

Hardware
Sustainable Design
PLM
Design Visualization
DCC
AEC
BIM
CAD/CAM/CAE
Data Management
Civil Engineering
2D
Architecture
Reverse Engineering
Facilities Management
Industrial Design
MCAD
CAD Management
Workstations
Training
Wide-Format Printers & Scanners
GIS
3D

cadalyst

Get productive with CAD
and get the job done.

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Cadalyst Audience = Your Prospects

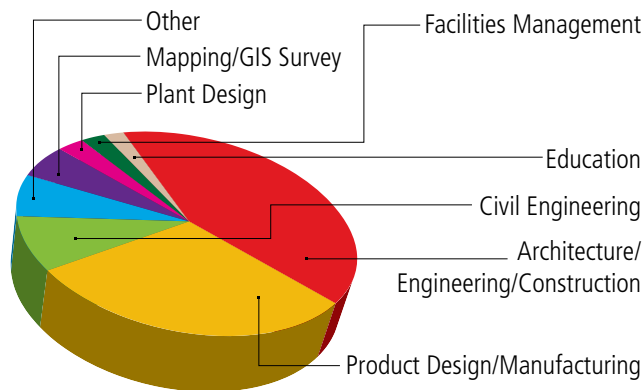
Cadalyst reaches owners, managers, and influential users who evaluate, specify, and employ CAD related technologies for competitive advantage in the AEC, manufacturing, and GIS markets.

Industries Served:

Architecture, Engineering & Construction (AEC) 56%

Manufacturing 42%

What is your company's primary application of CAD and related technologies?



Job Functions:

Owner/Partner/Corporate/Senior Management.....33%

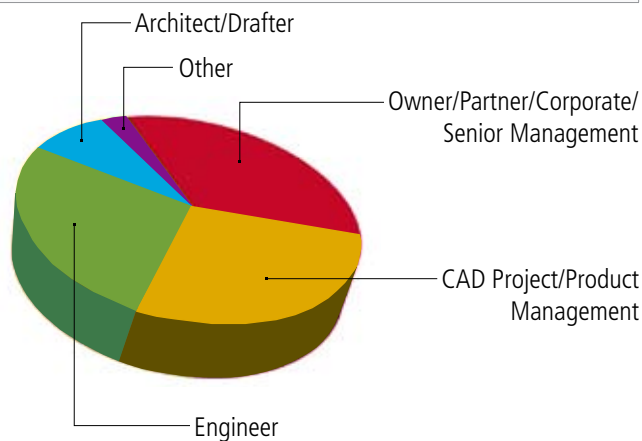
CAD Project/Product Management.....32%

Engineer.....20%

Architect/Drafter.....13%

Other.....2%

What is your primary job function?



Cadalyst Magazine



Paid Subscription Launch in 2010
Published Quarterly

www.cadalyst.com



118,000+*
Unique Monthly Visitors

Cadalyst E-Newsletters



110,000+*
Opt-In Subscriptions

* Source: Reader profile study, Accelara Publishing Research, August 2008.

* Source: Publisher's Data

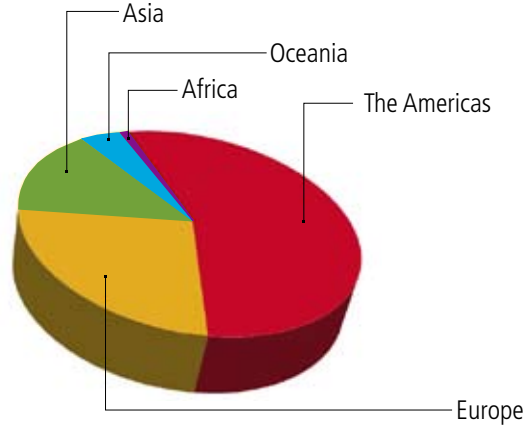
Cadalyst Audience = Your Prospects

The Cadalyst Community technology adoption is diverse.

- ▶ 25+ CAD software companies
- ▶ 100's of CAD software products

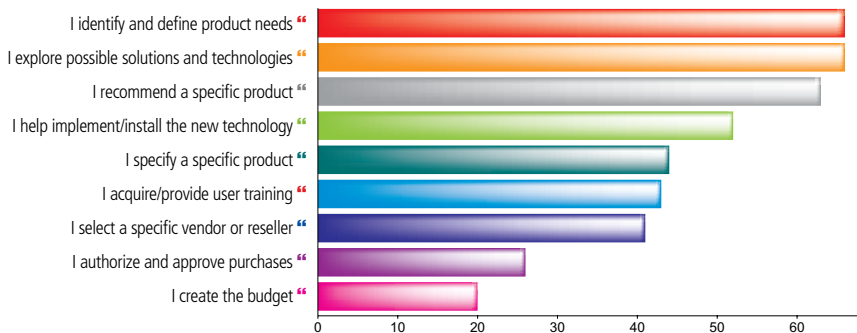
A Worldwide Audience.

- ▶ The Americas..... 59%
- ▶ Europe..... 24%
- ▶ Asia..... 12%
- ▶ Oceania..... 4%
- ▶ Africa..... 1%



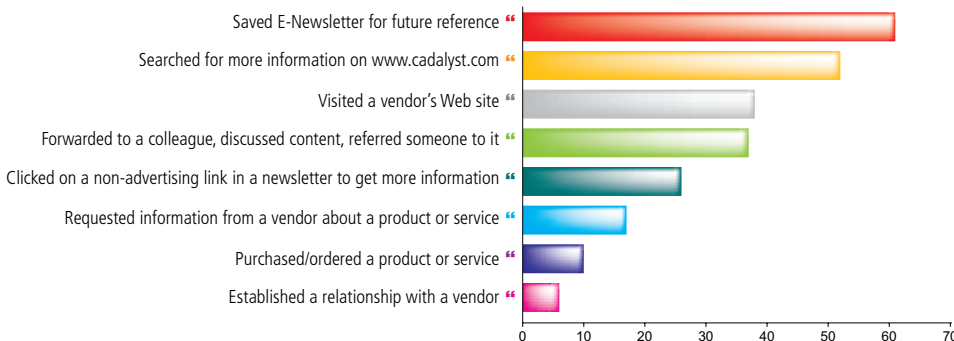
Cadalyst readers have true purchasing power.

What role do you play in your company's purchasing process for CAD-related products?



▶ A reader's company, on average, will spend over \$300,000 on CAD-related hardware and software in the next 12 months.*

Which of the following actions have you taken as a result of reading Cadalyst e-newsletters?



▶ Cadalyst readers on average spend 2.4 hours/week searching for purchasing information online*

* Source: Reader profile study, Accelara Publishing Research, August 2008.

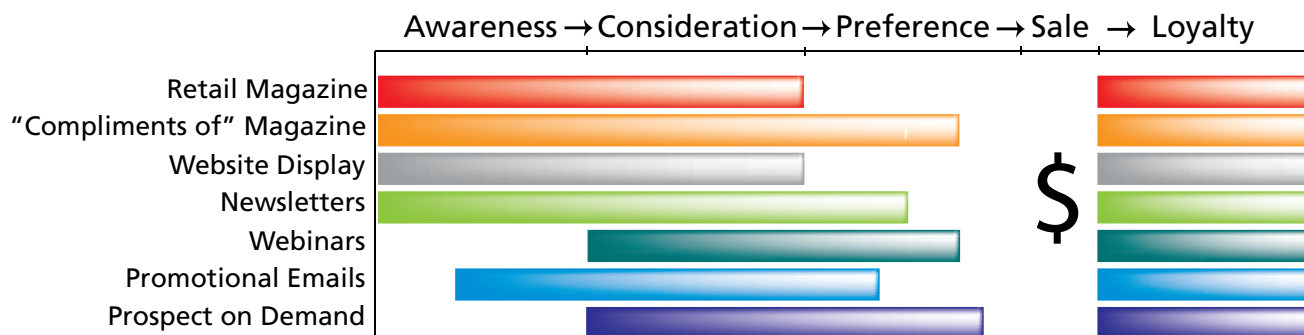
Cadalyst Marketing Products & Services

Cadalyst products increase Awareness, Consideration, Preference, Quality Leads, Sales, and customer Loyalty for your products and services.

Cadalyst products accelerate the sales cycle for our advertisers by focusing on each step of the sales funnel and tailoring marketing campaigns for maximum effectiveness at each stage. Our proprietary prospect personas ensure we offer products that increase our advertisers' sales.

Shorten Your Sales Cycle

Areas where Cadalyst Products can accelerate prospects through your sales funnel.



▶ *"Glad to hear we might be doing some more business with you and Cadalyst....the client-side metrics have been GREAT. You guys are outperforming every other publication by at least 2:1 – nice!!" - Agency*

Cadalyst Delivers Leads

Prospect on Demand Program

Features:

- ▶ Request prospects matching specific geographic, market, and/or job title targets.
- ▶ Campaigns for all budgets.
 - You choose how many leads you want and how often.
 - Pay for only leads generated.
- ▶ Predictable lead generation activity for your sales team.
- ▶ Co-branded promotional email and offer with Cadalyst
 - Cadalyst emails your prospect targets with an offer of a free issue of Cadalyst magazine (\$12 value) and accompanying offer from you (i.e. whitepaper, free trial, CD, rebate offer, etc).
 - A custom landing page is created co-branded with Cadalyst.
- ▶ Product and brand awareness campaign included.
 - Special front cover of Cadalyst magazine highlights your product and/or brand.

▶ 4 out of 5 readers visit Cadalyst.com on a weekly basis.*

Benefits:

- ▶ Consistently and predictably deliver high quality leads to your sales force at a pace that matches your company goals and customer acquisition budgets.
- ▶ Reach the decision makers for your products and services.
- ▶ Maximize your marketing ROI.

Other Lead Generation Programs

- ▶ Promotional Emails
- ▶ Webinars
- ▶ White papers
- ▶ Video on Demand
- ▶ Custom Newsletters
- ▶ Contests and other promotions

▶ *“Lisa, we had success with this email campaign! Great open rates and I got [lots of] leads on my end. Success!” - PLM vendor*

* Source: Reader profile study, Accelara Publishing Research, August 2008.

Build Awareness & Preference

▶ Cadalyst Newsletters & Cadalyst.com

Cadalyst offers a variety of digital products to increase your conversion of prospects to customers. Using multiple creatives and strategic campaign planning across Cadalyst products delivers a bigger return on your marketing investment. Our digital products include

- Web site display positions: Ask your Cadalyst account manager how you can increase your site traffic by 61%!
- Newsletters
- Lead generation programs: Whitepapers, webinars, and more
- Promotional email products
- Custom digital marketing products

▶ Complimentary Cadalyst Program

The benefits of digital marketing delivered for the first time with the high impact print platform. Cadalyst magazine is now sold to our readers for \$US10 an issue. Our Complimentary. Cadalyst program allows advertisers to select specific prospects from our readers to deliver targeted messages and offers.

- Niche targeting, niche messaging, contextual advertising, and measurement
- Programs for all budgets, target and pay only for your best prospects

▶ Cadalyst Retail Magazine

Cadalyst magazine's innovative new print-on-demand (PoD) business model is the first of its kind in the trade publishing industry. Our groundbreaking approach combines the niche targeting and measurement advantages of digital marketing with the high-impact brand awareness benefits of print marketing.

- Our print ad positions sold with our flexible cost-per-delivery (CPD) fee structure accommodates marketing budgets of all sizes. For the first time, small- and medium-sized companies can effectively reach their target audiences in a print product.
- Unique sponsorships, custom issues, and multiple targeted creatives are all possible! A/B creative testing is now available in a print product!
- High-quality, full-color digital printing on bright, 8.5 x 11-inch, heavyweight paper stock presents your advertising creative to its fullest advantage.
- Align your brand with the premium content sought by highly engaged *Cadalyst* magazine readership.

▶ Advantage - BIM & PLM Newsletters

Introducing two Technology Newsletters:

- ▶ *Advantage - BIM™* for Executive-Level General Contractors and Building Owners
- ▶ *Advantage - PLM™* for Product Development Managers

▶ *"I'd say that looking at these open and click rates that we roped a triple off the Green Monster. If we see some leads in the system over the next couple of weeks then we can make it a home run." - Demand Generation Manager for AEC vendor*

Editorial Overview: Cadalyst for AEC & Cadalyst for Manufacturing

Cadalyst is the definitive source for information, advice, tools, applications, and tips that help our audience be more productive, enhance their career development, and provide a competitive advantage for their companies.

We have mapped the project cycles and job responsibilities of our audience members, and this in-depth understanding supports our on-going efforts to improve the information and tools we provide. Readers and site visitors know they can rely on the variety of premium content provided by Cadalyst to be more productive and successful.

Expert-Written Features & Columns

From Cadalyst editors, industry experts and progressive users alike, these timely articles examine trends and developments in AEC, civil engineering, facilities management, manufacturing and product lifecycle management, GIS, and more.

Cadalyst Labs Reviews

Hands-on evaluations of the latest CAD software and hardware products help Cadalyst readers make informed purchasing decisions.

CAD Tutorials

Cadalyst readers improve productivity thanks to a wide variety of software tutorials delivered regularly on Cadalyst.com, including Lynn Allen's "Circles and Lines" and Bill Fane's "Learning Curve" tutorials for AutoCAD as well as on-going installments for users of Revit, ArchiCAD, Civil 3D, Map 3D, Solid Edge, SolidWorks, Inventor and more.

CAD Tips Library

Cadalyst's CAD Tips Library is the first stop for AutoLISP and VBA customization code and hatch patterns for AutoCAD, as well as tips and tricks for AutoCAD and other computer-aided design software.

Cadalyst Video Gallery

In today's world, users demand content in a variety of formats. Cadalyst's Video Gallery delivers practical tips and how-to guidance in an easy-to-follow video format. Now featuring AutoCAD tips from popular Autodesk Technical Evangelist Lynn Allen.

Cadalyst Discussion Forums

Smart CAD users know that the place to go for answers is the Cadalyst Discussion Forum. Moderators and users share expertise about CAD software and hardware, CAD management, and AutoCAD customization.

And More

Surveys and web site traffic tell the story: Readers and site visitors return to Cadalyst time after time for their favorite resources, some of which have been popular for decades: Hot Tip Harry, Roger Penwill's CAD Cartoon, the Cadalyst Benchmark Test, CAD Job Search and much more.

Just got my Cadalyst for the week via email. Thought I'd drop a line and tell you that I really appreciate the great job you all are doing. Couldn't live without Cadalyst – it's where I've learned more from than anywhere else.

Great job – keep it coming.

I've just recently got a lead on some software from your pages that I'm pretty sure we can use.

Louis Duenweg
Siskiyou Telephone

I have always enjoyed the tips and such I get from "Tips and Tools Weekly" and some have cut down the time it takes for me to do my job. I know Cadalyst's new CAD Tips site will enhance the usefulness in that I and others can comment/follow-up and make the tips and tools more personal to each of our applications.

Lewis Skiles
Lycos

Cadalyst Feature Topics for 2010*

- | | |
|--------------------------------------|---|
| • Budget-friendly software | • CAD for construction |
| • Configuring a workstation for CAD | • Education and training for the CAD user |
| • Trends in digital content creation | • Additional feature topics TBD |

*Editorial plans for Cadalyst magazine change to respond to technology developments and market trends, but we are happy to share this lineup of feature topics scheduled to run over the course of quarterly publication calendar for 2010. The list is tentative and subject to change. Direct editorial inquiries and proposals to editors@cadalyst.com.

Editorial Overview: Newsletters

Cadalyst newsletters offer subscribers updates and advice about CAD-related technologies, industry news, tips and tricks, management guidance and timely features, software and hardware reviews and case studies.

Tips & Tools Weekly

Popular weekly digest of practical software tips; new informational, productivity and training resources; deals and freebies; opportunities and honors; and a calendar of industry events.

CAD Manager's Newsletter

Robert Green shares advice and expertise on topics that concern the CAD manager: software and hardware implementation, professional self-improvement, CAD standards, training and more.

AEC Tech News

CAD-related technologies and hot topics for AEC professionals.

MCAD Tech News

Insight about software for mechanical design, analysis and manufacturing and other MCAD related news, events and issues.

GIS Tech News

Top trends and relevant developments in GIS and mapping: major product releases, open standards, government initiatives and more.

Tips & Tricks Tuesdays

Popular Autodesk Technical Evangelist Lynn Allen offers step-by-step AutoCAD tips in a user-friendly video format. Tips and Tricks Tuesdays notifies subscribers each time a new video tip goes live in Cadalyst's Video Gallery.

Dear Cadalyst team,

I have been working with AutoCAD since release 10 or 11, so I guess for some 16 years, but am still learning new things. I very much appreciate the tips I receive in your newsletter, some of which must have saved me hours of fiddling!

Know that yet another satisfied reader is still appreciating your assistance out here in deepest darkest Germany.

David Thompson
Thompson Design

Newsletters	Demographics	Industry			Job Function					Focus	
	Total subscribers	AEC	MCAD	GIS	Engineering/ Design	Architect	IT/Data/ CAD Support	CAD Management	Drafter/ Operator	AutoCAD	All CAD
Cadalyst Tips & Tools Weekly	33,500	x	x	x	x	x	x	x	x	x	x
CAD Manager's Newsletter	26,500	x	x	x	x	x	x	x		x	x
AEC Tech News	18,000	x				x			x	x	x
MCAD Tech News	11,500		x		x				x	x	x
GIS Tech News	9,500			x	x (Civil)					x	x
Tips & Tricks Tuesdays	11,000	x	x	x	x	x	x	x	x	x	

Editorial Overview:

Advantage PLM & Advantage BIM

Introducing a CAD Technology Newsletter and Subscription Website for Executives, Owners, and Partners.

Today's product lifecycle management (PLM), Building Information Management (BIM), and other related technologies offer a wealth of potential advantages into the AEC and Manufacturing markets. Yet this message often is not reaching the right people consistently or in a way that conveys business value.

Two new publications from the publishers of Cadalyst elevate the discussion of these developing technologies, presenting them in a manner that resonates with the upper-level managers and C-level executives.

The Products: Paper Newsletter and Subscription Website

Paper Newsletter

- High Quality: heavy paper stock and a classic design in full color
 - Portability: readable anywhere - in the office, in the field, at home, or while traveling
 - Longevity: easily filed, referenced, and shared
 - Image: a print publication conveys credibility, quality, and importance in a way that digital media can't match
-

Subscription Website

- Exclusive website available only to paid subscribers
 - "Complimentary Subscription" program available to advertisers who wish to sponsor targeted prospects
-

The Content: Premium and Exclusive

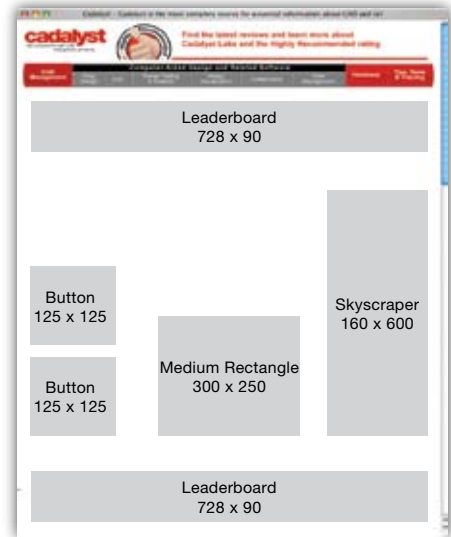
Focused sharply on PLM or BIM and related technologies the newsletter content is written by editors and contributors who are experts in the field, including technology specialists and consultants as well as industry executives themselves.

- Executive interviews featuring the leaders of organizations that have successfully implemented the technology
- Case studies that demonstrate the real-world benefits, challenges and lessons learned return on investment, and more
- Best practices to ensure successful deployment and long-term success
- Technology primers written from the executive-level perspective

Advertising Rates

▶ Cadalyst Web Site (All rates are net)

Leaderboard	\$85 CPM
Skyscraper	\$75 CPM
Medium Rectangle	\$110 CPM
Button	\$25 CPM



▶ Cadalyst Newsletters (All rates are net)

Position	Top	1st	Medium Rectangle	Button
Size	728 x 90	468 x 60	300x250	125 x 125
Tips & Tools Weekly	\$1,900	\$1,650	N/A	\$750
CAD Manager's Newsletter	\$1,600	\$1,400	N/A	\$650
AEC Tech News	\$1,200	\$1,000	N/A	\$500
MCAD Tech News	\$750	\$600	N/A	\$300
GIS Tech News	\$600	\$500	N/A	\$250
Tips & Tricks Tuesdays	\$600	\$500	\$600	N/A

▶ Lead Generation Programs

Contact your Cadalyst Marketing Consultant for rates.

▶ Cadalyst Magazine & Advantage Print Newsletters (All rates are NET)

	1x CPD*	4x CPD*
Full Page	\$1.00	\$0.80
2/3 Page	\$0.88	\$0.70
1/2 Island	\$0.72	\$0.58
1/2 Page	\$0.60	\$0.48
1/3 Page	\$0.48	\$0.38
1/4 Page	\$0.40	\$0.32

* Cost Per Delivered Issue. Budget caps may be put in place to meet any marketing budget.

* Call your Account Manager for premium cover positions rates.

▶ Custom Magazines, Newsletters, and Webinars for Targeted Prospects

Contact your Cadalyst Marketing Consultant for rates.

▶ Cadalyst List Rentals

Cadalyst's List Rental services provide you with quality targeted lists for your direct marketing campaign.

E-mail addresses: \$425/M

Postal addresses: \$175/M

Phone numbers: +\$60/M

Web Site & Newsletter Ad Specifications

Mechanical Specifications and Delivery of Digital Ad Materials

Ad Unit	Dimensions (pixels)	Maximum File Size (JPEG/GIF/PNG)
Leaderboard	728 x 90	30 KB
Skyscraper	160 x 600	30 KB
Medium Rectangle	300 x 250	50 KB
Button	125 x 125	20 KB
Postscript	728 x 90	30 KB

Send Digital Ad Materials To: **Ad Manager**
 e-mail: admanager@longitudemedia.com
 Contact your sales representative with questions.

- E-mail materials for newsletters and web site placements separately and according to the following specifications:

	Site Placements	Newsletter Placements
Subject Line:	Advertiser & Campaign Name/Site/Live Date	Advertiser & Campaign Name/Newsletter Title/Mail Date
Materials Due*	Three (3) days prior to campaign start date	Five (5) days prior to campaign start date
File Formats	GIF, JPEG, PNG, FLASH and other rich media formats	GIF, JPEG, PNG
*Late materials may not be posted on time.		

- Animation: No limits on animation loops. Creative that is considered annoying or hampers the user experience (i.e., big bright, flashing colors) will not be accepted. User initiated sound only is accepted.
- Rich Media (Site Placements Only): Flash, DHTML, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. If you intend to do any work with Flash, please contact admanager@longitudemedia.com ahead of time as there are some design considerations that need to be made in order for Flash ads to work with our ad serving software.
- Third-party ad tags are accepted. The click URL must be received separately from any third-party tag, even if it's embedded in the code.

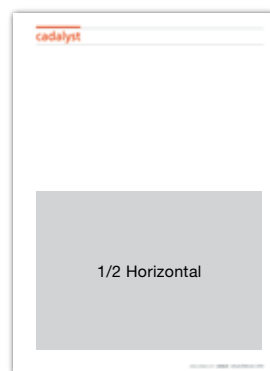
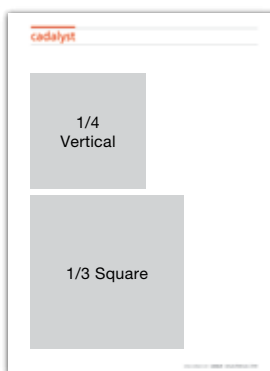
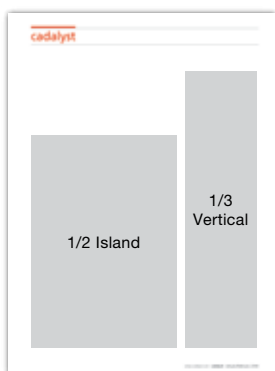
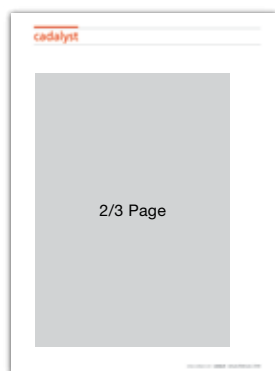
The click URL must be received separately from the SWF file. Please do not embed the click URL in the code.

Print Ad Specifications

► Print Publication Mechanical Requirements

Ad Size	Width (inches)	Height (inches)
2-Page Spread (trim)	17-1/2	11
2-Page Spread (bleed)	17-1/4	11-1/4
Full Page (trim)	8.5	11
Full Page (no bleed)	7	10
Full Page (bleed)	8-3/4	11-1/4
2/3 page	4-1/2	10
1/2 Page Horizontal	6-3/4	4-3/4

Ad Size	Width (inches)	Height (inches)
1/2 Page Spread (bleed)	17-1/4	5-5/8
1/2 Page Vertical	3-1/4	10
1/2 Page Island	4-1/2	7-3/8
1/3 Vertical	2-1/8	10
1/3 Page Square	4-1/2	4-3/4
1/4 Page Vertical	3-1/4	4-3/4



Printing:
Digital
 Binding:
Saddle stitched
 Trim Size:
8-1/2"x11"
 Bleed Size:
8-3/4"x 11-1/4"
 Live Matter:
3/8" from all trim edges and gutter

► Material Specifications

Digital Data is required for all ad submissions. Final creative must be saved under the Adobe PDF preset of "Press Quality" and submitted in PDF format. Any ads supplied in nonpreferred or unacceptable formats, such as native application files, will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in nonpreferred or unacceptable formats and will not issue any make goods.

Our print-on-demand product allows for creative changes at any time. A \$450 production fee applies to each creative change.

Note: Digital printing is used for on-demand publishing and does not run or build precise PMS colors on the press. Colors are reproduced using standard CMYK builds and will come close to PMS colors but exact matches are not guaranteed.

A SWOP-certified color proof **MUST** be forwarded with the digital ad file. If we do not receive a SWOP-certified proof, we cannot guarantee the accuracy of the reproduction and will not issue any make goods.

Send Print Ad Materials To:

Production

e-mail: admanager@longitudemedia.com

Contact your sales representative with questions.

Contacts

▶ Advertising

Northeast Region

Lisa Lincoln

tel: 508-660-1736 | lisa@longitudemedia.com

Southwest and International

Seth Nichols

tel: 508-785-1131 | seth@longitudemedia.com

Southeast, Midwest, Northwest

Michael Uliss

tel: 770-516-4704 | muliss@longitudemedia.com

Business Development

Candi Eager

tel: 913-254-9635 | candi@longitudemedia.com

Web Production Manager

admanager@longitudemedia.com

Contact your account manager with questions.

▶ Editorial

Editor-in-Chief

Nancy Johnson

tel: 541-343-0678 | nancy@longitudemedia.com

Senior Editor

Cyrena Respini-Irwin

tel: 206-388-3648 | cyrena@longitudemedia.com

Send all press releases to: news@cadalyst.com and editors@cadalyst.com

▶ Marketing

Marketing Services Administrator

Marisa Strange

tel: 562-343-1869 | marisa@longitudemedia.com

▶ Cadalyst Mailing Address

Longitude Media, LLC

P.O. Box 832

Dover, MA 02030

www.cadalyst.com



About Longitude Media, LLC:

Longitude Media is a business-to-business media company and publisher of Cadalyst magazine and its associated digital properties. Longitude Media provides information, services, and products that help our target audiences excel at their jobs and deliver the highest-quality leads for our customers. www.cadalyst.com.