

# 2010 Engineer's Technical Library

Expand Your Reach in the October Edition of *Engineered Systems*



Reach tens of thousands of mechanical systems and/or components buyers for just pennies per contact. The **ES Engineer's Technical Library** puts your sales message at the fingertips of 50,200 mechanical systems engineering professionals\* in this convenient reference they will use time and again to contact potential suppliers.

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Plus, receive new **digital edition distribution with live Web links** for added exposure. Your ETL ad in the digital edition is free with your print purchase. Plus the digital edition is available on [esmagazine.com](http://esmagazine.com) for 1 month and is archived for access up to 12 months.

Your 3" x 2.5" **Engineer's Technical Library** ad will include a 4-color photo of your brochure, catalog, or product, and up to 50 words of copy.

Rates	
1 Unit	- \$880
2 Units	- \$710 ea.
3 Units	- \$590 ea.
4 Units	- \$460 ea.

**Reserve Your Space Today!**  
 Contact Mary Wray at 248-244-6488  
[wraym@bnpmedia.com](mailto:wraym@bnpmedia.com)

Reach 50,200 in print,\* an average 14,000+ online\* and 15,000 in the **ES** digital edition!\*\*

## RESERVATION FORM October 2010

Yes, I'd like to advertise in the October 2010 edition of **Engineer's Technical Library**. 50,200 HVACR engineering professionals\* will have the opportunity to see my ad in *ES* with bonus online and digital distribution.

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Number of units to place in October's ETL issue: \_\_\_\_\_

Approving Signature: \_\_\_\_\_

\*June 2010 BPA Circulation Statement. TQ: 50,200. Average unique browsers: 14,035.

\*\*Publisher's own data.

**Issue Date**  
 October 2010

**Ad Closing**  
 September 1st

To reserve ad space, fill out the reservation form and fax it to 248-244-3920 by the September 1st deadline.

Or, fill out the form and send with artwork and copy to:

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 Troy, MI 48084

