



# Cadalyst Audience

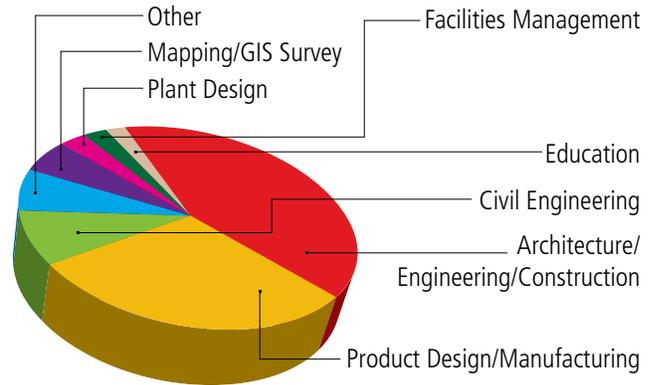
**Cadalyst reaches managers and influential users who evaluate, specify, and employ CAD and related technologies in the building/AEC, manufacturing, and GIS markets.**

## 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

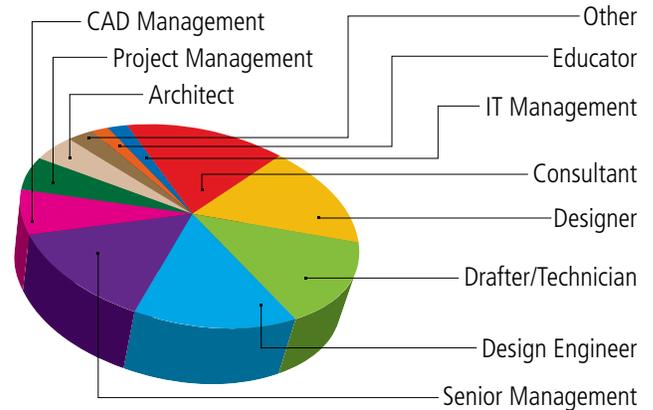
Project/Product Management

Architect

CAD Management

Other Operations Management

What is your primary job function?



[www.cadalyst.com](http://www.cadalyst.com)



**100,000+**

Unique Monthly Visitors

**Cadalyst E-Newsletters**



**96,000+**

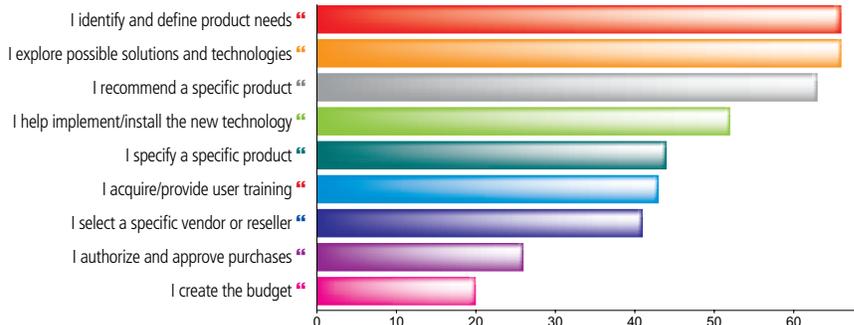
Opt-In Subscriptions

\* Source: Publisher's Data

# Cadalyst Audience

## Cadalyst readers have true purchasing power.

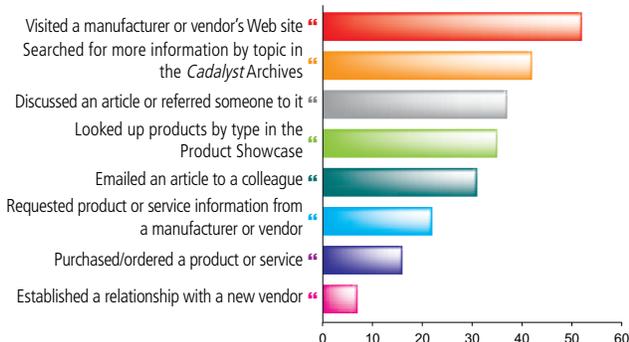
What role do you play in your company's purchasing process for CAD-related products?



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

## Cadalyst readers take action.

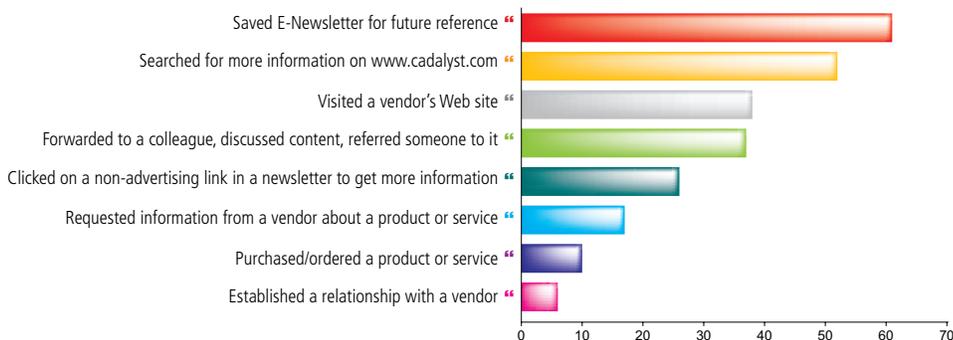
Which of these actions have you ever taken as a result of your visits to [www.cadalyst.com](http://www.cadalyst.com)?



Which of these were reasons for your most recent visit to [www.cadalyst.com](http://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\*

\* 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

**Custom Projects**

September 25th, 2008, 2 p.m. Eastern

**Solid Edge Synchronous Web Event**

**Different Approaches, Different Possibilities.**  
Get to Know Explicit Modeling.

**cadalyst Tips&Tools Weekly**

**Win!**  
Tell us how HP Workstations with Intel Quad-Core Technology have you Working Differently.

**TOP TIP**

**www.cadalyst.com**

**Upcoming Cadalyst**

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

- ▶ Web Site
- ▶ Newsletters
- ▶ Custom Webinars

**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*

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
<i>Cadalyst</i> Tips & Tools Weekly	31,896	x	x	x	x	x	x	x	x	x	x
CAD Manager's Newsletter	26,020	x	x	x	x	x	x	x		x	x
AEC Tech News	15,418	x				x			x	x	x
MCAD Tech News	10,725		x		x				x	x	x
GIS Tech News	8,413			x	x (Civil)					x	x
Tips & Tricks Tuesdays	11,246	x	x	x	x	x	x	x	x	x	

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# Editorial Overview: Cadalyst.com

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In 2010, *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.

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## Tech Trends

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

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## CAD Central

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

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## CAD Manager

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

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## User Profiles

*Cadalyst* finds the most remarkable CAD folks around and puts them in the spotlight, sharing insight and inspiration.

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## 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.

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## 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.

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## CAD Cartoon

The perennial favorite, by talented and funny Roger Penwill.

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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*

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# Cadalyst Integrated Media

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**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
- 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

## ▶ Cadalyst List Rentals

With the CAD marketplace expected to grow by a whopping 15% in 2010, 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 in-house designers and copywriters can write and create your print/online ads, newsletters, informational brochures and much, much more.*

▶ **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.

# Advertising Rates

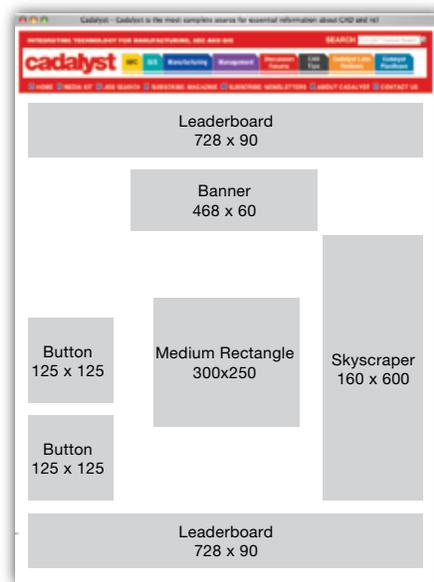
## ► *Cadalyst* E-Newsletters (All rates are net)

Position	Top	1st	Button
<b>Size</b>	<b>728 x 90</b>	<b>468 x 60</b>	<b>125 x 125</b>
Tips & Tools Weekly	\$ 2,000	\$ 1,750	\$ 850
CAD Manager's Newsletter	1,850	1,600	850
AEC Tech News	1,600	1,300	750
MCAD Tech News	1,500	1,200	750
GIS Tech News	1,275	1,020	550
Tips & Tricks Tuesdays	1,275	1,020	

*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	Medium Rectangle	\$ 95 CPM
Leaderboard	85 CPM	Button	25 CPM
Skyscraper	85 CPM		



## ► *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
Medium Rectangle	300 x 250	50 KB
Banner	468 x 60	30 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](mailto:admanager@longitudemedia.com)

fax: 508-630-1692

Contact your sales representative with questions.

- Send materials for newsletters and site placements separately.
- 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
- Deadlines: Material deadlines are due as follows:
  - Site placements
    - **Three (3) days** prior to campaign start date
  - Newsletter placements:
    - **Five (5) days** prior to campaign start date

Late materials may not be posted on time.
- File Formats:
  - Site placements:
    - GIF, JPEG, PNG, FLASH and other rich media formats
  - Newsletter placements:
    - GIF, JPEG, PNG
- 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](mailto: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.**
- 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.

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# Contacts

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Web Production Manager

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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) <<http://www.cadalyst.com/>> .