Sustainable Design

Design Visualization

AEC CAD/CAM/CAE

**Civil Engineering** 

**Reverse Engineering** 

**Facilities Management** 

MCAD

Hardware

BIM

PLM

DCC

Data Management

2D Architecture

Wide-Format Printers & Scanners

**CAD Management** 

Workstations

Training

Wide-Format Printers & Scanners

GIS

3D

**Industrial Design** 

# Integrating Technology for Manufacturing, AEC and GIS www.cadalyst.com

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# Cadalyst Audience

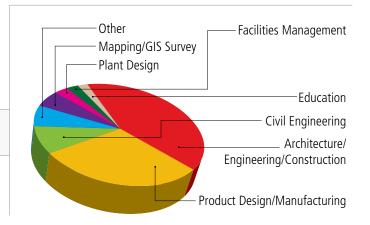
Cadalyst reaches managers and influential users who evaluate, specify, and employ CAD and related technologies in the building/AEC, manufacturing, and GIS markets.

#### Industries Served:

Architecture, Engineering & Construction (AEC) 56%

Manufacturing 42%

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



#### **Job Functions:**

Corporate/Senior Management/Owner/Partner

IT/CAD Support/Trainer

IT or Data Management

Mechanical Engineer

Engineering/Design Management

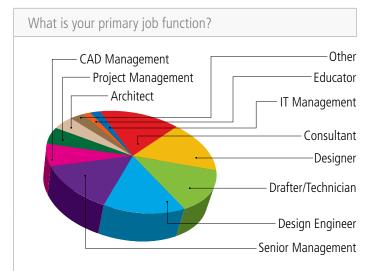
Drafter/CAD Operations

Project/Product Management

Architect

**CAD Management** 

Other Operations Management



#### Cadalyst Magazine



62,019\*

Subscribers

#### www.cadalyst.com



100,000+\*

**Unique Monthly Visitors** 

#### Cadalyst E-Newsletters



96,000+\*

**Opt-In Subscriptions** 

2

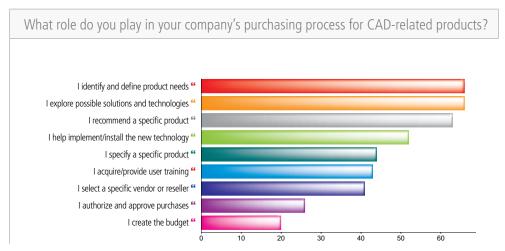
<sup>\*</sup> Source: Reader profile study, Accelara Publishing Research, August 2008.

<sup>\*</sup> Source: June 2008 BPA Statement

Source: Publisher's Data

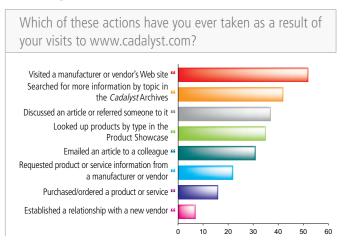
# Cadalyst Audience

# Cadalyst readers have true purchasing power.

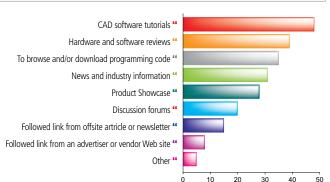


A reader's company, on average, will spend over \$300,000 on CAD-related hardware and software in the next 12 months.\*

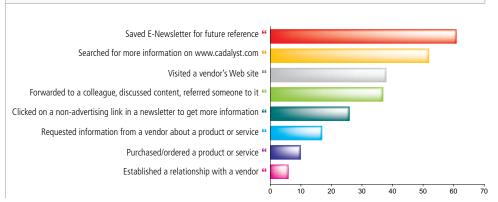
# Cadalyst readers take action.



Which of these were reasons for your most recent visit to www.cadalyst.com?



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



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

<sup>\*</sup> Source: Reader profile study, Accelara Publishing Research, August 2008.

# Cadalyst Portfolio

Cadalyst is the definitive source of industry trends, news, tips and tricks for managers and influential users who need to stay current with the latest CAD-related innovations.

- Product Reviews & Recommendations
- CAD Software Tutorials
- Downloadable Programming Code
- CAD Industry Analysis & Trends
- CAD-Related Feature Articles

- Case Studies
- Discussion Forums
- Whitepapers
- Blogs
- Classifieds



offers endless options to meet the needs of readers and advertisers.

- Magazine
- ▶ Web Site
- Newsletters
- Custom Webinars

www.cadalyst.com

**Cadalyst Magazine** 

Cadalyst offers advertisers a multifaceted, highly efficient opportunity for business development in a rich environment built on 25 years of editorial excellence.

# **Editorial Overview: Newsletters**

The *Cadalyst* family of newsletters offers subscribers industry news, tips and tricks, management guidance and industry-specific features, reviews and case studies.

#### Tips & Tools Weekly

Weekly digest of practical software tips; new informational, productivity and training resources; deals and freebies; opportunities and honors; calendar of industry events; and the past week's new CAD and related products.

#### CAD Manager's Newsletter

Robert Green covers topics that concern the CAD manager: professional self-improvement, CAD standards advice, training updates 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

	Demographics		Industry			Job Function			Focus		
Newsletters	Total subscribers	AEC	MCAD	GIS	Engineering/ Design	Architect	IT/Data/ CAD Support	CAD Management	Drafter/ Operator	AutoCAD	All CAD
Cadalyst Tips & Tools Weekly	31,896	Х	х	Х	х	Х	X	X	Х	х	X
CAD Manager's Newsletter	26,020	Х	х	Х	Х	Х	Х	Х		Х	Х
AEC Tech News	15,418	х				х			Х	х	Х
MCAD Tech News	10,725		х		х				Х	х	х
GIS Tech News	8,413			Х	x (Civil)					х	Х
Tips & Tricks Tuesdays	11,246	х	Х	Х	х	Х	Х	X	Х	х	

# 2009 Newsletter Calendar

	Tips & Tools	CAD	AEC	MCAD	GIS	Tips & Tricks
	Weekly	Manager	Tech News	Tech News	Tech News	Tuesdays
January	1/5, 1/12	1/14	1/1	1/8	1/7	1/13
	1/19, 1/26	1/28	1/15	1/22	1/21	1/27
February	2/2, 2/9	2/11	2/5	2/12	2/4	2/10
	2/23	2/25	2/19	2/26*	2/18	2/24
March	3/2, 3/9, 3/16, 3/23,	3/11	3/5	3/12	3/4	2/10
	3/30	3/25	3/19	3/26	3/18	2/24
April	4/6, 4/13	4/8	4/2	4/9	4/1	4/7
	4/20, 4/27	4/22	4/16	4/23*	4/15	4/21
May	5/4, 5/11	5/13	5/7	5/14	5/6	5/12
	5/18	5/27	5/21	5/28	5/20	5/26
June	6/1, 6/8, 6/15, 6/22,	6/10	6/4	6/11	6/3	6/9
	6/29	6/24	6/18	6/25*	6/17	6/23
July	7/6, 7/13	7/8	7/2	7/9	7/1	7/7
	7/20, 7/27	7/22	7/16	7/23	7/15	7/21
August	8/3, 8/10, 8/17	8/12	8/6	8/13	8/5	8/11
	8/24, 8/31	8/26	8/20	8/27*	8/19	8/25
September	9/14, 9/21	9/9	9/3	9/10	9/2	9/8
	9/28	9/23	9/17	9/24	9/16	9/22
October	10/5, 10/12	10/14	10/1	10/8	10/7	10/13
	10/19, 10/26	10/28	10/15	10/22*	10/21	10/27
November	11/2, 11/9 11/16, 11/23	11/11	11/5 11/19	11/12	11/4 11/18	11/10 11/17
December	12/7, 12/14 12/21	12/9	12/3	12/10	12/2	12/8 12/22

Approximate mailing dates, subject to change. \*Denotes beyond engineering special issue.

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

# Editorial Overview: Cadalyst.com

In 2009, Cadalyst's editorial composition includes a greater variety of news & trends analyses, technology updates, software & hardware reviews and expert-written columns.

# Cadalyst Labs Reviews and First Looks

Expert-written evaluations of the latest CAD software and hardware products.

#### **Tech Trends**

Discover groundbreaking applications of CAD software and hardware in the AEC, manufacturing, and GIS markets.

#### **CAD Central**

Expanded for 2009, we analyze the latest developments in the CAD world and share the latest news and product announcements.

#### **CAD Manager**

Back and better than ever, Robert Green delivers advice and expertise to keep every CAD manager working at peak performance.

#### **User Profiles**

In this new feature for 2009, Cadalyst finds the most remarkable CAD folks around and put them in the spotlight, sharing insight and inspiration.

#### **CAD Tips Library**

CAD Tips library is your first stop for AutoLISP and VBA customization code for AutoCAD, as well as tips and tricks for AutoCAD and other computer-aided design software.

#### Columns and Features

From industry experts and users alike, addressing trends and developments in AEC, civil engineering, facilities management, manufacturing and product lifecycle management, GIS and more.

#### **CAD Cartoon**

The perennial favorite, by talented and funny Roger Penwill.

Half of

Cadalyst

readers have
been reading

Cadalyst for 5+
years.\*

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

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

# 2009 Cadalyst Magazine/Events Calendar

	Ad Close	Artwork Due	Special Feature*	Event Coverage (Newsletters)
Fall	8/18	9/1	Sustainable Design	GreenBuild

<sup>\*</sup> Topics are subject to change.

# Cadalyst Integrated Media

Cadalyst offers a truly integrated platform of services that can build your brand. We help our advertisers build databases, garner prospects, and provide lead-generation services.

## Custom Programs/Lead Generation

Cadalyst's Creative Services team can create and manage customized integrated marketing programs based on your company's objectives. We can help provide visibility, direct-response and consistent messaging for your products and services. Cadalyst's integrated programs allow advertisers to utilize our unique, multiple channels to connect you with our targeted, qualified audience.

- Webinars
- Shows, Conferences, Expos
- Custom Newsletters
- E-Books
- Contests & Sweepstakes

## Whitepaper Library (Pay Per Lead)

http://whitepaperlibrary.cadalyst.com

Advertisers can now post whitepapers, rich media, electronic brochures and technical documents to the

Cadalyst Whitepapers site — and pay per lead.

- Advertisers upload PDF files to the Cadalyst Whitepaper Library
- Visitors are required to register one time only to the site to access and download from the Whitepaper Library.
- Advertisers can easily download full contact and demographic information for each reader

#### Cadmart & Classifieds

Cadalyst's CADmart offers a venue to increase brand awareness, generate sales leads, and drive qualified traffic to your Web site — all at a cost-effective rate.

- Product/Service introductions
- Recruitment advertisements
- Catalog/Brochure announcements

## Cadalyst List Rentals

With the CAD marketplace expected to grow by a whopping 15% in 2009, *Cadalyst*Magazine is your prime source of lead generation lists. Our lists target CAD managers and influential users who evaluate, specify and employ CAD software, hardware and related technologies. You can target lists by business and industry, title, and purchasing authority. Lists are available in e-mail, direct mail and telephone number.

Cadalyst
offers a full
suite of creative
services. Our inhouse designers
and copywriters
can write and
create your
print/online ads,
newsletters,
informational
brochures and
much, much
more.

# **Advertising Rates**

## Cadalyst Magazine (All rates are gross)

	1x	3x	6x	12x
Full Page	\$ 9,640	\$ 9,240	\$ 9,080	\$ 8,845
2/3 Page	8,050	7,735	7,610	7,420
1/2 Island	7,260	6,980	6,870	6,700
1/2 Page	6,700	6,450	6,360	6,200
1/3 Page	5,035	4,870	4,800	4,700
1/4 Page	3,856	3,696	3,632	3,538

## ▶ CADmart

Per Column Inch (1 Column = 2-1/4")

Frequency 1x 3x 6x

B/W	\$ 316	\$ 303	\$ 289	\$ 280
2-Color	343	330	316	307
4-Color	371	358	343	335

12x

#### **TEXT ONLY**

\$3 per word / per month (\$75 minimum)

## ▶ Cadalyst E-Newsletters (All rates are net)

Position	Тор	1st	2nd	Box	Button	Text Ad
Size	728 x 90	468 x 60	468 x 60	300 x 250	120 x 120	_
Tips & Tools Weekly	\$ 2,000	\$ 1,750	\$ 1,275		\$ 850	\$ 550
CAD Manager's Newsletter	1,850	1,600	1,100		850	550
AEC Tech News	1,600	1,300	1,000		750	550
MCAD Tech News	1,500	1,200	900		750	550
GIS Tech News	1,275	1,020	850		550	550
Tips & Tricks Tuesdays	1,275	1,020	850	2,000		

Cadalyst also offers text placements within most newsletters. Materials due 5 business days prior to broadcast date.

## ► Cadalyst Web Site (All rates are net)

Banner	\$ 2,000/month	Big Box	\$ 95 CPM
Leaderboard	85 CPM	Button	25 CPM
Skyscraper	85 CPM		

## CADmart Web

e-Newsletter Text Ads	\$ 3 per word / per month (\$ 75 minimum)
C Newsletter Text Ads	φορα word / par month (φ / σ minimum)
Job Listings	\$ 3 per word / per month (\$ 75 minimum)
ROS Button Ad (120x120 pixels)	\$ 800 per month

# Cadalyst's Whitepaper Library

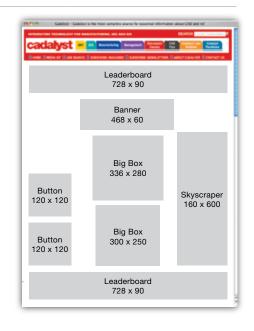
Advertisers can now post whitepapers, rich media, electronic brochures and technical documents to the *Cadalyst* Whitepapers site – and pay per lead.

\$ 25/Lead

# Cadalyst List Rentals

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

E-mail addresses: \$ 475/M Postal addresses: \$ 175/M Phone numbers: +\$ 60/M



# Web Site & E-Newsletter 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
Big Box	336 x 280	50 KB
Banner	468 x 60	30 KB
Button	120 x 120	20 KB
Postscript	728 x 90	30 KB

Send Digital Ad Materials To: Ad Manager

e-mail: admanager@longitudemedia.com

fax: 508-630-1692

Contact your sales representative with questions.

- 1. Send materials for newsletters and site placements separately.
- 2. When submitting materials to Ad Manager, use the following naming conventions within the subject line:
  - Site placements:
    - Advertiser Name / Campaign Name
    - Site
    - Live Date

- Newsletter placements:
  - Advertiser Name / Campaign Name
  - E-mail Name
  - Launch Date
- 3. Deadlines: Material deadlines are due as follows:
  - Site placements
  - **Three (3) days** prior to campaign start date Late materials may not be posted on time.
- Newsletter placements:
  - Five (5) days prior to campaign start date

- 4. File Formats:
  - Site placements:
    - GIF, JPEG, PNG, FLASH and other rich media formats

- Newsletter placements:
  - GIF, JPEG, PNG
- 5. 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.
- 6. 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.

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

7. 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.

cadalyst Media Kit 2009 www.cadalyst.com

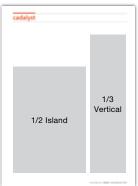
# **Print Material Specifications**

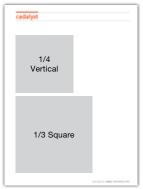
## ▶ Print Publication Mechanical Requirements

Ad Size	Width (inches)	Height (inches)
2-Page Spread (trim)	15-1/2	10-1/2
2-Page Spread (bleed)	16	10-3/4
Full Page (trim)	7-3/4	10-1/2
Full Page (bleed)	8	10-3/4
2/3 page	4-1/2	9-3/4
1/2 Page Horizontal	6-3/4	4-3/4
1/2 Page Spread (bleed)	16	5-1/4

Ad Size	Width (inches)	Height (inches)
1/2 Page Vertical	3-1/4	9-3/4
1/2 Page Island	4-1/2	7-3/8
1/3 Vertical	2-1/8	9-3/4
1/3 Page Square	4-1/2	4-3/4
1/4 Page Vertical	3-1/4	4-3/4
1/6 Page Vertical	2-1/8	4-3/4









Printing:
Web offset
Binding:
Saddle stitched
Trim Size:
7-3/4" x 10-1/2"
Bleed Size:
8"x 10-3/4"
Live Matter:
3/8" from all trim
edges and gutter

# Material Specifications

Digital Data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is PDF. 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. All supplied film will be copy dot scanned and will incur a \$50 scanning fee.

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.

# **Contacts**

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Contact your account manager with questions.

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#### **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 < http://www.cadalyst.com/>.