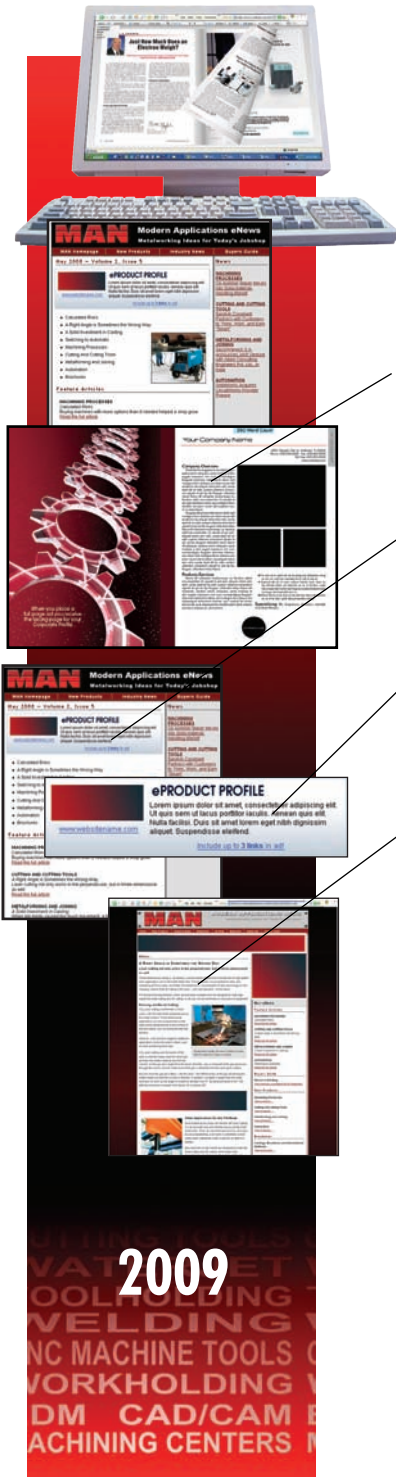


MULTI-MEDIA OFFERINGS

Build multiple lines of communication with the Job Shop using MAN's multichannel programs:



MAN MAGAZINE SCORES IN THE JOB SHOP

Reach deep into our high-tech shops with subscribers operating in Job Shops, and as contract manufacturers and OEM's. When this audience needs answers they want short, concise, practical solutions. They want MAN.

GET BONUS LEADS WITH YOUR eBook AD

A full page ad qualifies for that month's electronic leads collected from your category's product section in the MAN eNewsletter.

A CORPORATE PROFILE AD DOUBLES YOUR IMPACT

Purchase a full page ad at the earned frequency, and add a Corporate Profile page at **half price** to get the full impact of a spread! Or turn your half page insertion into a full page for just an additional 50%.

MAN eNEWS WITH PRE-QUALIFIED LEADS!

Our monthly MAN eNews blasts to 47,000 opt-in online subscribers and pays you back with pre-qualified leads... including the name, title, company, address, zip, and email of all potential buyers interested in your ad.

Your eProduct Profile ad provides up to 3 links, driving traffic to your site.

More than just an email, the MAN eNews content links to an exclusive Web site, rich in additional Web 2.0 ad opportunities.

WEB SITE: www.ModernApplicationsNews.com

Reach a global metalworking audience on this well-trafficked site. Take advantage of video, oversized leaderboards, text banners that blend with editorial, roll-overs, and so much more! Have an idea? We can accommodate it for the ultimate in branding and recognition.

eDIRECT SERVICE

MAN has partnered with ePostDirect, the world's premiere email management firm to deliver your message to our pre-qualified audience, selectable by the products they actually specify or buy. Best of all — it's 100% guaranteed deliverable! Call your Account Executive for details.

RESEARCH SURVEYS

Sponsor an industry study or conduct your own product survey to monitor **product awareness** or brand recognition. Ask your account executive for a demonstration.