

A Special Section to Quality

VISION & SENSORS

*Real-World Application of Vision and Sensor Systems,
Components, Software and Services*



2011 INTEGRATED MEDIA PLANNER

Vision & Sensors Reaches Your Key Buyers 6 Times in 2011!

www.visionsensorsmag.com







VISION & SENSORS

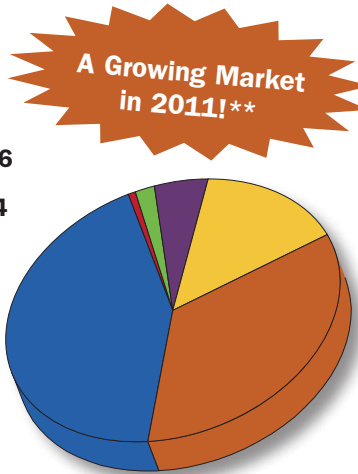
The ONLY magazine that focuses on the practical use of vision and sensor systems, components, software and

services used in a manufacturing environment. Real-world technology and applications for real-world use.

- Targeted Buyers and Readers
- Manufacturing Focused
- Practical, "How-To" Editorial
- The Latest Products & Innovations
- Leading Industry Experts & Top Advisory Panel

Influential Titles Receive *Vision & Sensors**

	Quality Management/Engineering.....	10,246
	Manufacturing Engineering/Operations.....	7,964
	Corporate Management.....	3,633
	Engineering & Technical.....	1,217
	R&D.....	437
	Purchasing.....	165
Total Qualified Manufacturing Circulation		23,662



Sampling of Companies Receiving *Vision & Sensors**

- General Electric
- Lockheed Martin
- Parker Hannifin
- General Motors
- Chrysler
- Honeywell
- Caterpillar
- Delphi
- Eaton
- Ford Motor Co.
- Northrop Grumman
- The Boeing Co.
- Federal Mogul
- L3 Communications
- Raytheon
- Medtronic
- Tyco
- Honda of America
- Siemens
- Continental
- ALCOA
- BAE Systems
- Boston Scientific
- ITW
- Cooper Industries

Vision & Sensors Electronic Media

www.visionsensorsmag.com
Your Technology! Your Web Site!

Vision & Sensors Premium Sponsorship

Delivers maximum visibility. Our Premium Sponsorship advertising package includes a banner ad and tile ad on the *Vision & Sensors* Online home page, a showroom in the NEW *Quality* Showrooms and a tile ad on one editorial page of your choice.



Vision & Sensors Update eNewsletter

Vision & Sensors Update features up-to-date news, the latest in technology and events in an interactive format. Send your sales message to more than 5,000* subscribers who have requested to receive our eNewsletter.

- Vision & Sensors* e-Sponsor
- Vision & Sensors* e-Premier Product
- Vision & Sensors* e-Banner
- Vision & Sensors* e-Marketplace Ad



Don't wait for qualified buyers to come to you ... reach them with every issue of *Vision & Sensors Update!*

Vision & Sensors Digital U.S. Edition Sponsorship

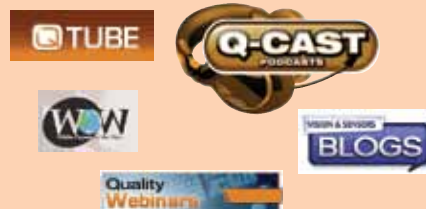
Reach the quality professionals who receive each *Vision & Sensors* Digital U.S. Edition by becoming a sponsor. Sponsor the digital edition and place your full page, interactive ad opposite the *Vision & Sensors* front cover and have dedicated sponsor links on each page. Your sponsorship includes a full year of archiving, animated rich media, audio, and/or flash elements (advertiser supplied). Contact your *Quality* Marketing Manager to customize your sponsorship needs and sign up now!



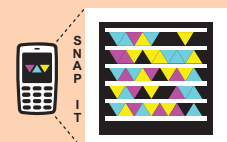
Quality and *Vision & Sensors* have more online products to offer, including:

- Webinars
- Video on Q-Tube
- Q-Cast Podcasts
- Special Product Showrooms
- Microsites
- ...and more!

Contact your *Quality* Marketing Manager to hear all about the details, or visit <http://portfolio.bnppmedia.com> today!



Mobile Tagging



Get the free app for your phone at <http://gettag.mobi>

*Publisher's Own Data, 2010. **Automated Imaging Association Machine Vision Market Study, January 2010.

Vision & Sensors Marketing Opportunities

January

“Double Exposure” Free Space Bonus

“Double Exposure” in January starts your 2011 advertising with extra impact. Place your ad in January and receive equivalent space **FREE** in the issue.

March

Quality/Vision & Sensors “How To” Guide

Two-page, 4-color “advertorial” for just \$3,300 net!

Educate *Vision & Sensors* readers by authoring an educational article on your area of expertise. Place any size ad in the March issue and for an additional \$3,300 (net) your two-page article will be seen by more than 51,000* subscribers. Reserve your exclusive topic NOW! Ask your *Quality* Marketing Manager for details!

December

Vision & Sensors 2011 Source Book

Year-round exposure to BUYERS – in print, digitally and online! Featuring market information, articles and news about making equipment choices and special online links to your distributors.

Valuable bonuses are available for advertisers in this issue.

Ask your *Quality* Marketing Manager for details!

www.visionsensorsmag.com/buyersguide

Returning in 2011!

Quality Conference

April 11-13, 2011 | Charlotte, NC

Please contact your *Quality* Marketing Manager for sponsorship information.



Gold Vision & Sensor Leads

Advertise in the March or July issue of *Vision & Sensors* and we'll do the legwork for you in developing qualified equipment, software and services sales leads! This **EXCLUSIVE** service provides advertisers only with leads that have been **personally** contacted and have expressed an interest in purchasing your type of product. We tell you everything about each prospect and they want to hear from you!



Issue	January	March	May	July	September	December
Ad Closing	12/2/10	2/4/11	4/5/11	6/6/11	8/4/11	11/3/11
Special Coverage	Aerospace Medical	Automotive Plastics	Aerospace Energy	Automotive Plastics	Energy	Aerospace Automotive Energy Medical Plastics
Features	Smart Cameras Lighting Sensors	GigE Interface Color Analysis Industrial Machine Vision Software	Infrared Cameras Lenses Integration	Digital Cameras 2-D Imaging Sensor Components	Line-scan Cameras Frame Grabbers & Imaging Boards Machine Vision Tips	Future of Machine Vision Selecting the Right Camera for the Application
Machine Vision 101	Image Analysis	CCD vs. CMOS	Machine Vision Standards	High-Speed Sensors	LEDs	Lighting Basics
Case Studies	2-D Modeling Optics	Photoelectric Sensors Vision in Automotive	Optical Character Recognition Lighting	Motion Components Image Acquisition Software	3-D Vision Selecting an Integrator	2012 Vision & Sensors Source Book
e-Xtras (Digital-Only Features, News, Interviews and More)	Robots in Vision	Bar Code Reading	Implementing Machine Vision	Industrial Inspection	Machine Vision & Automation	
FREE Advertiser Bonus	"Double Exposure" FREE SPACE for all advertisers!	Gold Vision & Sensors Leads 	AdScore Readership Study	Gold Vision & Sensors Leads 	FREE Case Study	FREE Supplier Showcase (1/2-page or larger advertisers)
Marketing Opportunities	Quality Showcase	 Quality Showcase	Quality Showcase	Quality Showcase	Quality Showcase	Quality Showcase
Show Distribution	AIA Conference Orlando, FL Jan. 19-21	Automate Chicago, IL March 21-24 Quality Conference Charlotte, NC April 11-13	Eastec West Springfield, MA May 17-19 MD&M East New York, NY June 7-9		Quality Expo Rosemont, IL Sept. 20-22 Vision 2011 Stuttgart, Germany Nov. 8-10	

*Publisher's Own Data, 2010.



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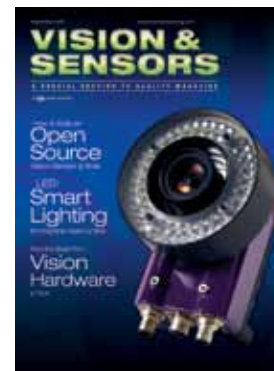
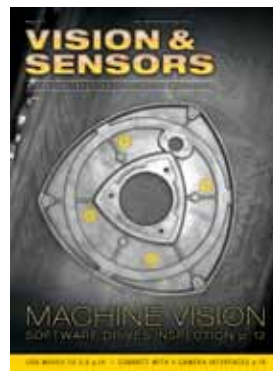
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Troy, MI 48084

Phone: (248) 244-6409

VISION & SENSORS



Vision & Sensors 2011 Gross Advertising Rates

Ad Size	1-2X	3-5X* SAVE 10%	6X* SAVE 15%
Full Page	\$2,760	\$2,485	\$2,350
2/3-Page	\$2,125	\$1,910	\$1,805
1/2-Page Island	\$1,910	\$1,720	\$1,625
1/2-Page	\$1,595	\$1,435	\$1,355
1/3-Page	\$1,055	\$950	\$900
1/4-Page	\$830	\$750	\$705

Add color for \$595 per ad placement.

*Note: One of these issues must be the Vision & Sensors Source Book

INSERT RATES

Contact publisher for information.

AGENCY COMMISSION

Above net rates already include 15% agency discount.

COPY & CONTRACT

Advertisers and agencies assume all liability for the content of ads printed and all claims arising there from made against the Publisher. Advertising copy and art are subject to Publisher's approval.

DIGITAL AD REQUIREMENTS

Contact Production Manager at (248) 244-6409 for accepted file formats.

Electronic Submission –

<http://upload.bnpmmedia.com>
CD-ROM disks preferred. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photography, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Visit www.visionsensormag.com for full advertising specifications, or contact your Quality Marketing Manager.

Print Advertising Unit Sizes

Pages are two columns of 3 5/16" or three columns of 2 3/16".

Spread 15" x 10"		Full 7" x 10"
2/3 V 4.563" x 9.75"	1/2 V 3.375" x 9.75"	1/2 H 7" x 4.75"
1/2 Is 4.563" x 7.375"	1/3 V 2.188" x 9.75"	1/3 H 7" x 3"
1/3 Sq 4.563" x 4.75"	1/4 V 3.375" x 4.75"	1/4 H 7" x 2.25"