

Newsletter Sponsorship Rates and Specs

The screenshot shows the ESI e-News newsletter interface. At the top, it says 'esi e-news Engineered Software, Inc.' and 'Check Out Our NEW Look!'. Below this, there are several sections:

- 610 x 60 Company Spotlight:** A red banner at the top of the main content area.
- 430 x 60 Position 2 Banner:** A red banner below the company spotlight.
- 160 x 160 Side Square:** A red banner on the right side of the newsletter.
- Articles:** Several articles are visible, including 'Determine the Installed Characteristic Curve of a Control Valve', 'Fall Schedule Now Available', and 'We've Been Nominated!'. There are also 'Free Preview' buttons for various technical papers and catalogs.

ESI ENEWS EDITORIAL STATEMENT

ESI ENEWS

ESI eNews is a key source of news and information for PIPE-FLO and Flow of Fluids users. Readership includes engineers, contractors, plant engineers, maintenance personnel, and plant operators.

Our readers are from varied industries such as aerospace & defense, chemical process, engineering design & consulting, food & beverage, general industrial, mining & metals, oil, gas & petrochemical, pharmaceutical, power generation, pulp & paper, semiconductors, wastewater collection & treatment, and education.

This opt-in newsletter contains concise, easy-to-read articles that are timely, practical, personal, and challenging. Recently redesigned and published monthly, ESI eNews continues to feature its most popular regular columns:

- **PIPE-FLO Feature of the Month** - provides hints, tips, and how-to's for the PIPE-FLO and Flow of Fluids programs.
- **Training Opportunities** - informs about various opportunities for training and ways to earn continuing educational units.
- **ESI Around the Globe** - highlights what the company is up to and where they will be travelling
- **Feature articles** - focus on Engineered Software news, announcements, program updates, and in-depth information about ESI and affiliates activities and programs.

ADVERTISING SOLUTIONS THAT WORK FOR YOUR BUSINESS.

The Engineered Software eNewsletter is published monthly and is made available on our website permanently. All links remain active. Our readership is 20,000+ worldwide. Areas highlighted in red are where your company receives space for their advertising.

ESI eNews
Circulation: over 20,000

PUMP-FLO Update
Circulation: over 61,000

Publication Dates:
Winter (January)
Spring (April)
Summer (July-August)
Fall (October)

Publication Dates:
Monthly

Advertising Rates are net—prices are for single insertion runs.

Package A - Company Spotlight - \$500 per issue run (frequency discounts available) Includes **Position 1 Banner** advertising space with one website link, and one Story Box a **50-word message** with one website link. Sponsorship is for one issue of the newsletter.

Package B – Banner - \$300 per run (frequency discounts available) Choice of either **Banner** or **Side Square** advertising space with website link.

Package C– Roadblock Advertisement - \$1000 per run Includes All positions exclusively for one issue of the newsletter.

Closing Date: Closing date for each issue is the 10th of the same month the issue will be published.

Deadlines: Both artwork and payment must be received no later than the 15th of the month of publication. Advertisements not turned in at the proper deadline may result in negation of contract.

Ad Production

Engineered Software is pleased to offer ad design and production services as required at a nominal rate of \$45/hr.

Image Specifications

Company Spotlight Banner Advertisement (Top Position placement) - 610 x 60 pixels, non-animated GIF or JPG, TIFF, or PNG. Maximum file size: 40K Include URL for image link.

Side Square Advertisement (side alternative placement) – 160 x 160 pixels, non-animated GIF or JPG, TIFF, or PNG. Maximum file size: 40K Include URL for image link.

Banner Advertisement: (position 2 placement) – 430 x 60 pixels, non-animated GIF or JPG, TIFF, or PNG. Maximum file size: 40K Include URL for image link.

ADVERTISING REQUIREMENTS

- **SUBMIT MATERIALS ELECTRONICALLY TO:**
natalie@eng-software.com phone (360) 292-4073.
When sending, please place in the SUBJECT line: "ESI eNews Date/Ad Position for (your business name)" or "PUMP-FLO Update Date/Ad Position for (your business name)" depending on which newsletter you want to be placed in.
- **PLEASE INCLUDE:**
Company Name and Issue Date in the ad file name.
(Example = EngSoftwareJan09.jpg)
- **IMAGE SPECIFICATIONS ON FRONT**
- **PLEASE NOTE:**
Text will be scanned by content filters to eliminate and/or revise wording that may be blocked by ISPs – i.e. 'save thousands of dollars...', 'drastically reduced...', 'free...', etc. And no excessive capitalization such "FREE" or "BUY NOW" Unless otherwise notified, text is also edited for basic grammar and style. Please specify with your submission if the text is not to be edited beyond content filter changes.

All e-newsletter advertising graphics are single-frame static images in .gif or .jpg format. No animation or roll-over effects are permitted. No sound is to be used in e-newsletter advertising
- **LINK SPECIFICATIONS:**
Your ad must link to a working web page, not a video, document, or other file. Your ad must link to a page with content relevant to your advertisement. The landing page for your advertisement cannot be under construction.

Newsletter Terms & Conditions

PUMP-FLO UPDATE EDITORIAL STATEMENT

PUMP-FLO Update

PUMP-FLO Update eNewsletter is our quarterly pump industry newsletter sent out to over 65,000 opt-in subscribers. Readership includes managers, engineers, operators, and maintenance professionals.

This industry insider newsletter is a perfect solution for a limited marketing budget. Recently redesigned, PUMP-FLO Update continues to feature its most popular regular columns:

- **PUMP-FLO Feature Facts** - provides hints, tips, and how-to's for the PUMP-FLO software program.
- **Training Opportunities** - informs about various opportunities for training and ways to earn continuing educational units.
- **Industry Center** - whitepapers and articles sponsored by World Pumps, with special focus on timely topics.
- **New to the Family** - announces the latest OEM additions to the PUMP-FLO Family.
- **Meet the Makers of PUMP-FLO** - highlights what the company is up to and where they will be travelling.
- **Feature articles** - focus on PUMP-FLO Solutions news, announcements, program updates, white papers, and in-depth information about PUMP-FLO Solutions and affiliates activities and programs.

CONTRACT CONDITIONS, INQUIRIES, & CANCELLATIONS

CONTRACT CONDITIONS:

All advertisements for our newsletters are accepted and published by Engineered Software, Inc. / ESI Press on the representations that the advertiser and/or advertising agency are authorized to publish the entire content and subject matter thereof. Engineered Software / ESI Press reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to public interest, or otherwise inappropriate or incompatible with the character of our newsletters.

It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement Engineered Software's newsletters maintain strict editorial independence from advertising considerations. Use of press releases or any other form of publicity is at the sole discretion of the editors and may not be made part of any advertising contract. Advertisements not turned in at the proper deadline may result in negation of contract.

INQUIRIES:

Errors or omissions of inquiry numbers will not constitute a basis for adjustment.

CANCELLATIONS:

Cancellation requests must be made in writing and received by Engineered Software, Inc. prior to the space close deadline. Advertisers may not cancel orders for advertising after the closing date. Advertisers have until the 10th of applicable month/issue to cancel advertising. Advertiser will be responsible for any production or creative services provided or work performed by Engineered Software, Inc. regardless of the cancellation of Advertiser's advertising.

DISPLAY AD & SPONSORSHIP INSERTION ORDER

CONTACT INFORMATION

Name _____
Company _____
Address _____
Address _____
City/State _____
Country/Zip _____
Phone _____
Fax _____
Email _____

PACKAGE (descriptions on Rate Card)

- Package A - \$500
 Package B - \$300
 Package C - \$1,000

Additional Options

- Ad production - \$45/hour
 New Ad
 Previous Ad: Pull ad from which month? _____

ISSUE

ESI eNews PUMP-FLO Update

- | | |
|------------------------------------|----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> January |
| <input type="checkbox"/> February | <input type="checkbox"/> April |
| <input type="checkbox"/> March | <input type="checkbox"/> July |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | |
| <input type="checkbox"/> June | |
| <input type="checkbox"/> July | |
| <input type="checkbox"/> August | |
| <input type="checkbox"/> September | |
| <input type="checkbox"/> October | |
| <input type="checkbox"/> November | |
| <input type="checkbox"/> December | |

Total # of insertions _____

**Closing date for each issue is the 10th of the same month the issue will be published.*

BILLING

Payment Method: VISA Master Card
Name on Card _____
Card Number _____
Expiration Date _____ Sec Code _____
Signature _____
Date _____

AD INFO

Ad Size: (See Rate Card for dimensions)
 Spotlight Banner Side Box Banner
Headline/Subject _____
URL Link for Ad _____

FULL SPONSORSHIP ONLY

Please enter 50 words or less for your Ad Copy: _____

Website URL (please use short address here) _____

Contract Terms

- Advertisers and advertising agencies assume liability for the content of their advertising and assume responsibility for any claims against the publisher arising from their advertising.
- All advertisements are subject to approval, and the publisher reserves the right to reject any advertising not meeting the standards of *Engineered Software* or *ESI Press*.
- The publisher shall not be liable for failure to insert an advertisement for any cause.
- All advertising must be confirmed by a written insertion order.
- Cancellations received after the closing date will not be granted.
- Advertisers have until the 10th of applicable month/issue to cancel advertising.
- Advertiser will be responsible for any production or creative services provided or work performed by Engineered Software, Inc. regardless of the cancellation of Advertiser's advertising.
- In the event of nonpayment, the publisher reserves the right to hold advertisers and advertising agencies jointly responsible for the payment of advertising and to pull any advertising that has been placed.
- Advertising materials may be destroyed by the publisher if not used within one year. Advertisers are responsible for notifying the publisher if they want their materials to be returned.

I agree to the terms under which this contract is issued, and I consent to receiving faxes and/or emails sent by or on behalf of Engineered Software, Inc.

Printed Name _____

Signature _____

Title _____ Date _____

MAIL OR FAX ORDERS TO:

Natalie McCullough
Engineered Software, Inc.
4529 Intelco Loop SE
Lacey, WA 98503

Fax: (360) 412-0672

Email: natalie@eng-software.com

www.eng-software.com/ratecard

SEND MATERIALS TO:

Email: natalie@eng-software.com

FTP:

<http://drop.io/EngineeredSoftware/>

Mail: (Send Electronic Copies Only)

Natalie McCullough
Engineered Software, Inc.
4529 Intelco Loop SE
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