

DEDICATED TO VACUUM

When we launched as Industrial Vacuum in 2006, it was with the aim of filling the void in the traditional printed media serving engineering and research, where vacuum is poorly understood and seldom covered. Industrial Vacuum quickly grew to redress the balance – to offer an online magazine for vacuum engineers. Now we've taken our online publication to the next level, **rebranding as International Vacuum** to provide a broad coverage of technologies across the spread of application areas.

International Vacuum applies **genuine editorial values** in the best traditions of printed publications, and combines this with all the benefits of web-based publishing.

Secondly, and again in the best traditions of real editorial publications, there is **no charge** for having your stories on the site, complete with pictures.

Finally, International Vacuum provides a unique format which combines editorial information with a complete listing of suppliers, a handy directory of product sources, a brochure request service, useful glossaries of terms and technologies, and vacuum conversion tables and calculators. It is the essential **online resource** for information on vacuum equipment and suppliers.

International Vacuum attracts thousands of visitors every month and generates tens of thousands of hits. **Hundreds of potential customers** read stories on International Vacuum every day.

We cover the whole spectrum of vacuum technologies, related products and accessories. And we set out address the widest spread of **application areas** including: automotive; clean room; chemical and pharmaceutical; food, drink and dairy; vacuum forming; handling and conveying; industrial and laboratory analysis; medical; vacuum coating; metallurgical processes; chemical processes; cryogenic processes; thermal processes and furnaces; semiconductor processes; MEMS production; and physics research.

We've also taken online business to business magazines to the next level with **innovative features** such as streaming video, providing advertorial movies and editorial podcasts.



Your contact details and list of stories on your own virtual front page
We offer numerous hot links through to your own web site, free of charge
A free company profile for every supplier, and a free directory listing
A comprehensive directory that is fully searchable by product grouping

GENUINELY APPRECIATED BY VACUUM ENGINEERS

International Vacuum is the essential online magazine for presenting information on vacuum products. We have a global readership of **over 10,000 vacuum engineers**, and it's a base that's growing daily.

We have achieved our rapid growth by addressing the real needs of vacuum engineers for a comprehensive and frequently updated source of information, presented in a user-friendly, easy to access, easy to read format. Our editorial pages are **updated daily**, and we make good use of pictures to keep each page interesting and to help get the message across.

Our **supplier directory service** makes it easy for readers to find suppliers of the products they need. Our **company profile pages** provide a complete listing of all the key vacuum product and service suppliers, and provide readers with hot links to each supplier's web site.

Our 'brochures' page offers a showcase for the latest literature from suppliers to the market. And we also provide a useful unit conversion calculator and a complete set of conversion tables. All this makes International Vacuum the **complete online resource** for vacuum engineers.

EDITORIAL COMMITMENT AND REQUIREMENTS

International Vacuum is committed to maintaining the highest editorial standards.

We have categories for product stories, industry news, technical articles and application stories. You can send in any number of press releases which are currently applicable.

There are no constraints on format: releases can be sent in the body of the email, or attached as Word or text files – whichever is most convenient for you. Pictures will ideally be jpegs of less than 1Mb, and there is **no charge for using pictures** on the site.

All stories are listed by date, and provide links to your company profile page and to your own web site. Anyone reading one of your stories (or viewing your company

profile) will also have the option to view a list of all of your stories on **your own virtual front page**.

News stories: tell us about your contracts won, distributors appointed, mergers and takeovers, personnel changes, new premises and any other items of corporate news that you feel would be of interest to our readers, your potential customers.

Product stories: tell us about your new products, latest additions to your range, product enhancements, etc.

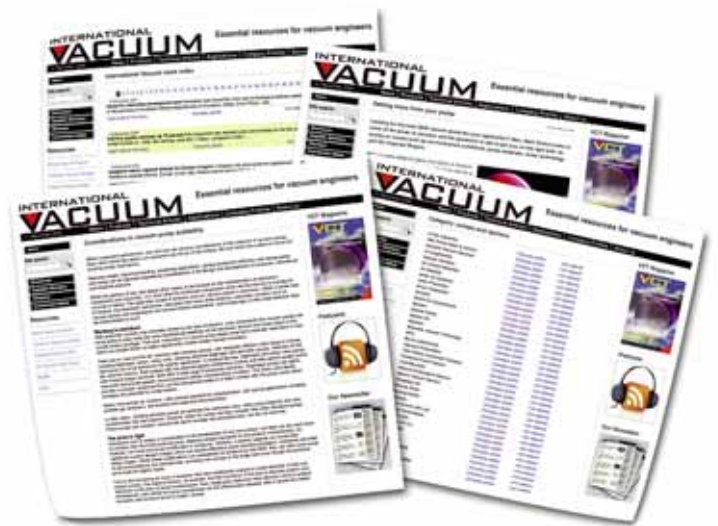
Technical articles: here you can introduce radical new and emerging technologies, explain the impact of legislation, look at product selection issues, and examine system design considerations, etc.

Application stories: have you solved a particular problem in a specific industry sector, or supplied kit into a given market? Tell us and our readers all about it.

More than 10,000 visitors per month and a visitor base that's growing fast
In excess of 40,000 hits each month, as readers view numerous pages on each visit
High visitor interest demonstrated by over 1000 click-throughs every month
Readership profiles dominated by high value UK, European and US regions

Company news stories, product announcements, application stories (case studies), technical articles and opinion pieces should be sent to us by email to via editor@internationalvacuum.com as soon as they are available, and they will usually be published on straight away. We will generally edit stories to our house style, but we are committed to publishing all stories that are relevant.

There is no need to pre-register, but be sure to include the company's contact details for publication on the website. There is also no need to format the material in any special way, as we can accept most word processor and graphics files. In the subsequent months following the publication of your stories, we will be able to tell you how many people have looked at each story, and how many people have clicked through to your web site.



NO PR, NO PROBLEM. WHY NOT TAKE ADVANTAGE OF OUR PRESS RELEASE WRITING SERVICE...

If you don't have a PR budget, but you don't have the time to write your own press releases, then why not let us write up your stories for you as part of our editorial services. Our highly qualified editorial staff will research and write your story with the minimum of fuss.

Generally, all we need to work from is a brochure, or a datasheet, or simply a pointer to a relevant page on your website. We can also take a picture from your website or from the printed material supplied. The cost for the service is just £150 per release. Email us for details.

ADVERTISING WITH INTERNATIONAL VACUUM

Advertising on International Vacuum is outstanding value. Rates for individual items are listed over the page, but we can create packages to precisely meet your individual requirements, and offer generous discounts on those packages as well.

BANNER ADVERTISEMENTS

Best for: *demonstrating capabilities, corporate image*
We can accommodate banners in virtually any size, for fixing at different points on the page, with options to place banners on specific pages. Each banner ad is a hot link to your own web site.

BUTTON ADVERTISEMENTS

Best for: *increased visibility, brand awareness*
Our buttons appear on every page, giving the highest levels of visibility. The top five button positions can be fixed; the remainder rotate position randomly.

BROCHURE PANELS

Best for: *highlighting overall product ranges*
If you've published a new brochure, why not promote it to our huge readership base.

COMPANY LOGOS

Best for: *standing out from the crowd*
Our supplier directory service provides a comprehensive list of all the companies who supply a given product, while our company listings pages point to an alphabetical list of

suppliers. Adding a logo by you company's name in these listings is a cost-effective way to increase visibility and provide an easy click-through to your company's landing page.

ENHANCED COMPANY PROFILES

Best for: *demonstrating your all-round capabilities*
Every supplier is given a 'bronze' level company profile free of charge on Industrial Vacuum, listing the contact details and the vacuum products offered. But you can enhance your company profile with the addition of a logo, up to three pictures and up to 300 words of text to demonstrate the full range of your capabilities. And new for 2008, you can also enhance your company profile page with streaming video, which is the ideal medium for highlighting your capabilities in the market.

MOVIES

Best for: *explaining features and benefits*
Sometimes the best way to explain how a product works or to highlight the benefits of your company is in a short video. We can place these on news, product, technical article, application story or company profile pages

TRACKING YOUR RESPONSE

However you advertise with us, every banner, button, logo, etc provides a hot link to your own web site. We provide our advertisers with monthly reports showing statistics on page views and numbers of click-throughs for stories, profiles and advertisements.

A huge range of advertising options to meet differing promotional requirements
Comprehensive advertising packages all at discounted rates
Our email newsletter mailed out to over 3000 registered readers every month
Monthly reports on the numbers of click-throughs that your advertisement generates



EMAIL NEWSLETTERS

Make direct contact with our readers by booking a slot in our email newsletters. We send these out monthly to over 3,000 registered readers, and the numbers are growing every day. If you are launching a new product, our email newsletter could prove one of the most cost-effective ways of getting that information to the people who count. Each item typically includes a short intro paragraph, a picture, and a web link back to the full story on the International Vacuum site, where there is a web link direct to your own web site.

Book a slot in our email newsletter, and we'll also be able to give you a full report on how many readers saw your story summary, clicked through to the International Vacuum site to read the full story, and went on to click through to your site.

THE POWER OF MOVIES

Video is a new feature for the International Vacuum website, and could be an important tool in your marketing mix. What better way to demonstrate your capabilities and set yourself apart from your competitors?

We have invested in state-of-the-art video compression technology, to deliver high quality video in the smallest file sizes. We upload files in a universal format that at least 90% of modern browsers will be able to display seamlessly.



Corporate videos running on your company profile page for 12 months
Movies running on product and news pages for the highest levels of visibility
State-of-the-art compression technology to deliver high quality video
All new videos flagged up in our email newsletter for increased awareness

CORPORATE VIDEOS

Best for: *demonstrating capabilities, corporate image*

Do you have a corporate video on your own website, or that you use within sales presentations? Why not feature it on the International Vacuum website where over 10,000 visitors come to find out more about vacuum equipment suppliers every month.

Corporate videos are ideal for demonstrating the scale of your operations, the depth of your product offering, and the strength of your services. And they can say more about your company in a couple of minutes than text could get across in hours of reading.

All corporate videos run on continuously on your company profile page, with opportunities for exclusive positioning on other pages. All corporate videos are also listed on, and accessible from the International Vacuum email newsletter, giving your company unprecedented exposure.

PRODUCTS AND APPLICATIONS

Best for: *highlighting unique product features*

When we publish any story on Industrial Vacuum, we also publish a photo free of charge, as standard. Now we can also offer your company the opportunity to run a short video clip of the product or application, helping to explain some of the innovative features of the product or how it has solved some key challenge for a customer.

A short video clip of a product or application can really help readers to understand concepts that might be very difficult to get across in words and pictures alone.

SPONSORED ANIMATIONS

Best for: *demonstrating your innovative design*

Prove your design credentials by adding a product animation to our 'principles of operation' pages. If you supply us with a product animation for any given 'principle', we'll credit your company as the sponsor of the page, and provide a hot link back to your web site.

NO CORPORATE VIDEO YET? TAKE ADVANTAGE OF OUR VIDEO PRODUCTION SERVICE...

If you don't have a corporate web video, then why not let us make one for you. Perhaps you already have some footage that you don't know what to do with; perhaps you have nothing at all. We can mix footage of your premises and operations with photos and our own stock video footage. We can also arrange to have video footage of your operations shot for you in web-friendly format.

We have expertise in storyboarding, scripting, production and post-production. And we have associations with renowned voiceover artists, all to deliver a professional finished product at an affordable cost - ready to use on the International Vacuum website and ready for you to use on your own website. Contact our video team via +44 1732 773268 or video@internationalvacuum.com for details.

ADVERTISING RATES 2009

PREMIUM ADVERTISEMENT POSITIONS

Banners (Top of page)

| | Minimum No. pages | 3 months | 6 months | 12 months |
|-----------------------------|-------------------|----------|----------|-----------|
| 468x60 pixels (Full banner) | 200 pages | £400 | £700 | £1200 |
| 728x90 pixels (Leaderboard) | 200 pages | £650 | £1100 | £1900 |

Skyscrapers and Large Buttons (Left hand side)

| | Minimum No. pages | 3 months | 6 months | 12 months |
|----------------------------------|-------------------|----------|----------|-----------|
| 120x600 pixels (Skyscraper) | 300 pages | £800 | £1400 | £2000 |
| 160x600 pixels (Wide skyscraper) | 300 pages | £900 | £1600 | £2500 |
| 160x160 pixels (Large button) | 300 pages | £300 | £500 | £900 |

Buttons (Right hand side)

| | Minimum No. pages | 3 months | 6 months | 12 months |
|----------------|-------------------|----------|----------|-----------|
| 120x60 pixels | 100 pages | - | £120 | £240 |
| 120x90 pixels | 100 pages | - | £220 | £360 |
| 120x120 pixels | 100 pages | £150 | £250 | £450 |
| 120x240 pixels | 100 pages | £250 | £400 | £800 |

VALUE ADVERTISEMENT POSITIONS

Banners (index pages)

| | Minimum No. pages | 3 months | 6 months | 12 months |
|-----------------------------|-------------------|----------|----------|-----------|
| 234x60 pixels (Half banner) | 50 pages | £200 | £350 | £600 |
| 468x60 pixels (Full banner) | 50 pages | £300 | £500 | £900 |

Category Banners

| | Minimum No. pages | 3 months | 6 months | 12 months |
|-----------------------------|-----------------------|----------|----------|-----------|
| 234x60 pixels (Half banner) | All pages in category | - | £400 | £700 |
| 468x60 pixels (Full banner) | All pages in category | - | £600 | £1000 |

Own Story Banners

| | Minimum No. pages | 3 months | 6 months | 12 months |
|-----------------------------|-----------------------|----------|----------|-----------|
| 234x60 pixels (Half banner) | All pages for company | - | £200 | £300 |
| 468x60 pixels (Full banner) | All pages for company | - | £300 | £450 |

Brochure slots

| | 3 months | 6 months | 12 months |
|-----------------------------|----------|----------|-----------|
| Fixed format brochure panel | £300 | £500 | £900 |

ADVERTISING RATES 2009

ADDED VALUE / ENTRY LEVEL OPTIONS

Company name text link

| | Minimum No. pages | 3 months | 6 months | 12 months |
|------------------|-------------------|----------|----------|-----------|
| 120 pixels width | 100 pages | – | – | £150 |

Company logos (Maximum 56 pixels high)

| | 3 months | 6 months | 12 months |
|-----------------------------|----------|----------|-----------|
| Directory pages | – | – | £100 |
| Company profile index pages | – | – | £100 |
| Combined listings | – | £100 | £150 |

Company profiles

| | 12 months |
|--|-----------|
| Bronze (Address details and product listing) | Free |
| Silver (Bronze + company logo) | £100 |
| Gold (Silver + pic & 100 words) | £300 |
| Platinum (Gold + MPU and/or pics & up to 500 words) | £500 |

Media Player Units (Slide shows, videos, presentations, and medium rectangle advertisements)

| | 12 months |
|---|-----------|
| Product story support video or animation (running only on the relevant story page) | £100 |
| Corporate video running on company profile page (as part of Platinum company profile package) | £500 |
| Medium rectangle advertisement (300x250 pixels) running on a minimum of 100 pages | £800 |
| Sponsored animation (running on 'glossary' pages) | £200 |

Editorial services (Let us write your new product or company news story for you) Per item: £100

Response service (Turn on our response service for all of your stories on the site) £300

Email newsletter (Advertorial entries in the International Vacuum eNewsletter) Per insertion: £250

ADVERTISEMENT SIZES ACCOMMODATED

Leaderboard 728x90 pixels

Full banner 468x60 pixels

Half banner 234x60 pixels

Wide skyscraper 160x600 pixels

Skyscraper 120x600 pixels

Medium rectangle 300x250 pixels

Video box 320x240 pixels

Large button 160x160 pixels

Button 1 120x60 pixels

Button 2 120x90 pixels

Button 3 120x120 pixels

Button 4 120x240 pixels

