jpg
- \* .gif, .jpg, .swf, or redirect tags (.gif can be animated)
- \* include linking URL for ad units

Our e-newsletters offer a unique combination of industry news, original editorial, and new technology updates. Each deployment features fresh content, giving subscribers a compelling reason to open and engage with them.

**Circulation:** 15,000 daily average

**Frequency:** Daily

**Focus:**

Daily Engineering News, New Products, and Industry Trends

**Titles:**

Design Engineer	36%
Mechanical Engineer	28%
Electrical Engineer	12%
Software Engineer	10%

**Industrial Media leads the market with the highest open rate and CTR in the industry.\***

Open Rate Average 35.64% vs. Industry Average of 22.42%

**13.22% Higher than industry average**

CTR Average 20.82% vs. Industry Average of 8.72%

**12.10% Higher than industry average**

\*Omeda Benchmark Study

**Pricing:**

**Design & Development Today Daily:** Monday - Friday

**Design & Development Weekly:** 5 consecutive weeks

<b>A- Leaderboard</b>	<b>\$2,995</b>
<b>B- TOC</b>	<b>\$2,995</b>
<b>C- Inline</b>	<b>\$2,495</b>

**AD SPECS**

- **Leaderboard:** 600x100 pixels and link
- **TOC Text & Image Ad:** -50 character headline, 250 character of text, 150x125 pixel image & link
- **Inline Text & Image Ad:** -50 character headline, 250 characters text, 150x125 pixel image & link
- **Maximum file size:** 1MP
- **File Type:** .jpg



# Lead Generation

## High Level MQL Lead Generation Program

Effortlessly extend your reach across Industrial Media's 7 brands while generating high-quality registration leads through our Market Qualified Lead program. We utilize your valuable content to precisely target your chosen audience, delivering guaranteed leads.

### What we need from you:

Simply provide us with three or more of the following:

- Whitepapers
- E-books
- Videos
- Infographics
- Research studies
- Webinars

**[Be sure to include a high resolution logo, and that is it.]**

### What happens next:

Our production team will create a custom landing page and all promotional materials. We employ various channels, such as e-newsletters, custom deployments, and social media to optimize your campaign in delivering the best return on your marketing investment.

LANDING  
PAGE  
EXAMPLE

The screenshot shows a landing page for 'DESIGN AND DEVELOPMENT TODAY'. The page features a navigation bar with links for VIDEO, ADVERTISE, and NEWSLETTER SIGNUP. Below the navigation bar, there are category links: Aerospace, Automotive, Exclusives, Manufacturing, Medical, Military, New Products, and News. The main content area is titled 'How to Export to Canada' and contains the following text:

The United States and Canada enjoy the world's largest and most comprehensive trading relationship that supports millions of jobs in each country.

Canada is traditionally the top U.S. export market, accounting for \$364.5 billion and 17.5% of all U.S. goods exports in 2021; exports to Canada exceeded total U.S. exports to China, Japan, & India combined.

Download this new guide from EXIM and learn how to enter this massive market.

The form includes the following fields:

- Name\* (split into First Name and Last Name)
- Title\*
- Company\*
- Email\*

A red button labeled 'DOWNLOAD GUIDE' is positioned at the bottom of the form. A blue arrow points from the 'LANDING PAGE EXAMPLE' text to the form.

## Video Promotion and Video Creation

Video is a powerful medium for connecting with customers and prospects. B2B video marketing is highly effective, with 92% of B2B prospects consuming online videos.

### Video supplied by you:

#### Pre-Roll Sponsorship

- As a sponsor, your video ad gains prime placement at the start of our top editorial video, Manufacturing Now. A non-skippable, five-second button guarantees maximum message visibility and ensures 100% share of voice.
- Manufacturing Now is featured on all 8 Industrial Media websites and reaches an average of 150,000 manufacturing professionals via our 13 daily newsletters.
- Detailed metrics will be provided post-campaign for comprehensive impact tracking.

#### Website Pop Up Video Player:

- Introducing our innovative pop-up video player, designed to enhance user engagement. This dynamic feature appears as a separate window or pop-up, seamlessly immersing site visitors with your video content. The best part? Users can enjoy your content without being redirected or leaving the current page they are browsing.
- With guaranteed impressions and an exclusive 100% share of voice, it presents a unique and effective way to convey your message.

### Video created for you by us:

#### Product Videos

- Standard Product Video (20-30 seconds)
- Extended Product Video (1 to 1.5 mins)
- Whiteboard Videos (up to 3 mins)
- Social Media (up to 20 seconds)
- 360 Videos (up to 2 mins)
- Sales Brochure Video (up to 1 min)
- Unboxing video (up to 3 mins)

#### Educational Content Videos:

- 5 Mins with Industrial Media (new short educational format)
- Video Webinar (New webinar format)
- Video White Paper Summary
- Marketing Research Videos
- Made In America/Corporate Videos:

Unit 202 Video Productions, a division of Industrial Media, LLC, specializes in providing professional video services dedicated to the U.S. manufacturing sector.



## Digital Rate Card

PRODUCT	TYPE/SPECS/LEADS	LEADS	RATE	MINUTES
<b>DAILY NEWSLETTERS</b>				
Leaderboard	Deploys Monday-Friday   600x100 + Link		\$ 2,995	
TOC Inline Text & Image	Deploys Monday-Friday   50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,995	
Inline Text & Image	Deploys Monday-Friday   50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,495	
Newsletter Sponsorship	One month sponsorship, sponsors log at top of newsletters and inline ad for 4 weeks		\$ 15,995	
Campaign Optimization	Optimized campaign with guaranteed leads   240 CPC		\$ 10,000	
<b>WEEKLY NEWSLETTERS</b>				
Leaderboard	Deploys Monday for 5 consecutive weeks   600x100 + Link		\$ 2,995	
TOC Inline Text & Image	Deploys Monday for 5 consecutive weeks   50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,995	
Inline Text & Image	Deploys Monday for 5 consecutive weeks   50 Character headline including spaces, 250 Character Text, 150x125 Pixel + Link		\$ 2,495	
<b>MONTHLY NEWSLETTERS</b>				
Video Showcase	Specs: Image 640x360 pixels, Headline 80 characters max, Body 250 Character, link		\$ 1,050	
<b>EBLASTS</b>				
eBlast Rates	See eBlast Specs Page		\$350/m	
eBlast Rates	Includes a second send to opens		\$450/m	
<b>WEBSITE</b>				
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		\$85/m	
Billboard	970x250 & 300x250 (Mobile)		\$85/m	
Boombox	300x250		\$85/m	
Reveal Ad	BIG IMPACT POSITION		\$225/m	
Native Ads	Great for content advertising   Targeted Campaigns		\$90/m	
<b>CONTENT</b>				
Content Syndication	100 Registration Leads (client provides minimum 3 pieces of gated content)	MQL	\$ 11,995	
Whitepaper	100 Registration Leads and includes 1500 Word Whitepaper	MQL	\$ 14,845	
eBook	100 Registration Leads and includes 2600 Word eBook	MQL	\$ 16,990	
eBook Multi-Sponsored	100 Registration Leads and includes 2600 Word eBook	MQL	\$ 8,995	
Custom Research	Custom		\$ 29,995	
Content Creation	Custom		\$1.90/Word	
<b>VIDEOS/WEBINARS</b>				
Video Podcast (New Webinar Format)	100 Registration Leads	MQL	\$ 16,990	45
Traditional Webinar (Slide Presentation)	100 Registration Leads	MQL	\$ 22,995	45
Video Whitepaper	100 Registration Leads	MQL	\$ 14,995	15
Market Research Video	100 Registration Leads	MQL	\$ 14,995	5
Video Podcasts Multi-Sponsored	100 Registration Leads	MQL	\$ 9,995	45
<b>PODCASTS</b>				
Today In Manufacturing Weekly Podcast	Monthly Sponsorship	Sponsorship	\$ 9,595	
Security Breach Podcast	Monthly Sponsorship	Sponsorship	\$ 9,595	
<b>CUSTOM PRODUCT VIDEOS</b>				
Social Media Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	30 sec
Video Ads	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	1
Sales Brochure Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 3,495	1
Whiteboard Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	3
360 Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	2
Unboxing Video Ad	Includes one week in daily newsletter or 10k pre-roll		\$ 4,495	3
<b>CORPORATE VIDEOS</b>				
Corporate Video	Custom Pricing   \$1,500 + expenses per day			
Made In America Video	Custom Pricing   \$1,500 + expenses per day			
<b>EDITORIAL PRE-ROLL VIDEOS</b>				
Pre-Roll	Runs on daily editorial videos	Sponsorship	\$260/m	
Pop-Out Video Player	Video runs on website home page/Select Secondary Pages	Sponsorship	\$190/m	

Industrial Media is a leading B2B publisher serving the US manufacturing professional. Industrial Media manages all content creation, advertising sales, and marketing initiatives for the following brands, including magazines, videos, websites and associated digital media products. Industrial Media also offers a number of vertically-focused digital products, content marketing programs and custom publishing services focused on the industrial space.

**IEN**  
INDUSTRIAL EQUIPMENT NEWS

IEN is the largest marketing platform serving the industrial marketplace. IEN's combined reach in print, daily newsletters, IEN.com and social media is unmatched, and serves a diverse and highly engaged audience.

**UNIT 202**  
PRODUCTIONS

Unit 202 is a creative video production group that produces captivating and unique videos to help manufacturers and distributors share their product, capability and company stories via video.

**FINISHINGWORLD**

Finishing World provides product news and technical information for plating, paint & powder, coating, spraying and related operations in manufacturing facilities, along with relevant finishing industry news.

**DESIGN AND  
DEVELOPMENT TODAY**

Design & Development Today (DDT) is a digital resource serving design engineering professionals in aerospace, automotive, energy, IoT, manufacturing, medical and military.

**IMPO**

Industrial Maintenance & Plant Operation provides engineers and maintenance techs with the latest in lean processes, automation and MRO products.

**FOOD**  
Manufacturing®

Food Manufacturing is the leading source of news and product information for food and beverage processing and manufacturing professionals.

**INDUSTRIAL DISTRIBUTION**

Industrial Distribution has delivered the information industrial distributors need to succeed since 1911. Concurrently, the publication provides a complete portfolio of integrated marketing solutions with print and online products, digital magazine delivery, single and multi-sponsored e-newsletters, a daily e-newsletter, resource guides and sponsored webcasts that enable you to reach and sell to these key buyers in the industrial distribution market.

**MANUFACTURING  
NET**

Manufacturing.net reaches a global community with news, trends, and opinions shaping the manufacturing landscape. It's part of the daily routine for upper level management, plant engineers, procurement specialists, product developers, and more.

**Manufacturing  
Business Technology**

Manufacturing Business Technology is the leading manufacturing and supply chain resource for corporate, IT and operations management seeking the latest automation, operations, and IT news and information.



# DESIGN AND DEVELOPMENT TODAY

designdevelopmenttoday.com

## Contacts & Sales Territories

**Thomas Lynch**  
President/Publisher  
[tom@ien.com](mailto:tom@ien.com)  
608-628-8718

**Eric Wixom**  
Sales Director  
[ericw@ien.com](mailto:ericw@ien.com)  
920-691-6587  
Territories: AL, AR, CO, FL, IL, IA, KS, LA, MN,  
MS, MO, MT, NE, ND, OK, SD, TX, WI, WY

**Chuck Marin**  
Senior Sales Director  
[chuck@ien.com](mailto:chuck@ien.com)  
973-800-6191  
Territories: Canada, CT, DE, GA, ME, MD, MA,  
NH, NJ, NY, NC, PA, RI, SC, TN, VT, VA, WV

**Mike Riege**  
Sales Director  
[mike@ien.com](mailto:mike@ien.com)  
608-698-3348  
Territories: AK, AZ, CA, HI, ID, NV,  
NM, OR, UT, WA

**Will Koenen**  
Sales Manager  
[will@ien.com](mailto:will@ien.com)  
608-740-0190  
Territories: IN, KY, MI, OH

**David Geltman**  
Sales Manager  
[gelt18@optionline.com](mailto:gelt18@optionline.com)  
516-510-6514

**Bob Dumas**  
Sales Manager  
[dumabob57@gmail.com](mailto:dumabob57@gmail.com)  
516-978-7230

**Mike Peterson**  
Advertising Service Representative  
[mikep@ien.com](mailto:mikep@ien.com)  
608-692-2304