

Hardware
Sustainable Design
Design Visualization
AEC
Civil Engineering
Reverse Engineering
Facilities Management
CAD Management
Wide-Format Printers & Scanners
3D
Industrial Design

BIM
CAD/CAM/CAE
MCAD
Workstations
Wide-Format Printers & Scanners
GIS

PLM
DCC
Data Management
2D
Architecture
Training

cadalyst

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

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Cadalyst Audience

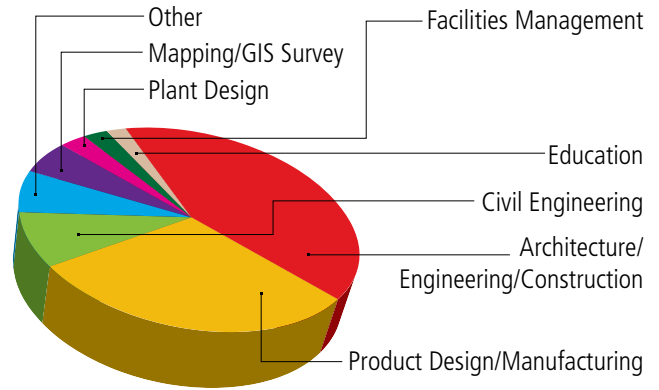
Cadalyst reaches managers and influential users who evaluate, specify, and employ CAD and related technologies in the building/AEC, manufacturing, and GIS markets.

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

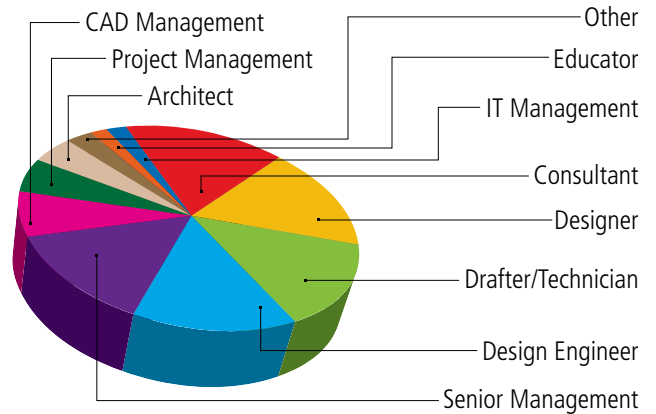
Project/Product Management

Architect

CAD Management

Other Operations Management

What is your primary job function?



Cadalyst Magazine



62,000

Subscribers
Published Bi-Monthly

www.cadalyst.com



100,000+

Unique Monthly Visitors

Cadalyst E-Newsletters



96,000+

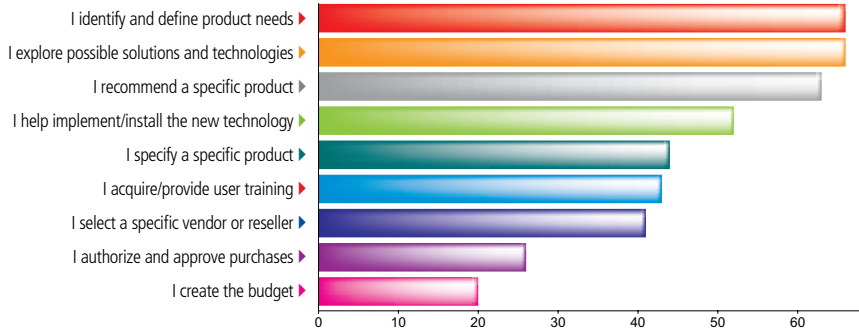
Opt-In Subscriptions

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

Cadalyst Audience

Cadalyst readers have true purchasing power.

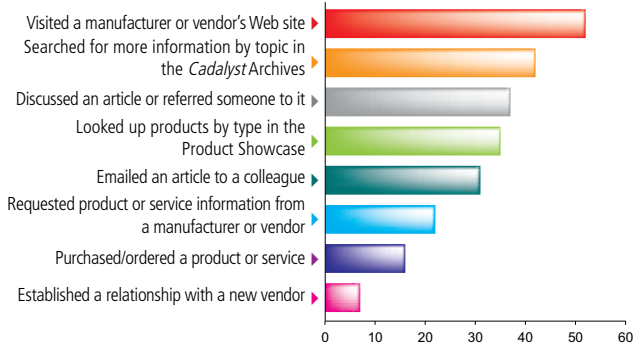
What role do you play in your company's purchasing process for CAD-related products?



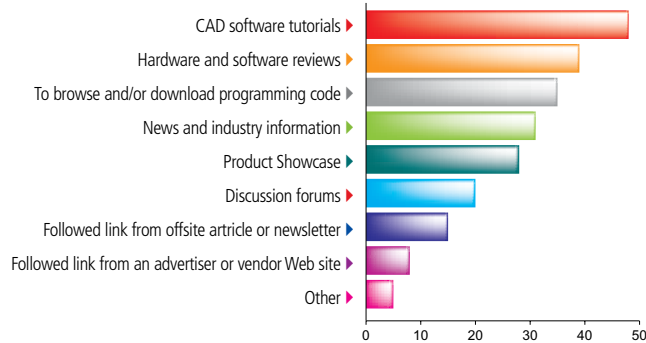
▶ **Cadalyst's audience values credibility, objectivity, expertise — and the brand's 25-year history.**

Cadalyst readers take action.

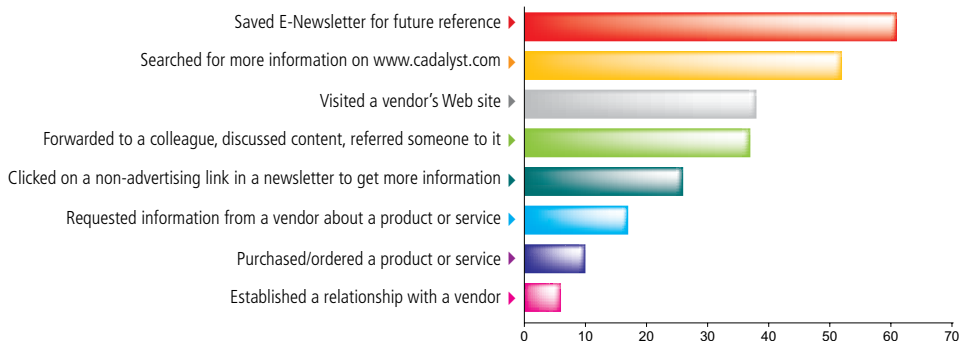
Which of these actions have you ever taken as a result of your visits to www.cadalyst.com?



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?



* 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

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

- ▶ Magazine
- ▶ Web Site
- ▶ Newsletters
- ▶ Custom Webinars



Cadalyst offers advertisers a multifaceted, highly efficient opportunity for business development in a rich environment with 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.

Harry's Code Class

Develop your Visual LISP, VBA and ObjectARX programming prowess with AutoCAD expert Bill Kramer, author of *Cadalyst's* monthly "Hot Tip Harry" column.

What's New at *Cadalyst.com*: AEC

Bi-monthly e-mail alert lists all new features, reviews, CAD tutorials, code downloads, and much more as soon as they go live on *Cadalyst's* AEC and GIS Web sites.

What's New at *Cadalyst.com*: Manufacturing

Bi-monthly e-mail alert lists all new features, reviews, CAD tutorials, code downloads, and much more as soon as they go live on *Cadalyst's* Manufacturing Web site.

| 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 |
| Harry's Code Class | 10,690 | 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 |
| What's New at <i>Cadalyst.com</i> : AEC | 6,122 | x | | x | x (Civil) | x | | | x | x | x |
| What's New at <i>Cadalyst.com</i> : MCAD | 3,749 | | x | | x | | | | x | x | x |

2009 Newsletter Calendar

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

*Denotes Beyond Engineering Special Issue
Approximate mailing dates, subject to change.

Editorial Overview: Cadalyst Magazine & 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

Kenneth Wong takes readers along as he discovers 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.

Hot Tip Harry

What could be better than Harry's ever-popular AutoCAD tips? More of them!

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.

User-Written Reviews

CAD software and hardware, put to the test by users in the trenches.

CAD Cartoon

The perennial favorite, by talented and funny Roger Penwill.

2009 Special Features:

January / February:
3D Printing

March / April:
Budget-Friendly Software

May / June:
How to Configure a Workstation for CAD

July / August:
Trends in Digital Content Creation (DCC)

September / October:
CAD Education & Training

November / December:
Sustainable Design

2009 Cadalyst Magazine/Events Calendar

| | Ad Close | Artwork Due | Special Feature* | Event Coverage (Newsletters) |
|---------------------|----------|-------------|--|--|
| January / February | 12/12 | 1/6 | 3D Printing | SolidWorks World |
| March / April | 1/30 | 2/6 | Budget-Friendly Software | COFES, AIA |
| May / June | 4/3 | 4/13 | How to Configure a Workstation for CAD | |
| July / August | 6/1 | 6/8 | Trends in Digital Content Creation (DCC) | ESRI International User Conference, SIGGRAPH |
| September / October | 8/3 | 8/10 | CAD Education & Training | |
| November / December | 10/5 | 10/12 | Sustainable Design | Autodesk University |

* 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.

▶ **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

▶ **Keyword Search Alerts**

With Keyword Alerts, *Cadalyst* site visitors can receive customized e-mail alerts based on personally selected, industry-specific keywords. Containing three advertiser-sponsored links, Keyword Alerts are delivered to subscribers' inboxes. Subscribers receive notifications as their selected keyword-related content is posted to *Cadalyst.com*.

- Only three sponsors per keyword per month
- Sponsored link includes title, 25 words of text and a URL
- Ads will rotate; Each sponsor experiences the top position every three deliveries

▶ **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.

▶ **Creative Services**

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

▶ *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.*

Advertising Rates

▶ **Cadalyst Magazine** (All rates are gross)

| | 1x | 3x | 6x | 12x | 24x |
|------------|----------|----------|----------|----------|----------|
| Full Page | \$ 9,640 | \$ 9,240 | \$ 9,080 | \$ 8,845 | \$ 8,690 |
| 2/3 Page | 8,050 | 7,735 | 7,610 | 7,420 | 7,290 |
| 1/2 Island | 7,260 | 6,980 | 6,870 | 6,700 | 6,595 |
| 1/2 Page | 6,700 | 6,450 | 6,360 | 6,200 | 6,100 |
| 1/3 Page | 5,035 | 4,870 | 4,800 | 4,700 | 4,640 |
| 1/4 Page | 3,856 | 3,696 | 3,632 | 3,538 | 3,476 |

▶ **CADmart**

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

| Frequency | 1x | 3x | 6x | 12x | 24x |
|-----------|--------|--------|--------|--------|--------|
| B/W | \$ 316 | \$ 303 | \$ 289 | \$ 280 | \$ 269 |
| 2-Color | 343 | 330 | 316 | 307 | 296 |
| 4-Color | 371 | 358 | 343 | 335 | 324 |

TEXT ONLY

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

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

| Position | Top | 1st | 2nd | Button | Text Ad |
|---|----------|----------|-----------|-----------|---------|
| Size | 728 x 90 | 468 x 60 | 468 x 60 | 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 |
| What's New at Cadalyst.com: AEC | 1,500 | 1,200 | 900 | 750 | 550 |
| What's New at Cadalyst.com: Manufacturing | 1,500 | 1,200 | 900 | 750 | 550 |
| Harry's Code Class | 728 x 90 | | 160 x 600 | | 550 |
| | \$ 1,275 | | \$ 1,050 | | - |

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 | \$ 85 non-CPM | Big Box | \$ 95 CPM |
| Leaderboard | 85 CPM | Button | 25 CPM |
| Skyscraper | 85 CPM | Postscript | 25 CPM |

▶ **CADmart Web**

| | |
|--------------------------------|--|
| e-Newsletter Text Ads | \$ 3 per word / per month (\$75 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 Library site – and pay per lead.

\$ 25/Lead

▶ **Cadalyst List Rentals**

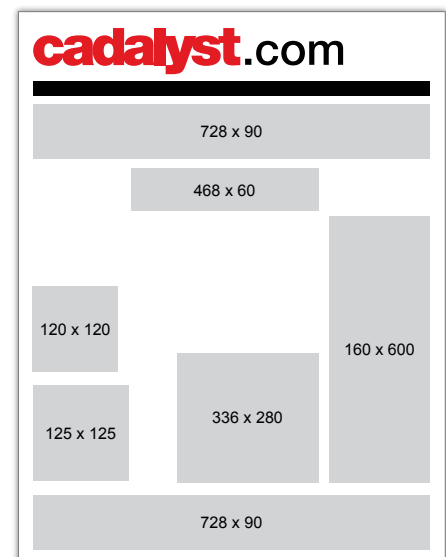
Cadalyst's List Rental services provide you with quality targeted lists for your direct marketing campaign.

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

▶ **Contextual Advertising: Keyword Search Alerts**

Deliver your message/ads to a highly targeted audience. Only subscribers interested in what you do will see your ad. *Cadalyst's* Keyword Search Alerts will track all responses for you and supply you with leads the minute they arrive.

\$ 850 per keyword per month [minimum 3-month commitment]



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@questex.com

fax: 617-663-6471

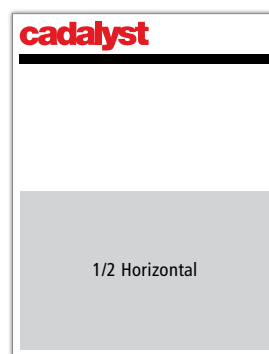
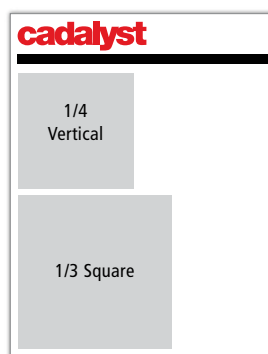
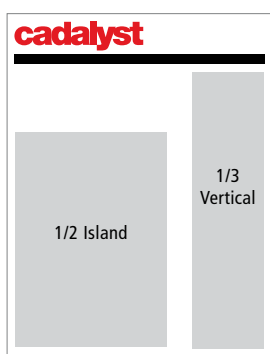
Contact your sales representative with questions.

- 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 dateLate 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@questex.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.

Print Material Specifications

► Print Publication Mechanical Requirements

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



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.

For detailed instructions, please contact:

Jill Hood, Production Manager
 tel: 218-279-8837
 e-mail: jhood@questex.com

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 SWOP-certified color proof and disk to:

Jill Hood, Production Manager
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fax: 714-338-6717

About Questex Media:

Questex Media Group, Inc. is a global, diversified business-to-business integrated media and information provider that serves multiple industries including technology, telecommunications, beauty, spa, travel, hospitality, leisure, abilities, home entertainment, landscape design, building services and natural resources through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. The company's media properties include over 100 print and digital media publications, 45 conferences, tradeshows and events, and a range of research, data and information products. The company's operations include more than 500 employees in offices throughout North America, South America, Asia and Europe.

