

# Lead-Gen Opportunities with Engineering E-Source

New sales leads are a click away when you advertise in Tech Briefs' Engineering E-Source — delivering your latest product announcements to OEM design engineers and managers with purchasing power.

By joining forces with SAE International, we are able to extend our reach to more engineers and related technical experts, and tap into the aerospace, automotive, and commercial vehicle industries they reach.

You provide a headline, a message, an image, and a Web link — we handle layout.

Each e-mail is limited to 12 product listings (3 per row). Positions are available on a first-come, first-served basis. Reserve early...these will sell out.

E-Sources generate fully contactable leads. See deployment dates, focuses, and circulation on reverse side.

## 2020 Rates (gross)

Top Row .....	\$2,950
Second Row .....	\$2,650
Third Row .....	\$2,350
Fourth Row .....	\$2,050

**Headline:**

50 characters with spaces, no punctuation

**Message:**

40 words or 310 characters max (with spaces)

**URL:**

One (no URLs included in body copy)

**Image specs:**

JPEG or PNG with a resolution up to 150 dpi, 250 x 250 pixels

**Material deadline:**

Two weeks prior to transmission date

### Micro-Metallizer Plating Pens – Mil & QQ Standards



Gold, Silver, Rhodium, Palladium, Nickel, Copper, Tin, Zinc,

Black Nickel, and Chrome Pens available. Environmentally friendly, low-cost disposable applicators permit variety of plating possibilities without solution preparation including contact repair, prototype development, electronic instrument repair, medical instrument repair, etc.

[More Information](#)

Send orders to: [production@techbriefs.com](mailto:production@techbriefs.com)

Send materials to: [digital@techbriefs.com](mailto:digital@techbriefs.com)



To reserve your place in the Tech Briefs Engineering E-Source, contact your regional representative listed at [www.techbriefsmedia.com](http://www.techbriefsmedia.com) or Joe Pramberger, Publisher, 917-286-3758; [joe@techbriefs.com](mailto:joe@techbriefs.com).

## 2020 Editions

TOPIC	SCHEDULE	AUDIENCE
<b>Main (Tech Briefs)</b>	2-3x/Monthly	100,000 OEM design engineers and managers
<b>Main (SAE)</b>	10x/Year	100,000 engineers & managers in the aerospace, automotive, and commercial vehicle markets
<b>Medical</b> <small>(Layout and pricing differ for the Medical E-Source)</small>	1-2x/Month	40,000 engineers who design/develop products for the medical market
<b>Aerospace*</b>	11x/Year	40,000 engineers & managers in the aerospace market
<b>Mil/Aero</b>	Monthly	50,000 engineers who design/develop products for aerospace and defense applications
<b>Sensors/ Test &amp; Measurement*</b>	9x/Year	60,000 specifiers of sensors, transducers, detectors, data acquisition, and test instruments
<b>Automotive*</b>	8x/Year	50,000 engineers & managers in the automotive market
<b>Electronics*</b>	3x/Year	60,000 engineers & managers involved in electronics purchasing and applications
<b>Motion Control/ Fluid Power*</b>	8x/Year	45,000 engineers & managers who specify motors, drives, motion control, and positioning equipment
<b>Photonics &amp; Imaging</b>	6x/Year	45,000 specifiers of optics, fiber optics, lasers, optical design software, and imaging/vision products
<b>Truck &amp; Off-Highway</b>	4x/Year	40,000 engineers and managers who specify products for the commercial vehicle market

\* Take advantage of reaching a combination of the Tech Briefs Media Group and SAE International communities of engineers and technical experts in our market-focused issues.