

**Space and Materials Deadline: November 28, 2011**

- Full-year exposure & promotion
- Reach an estimated 100,000 targeted buyers of M2M products and services throughout North America
- Direct-to-your-website interactivity and real-time electronic lead-tracking
- Stand out from the crowd with built-in exclusivity! Vendor space is strictly limited in these special-edition reports. Reserve yours now to guarantee maximum exposure for your products and services



This special online and fully interactive publication is designed for a large audience of OEM and system design engineers seeking to add or upgrade M2M connectivity in their product development efforts and operations activities. For sponsors and advertisers, it reaches a large population of product developers, end-users and application integrators in all key markets and industries for M2M products and services. Produced and distributed via state-of-the-art e-magazine technology, it provides a powerful way for you to instantly inform thousands of targeted prospects how you can help them and develop valuable fully interactive online lead generation for your sales efforts.

**PRODUCTS & SERVICE CATEGORIES:**

- Application-specific solutions
- Embedded hardware, modules and devices
- External hardware for M2M and device connectivity
- Application and system software
- Network/Connectivity services
- Engineering/Deployment/Integration services
- Testing, Certification, Consulting
- RFID, Wireless and Sensor Network technology

**TARGET AUDIENCE:**

- OEM Design Engineers
- Systems Design and Operations Engineers
- Application Developers & Integrators
- Logistics & Supply Chain Managers
- Warehouse & Distribution Managers
- Retail Managers
- Product Security & Lifecycle Managers
- CTOs and IT Managers
- C-Level Executives

**MARKETS & INDUSTRIES:**

- Agriculture
- Commercial/Retail
- Electronics
- Energy
- Environmental
- Government
- Healthcare, Medical, Life Sciences
- Military
- Industrial & Manufacturing
- Transportation
- Utilities

**ADVERTISING RATES**

Full Page Ad + Full Page Editorial -	\$3,300
Half Page Ad + Half Page Editorial -	\$2,700 (vertical or horizontal)
1/3 Page Ad + 2/3 Page Editorial -	\$2,200 (vertical or horizontal)
¼ Page Ad + ¼ Page Editorial -	\$1,500 (Upgrade to ¾ Page Edit for additional \$300)

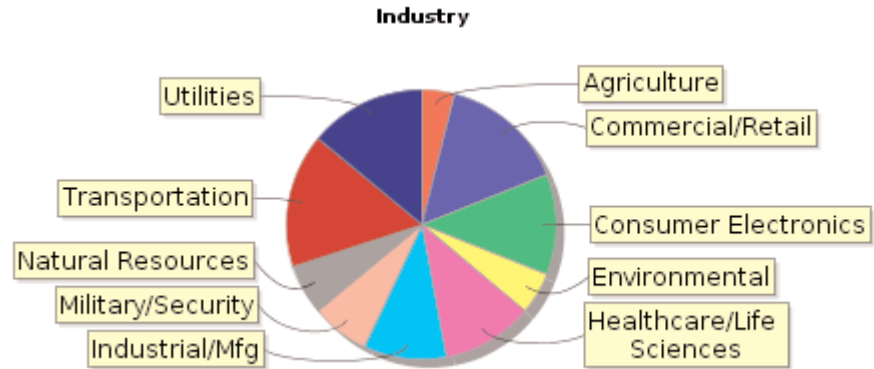
**SPONSORSHIP RATES**

Video	\$500
Ad Jolt	\$500
Customer supplied animation	\$500
Custom animation by nxtbook	Price varies on selected options
Belly Band	\$500
Gate Fold	\$2,500
Skyscrapers	\$1,000
Top and bottom banners	\$750
Top corner buttons	\$100

For advertising information, contact: Scott Webster • 720-528-3770 or 800-803-9488 ext 113 • [ScottW@infowebcom.com](mailto:ScottW@infowebcom.com)

**DEMOGRAPHICS:**

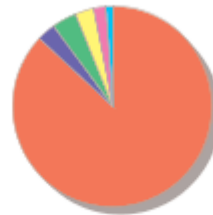
The market for M2M products and services is expanding rapidly, entering new industries, while penetrating deeper and more broadly into its initial markets with more sophisticated and diverse applications. This is your chance to capture the attention of key players, buyers and specifiers in all M2M markets with special focus on emerging and rapidly growing areas of potential business. Reach these key buyers and specifiers of M2M products and services throughout North America.



**Job Function**



**Location**



- Design & System Engineering
- Operations Management
- C-Level
- IT
- Other
- USA
- Canada
- Asia
- Europe
- Latin America
- Middle East

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Complete ads accepted in PDF, TIFF or EPS formats only.

**Sending files Electronically:**

For files less than 5 mgs, send file via e-mail to Julie Hammond, Production Manager, at [julieh@infowebcom.com](mailto:julieh@infowebcom.com).  
 For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

**FTP Site Instructions:**

- |  |   |  |
|--|---|--|
| 1) Please e-mail Julie Hammond, Production Manager, at <a href="mailto:julieh@infowebcom.com">julieh@infowebcom.com</a> to indicate you are uploading a file. Include your company name, the file name, M2M, and for which issue the advertisement is scheduled. | 2) With an ftp Client<br>host name: <a href="http://www.infowebcom.com">www.infowebcom.com</a><br>username: ads<br>password: Webcom21 | 3) Through Windows Explorer<br>ftp://ads@www.infowebcom.com<br>username: ads<br>password: Webcom21 |
|--|---|--|

Mechanical ad size dimensions (in inches):		
	Width	Height
Full page	8-7/8	10-3/8
1/2 page (island)	4-1/2	7-3/8
1/2 page (vertical)	3-5/8	9-3/8
1/2 page (horizontal)	7-3/8	4-3/4
1/3 page (vertical)	2-1/4	9-3/8
1/3 page (square)	4-1/2	4-3/4
1/4 page	3-5/8	4-3/4
<b>Full Page Ad Bleed: 8-5/8 x 11-1/8;</b>		
live matter must be within 8-1/8 x 10-5/8.		
Send production materials to: Julie Hammond, Production Manager 720-528-3770 ext 119 <a href="mailto:julieh@infowebcom.com">julieh@infowebcom.com</a>		