

**Tek-Tips & Eng-Tips  
Media Kit**

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Since 1998 NetHawk Interactive, Incorporated has provided technology marketers with the only dedicated team of professionals in the world exclusively representing their interests to the online business world.

Since 2000 we have teamed with the Tecumseh Group, Inc. to provide 1,000,000 unique members the most attractive advertising technology offers available on the Internet. This engaged audience is deeply motivated to research, influence and purchase hundreds of products and services both through the eCommerce channel and traditional channels.

# 1,000,000 UNIQUE MEMBERS

## WHITE PAPER LEAD GENERATION

We've launched a successful white paper program providing members and visitors access to a wide selection of the latest information on security, graphic arts and web services applications. If the business is buying technology, we want to deliver your message to those who are evaluating your product and service right now. This loyal audience has responded to the appropriate offers and is eager to receive those offers from you.

Nearly 1,000,000 members of both the Tek-tips and Eng-tips communities have requested that we send them the information we have through their email channels, while others express their interest by downloading white papers and interacting with advertisers. This is a long time engaged audience that returns and buys products that drive the IT departments around the world.

**NetHawk Interactive is a full service global marketing and media buying agency exclusively serving the Information Technology (IT) leadership community. We are dedicated to providing personalized comprehensive research and strategic long term media planning. We share a vision for the highest level of customer service and support in the marketing and advertising industry.**

**Tek-Tips** provides forums designed to facilitate discussion and research for technical computer professionals. Covering a wide spectrum of topics Tek-tips is an indispensable resource for users and advertisers looking to reach this engaged audience.

- 6 million Monthly Page Views
- 600,000 Unique Monthly Visitors
- 40+ targeted forums with thousands of technology topics

<b>AUDIENCE</b>	IT/IS Management	ISP Professionals
	MIS Professionals	Vendors
	Programmers	Technical Computer Professionals

**Eng-Tips** provides a forum space for the engineering community. Eng-Tips offers highly targeted forums that allow advertisers to pinpoint their exact target audience.

- 4 million Monthly Page Views
- 400,000 Unique Monthly Visitors
- 20+ targeted forums with thousands of engineering topics

<b>AUDIENCE</b>	Mechanical Engineers	Electrical Engineers
	Aerospace Engineers	Civil Engineers
	Manufacturing Professionals	Designers

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# Ten Year-old Online Technology Forum and Information Portal Presents White Paper Cost-per-lead Program For Technology Leaders

Tek-Tips [www.tek-tips.com](http://www.tek-tips.com) will publish appropriate content via white papers for its more than 1,000,000 unique members. Serving technology innovators and leading providers such as *Microsoft, Oracle, Citrix, Linux* and hundreds of other forums, Tek-tips will provide their worldwide audience with the latest technical content available.

Visitors to the Tek-Tips site are members of an engaged audience producing technical decision-making influence throughout the global enterprise via the email channel and its web site. This program is unique to this site and dedicated to insuring the right content is provided to the right members. Technology companies consistently find qualified, engaged sales leads for their products and services. Members are consistently given the most value for their time.

Take advantage of this introductory period to offer your white papers for consideration to this audience at a value you won't find anywhere else. Send us your white papers and case studies and product offerings and we will introduce you to the leading technology audience on the Internet.

- **6 million page views per month for Tek-Tips Forums**
- **Uniques are approximately 10% of traffic; Tek-Tips is 600,000 uniques**
- **Approximately 30% of traffic is International**

Members registering for the Tek-Tips service are asked to identify themselves by selecting one of the following descriptions :

**IS/IT Management:** 84,679 members  
An upper level executive working in an MIS/IS/IT Department or VAR.

**MIS:** 54,921 members  
A technical computer professional who works in an MIS/IS/IT Department or VAR.

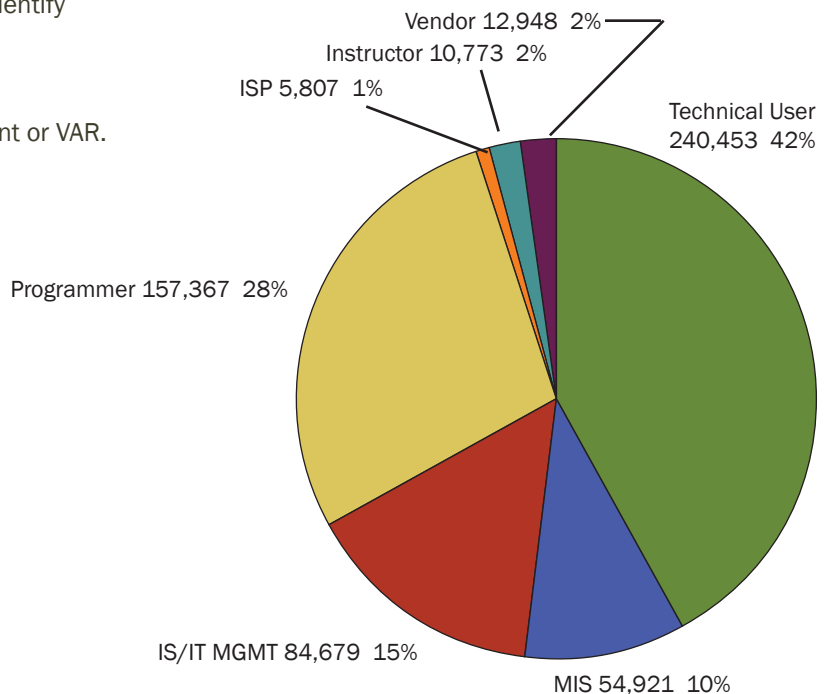
**Programmer:** 157,367 members  
A Programmer, Web Designer/Developer and/or Data Management Professional.

**ISP:** 5,807 members  
Works at an ISP.

**Instructor:** 10,773 members  
A Certified Technical Instructor.

**Vendor:** 12,948 members  
Works for a company whose products and/or services are discussed on this forum.

**Technical User:** 240,453 members  
A technical computer professional who doesn't necessarily work in an MIS department.



**FOR MORE INFORMATION  
CALL 510.595.2220**

# Ten Year-old Online Engineering Forum and Information Portal Presents White Paper Cost-per-lead Program

Eng-Tips [www.eng-tips.com](http://www.eng-tips.com) will publish appropriate content via white papers for its more than 600,000 unique engineers and designers. Eng-Tips Forums, designed for engineers in every discipline, present forums within each discipline, as well as forums on codes and standards, engineering computer programs, and by industry (energy, concrete, commercial products, etc.).

Take advantage of this introductory period to offer your white papers for consideration to this audience at a value you won't find anywhere else. Send us your white papers and case studies and product offerings and we will introduce you to the leading engineering audience on the Internet.

- 4 million page views per month for Eng-Tips Forums
- Uniques are approximately 10% of traffic; Eng-Tips is 400,000
- Approximately 30% of traffic is International

Members registering for the Eng-Tips service are asked to identify themselves by selecting one of the following descriptions :

**Aeronautic Engineers:** 4,126 members

Aircraft, Aerodynamic, Rotorcraft, Aeronautic engineering, other topics.

**Aerospace Engineers:** 7,603 members

Spacecraft, Orbital mechanic, Satellite, Aerospace engineering, other topics.

**Agricultural Engineers:** 1,533 members

Forestry/Natural resource, Horticulture, Hydroponics, Waste mgmnt engineering, other topics.

**Automotive Engineers:** 13,219 members

Engine & fuel, Transmission, Driveline, Hybrid Drive, Automotive Engineering, other topics.

**Bioengineer Engineers:** 2,131 members

Bioinstrumentation, Bio materials, Bio mechanics, Cellular tissue and genetics, Clinical, Medical imaging, Orthopedics, Rehabilitation, Systems physiology engineering, other topics.

**Chemical Engineers:** 12,639 members

Chemical, Chemical process, Chemical environmental control.

**Civil / Environmental Engineers:** 22,496 members

Civil / Environmental Engineers.

**Coastal Engineers:** 312 members

Erosion and restoration, Dredging, Coastal engineering, other topics.

**Computer Engineers:** 12,431 members

Programming language, Fiber / Wireless / Copper transmission, Semiconductor, Computer engineering, other topics.

**Electrical / Electronic Engineers:** 32,994 members

Electric motors & motor controls, Electric power, Circuit, Electrical/Electronic engineering, other topics.

**Geotechnical Engineers:** 3,505 members

Earth retention, Foundation, Slope stability, Soil testing, Geotechnical engineering, other topics.

**Industrial / Manufacturing:** 15,540 members

Machines & machining, Automation & robotic, Cost analysis & economics, Industrial Mfg engineering, other topics.

**Marine/Ocean Engineers:** 3,003 members

Offshore structure, Saltwater corrosion, other topics.

**Materials Engineers:** 6,663 members

Corrosion, Cryogenic, Magnetic, Tribology, Rheology, Areogel, Composite, Glass, Hydrogen and fuel cell engineering, other topics.

**Mechanical Engineers:** 66,439 members

Laser, Gas compression, Bearing design and mfg, Electro-mechanical, Piping & fluid mechanics, Heat transfer & thermodynamics, Mechanical acoustics/vibration, Optical systems, other topics.

**Military Engineers:** 1,689 members

Ordnance supply & disposal, Transport & fuel, Demolition, other topics.

**Mining Engineers:** 1,223 members

Environment mining issue, Extraction & production, Ore location & evaluation, other topics.

**Nuclear Engineers:** 1,214 members

Nuclear disposal, Nuclear engineering, other topics.

**Petroleum Engineers:** 6,298 members

Petroleum exploration, production and refining engineering, other topics.

**Structural Engineers:** 15,840 members

Finite element analysis, Moment frame & shear wall, Material dynamics, Seismology, Welding, Bonding & fastener, Structural other engineering topics.

**Specifier/Regulator Engineers:** 2,217 members

# Tek-Tips Technical Forums

## Intelligent Source for Computing Professionals

**566,948 Email**

**\$240/Base**

Reach IT professionals from a wide variety of industries with the highly selectable Tek-Tips Email List. Members belong to a professional, non-commercial information technology website where they can post messages in over 800 forums and get free advice from other IT professionals. The Tek-Tips Forums web community is designed to facilitate discussion and research for technical computer professionals. Visitors to the Tek-Tips site are members of an engaged audience producing technical decision-making influence throughout the global enterprise via the email channel and its web site.

- 6 million page views per month for Tek-Tips Forums
- 600,000 Unique Monthly Visitors
- Approximately 30% of traffic is International

- Controlled circulation
- Delivers qualified technology buyers
- Great for testing messages and offers.

**\$240/M Base**

**Selects:** No charge

**Transmission:**

\$50/M Text

\$100/M HTML

\$100/F Suppression

- Geo available
  - Tracking upon request
- 5,000 name minimum  
No personalization  
Counts updated monthly

**Source:** Members have opted in to the optional Message Forwarding Service (MFS), the third party opt-in / opt-out mailing service.

**Contact:**

**NetHawk Interactive**

**info@nethawk.net**

**510-595-2220**

**www.nethawk.net**

Members registering for the Tek-Tips service are asked to identify themselves by selecting one of the following descriptions :

<b>IS/IT Management</b> An upper level executive working in an MIS/IS/IT Department or VAR.	<b>84,679</b>
<b>MIS</b> A technical computer professional who works in an MIS/IS/IT Department or VAR.	<b>54,921</b>
<b>Programmer</b> A Programmer, Web Designer/Developer and/or Data Management Professional.	<b>157,367</b>
<b>ISP</b> Professional working at an ISP.	<b>5,807</b>
<b>Instructor</b> A Certified Technical Instructor.	<b>10,773</b>
<b>Vendor</b> Works for a company whose products and/or services are discussed on this forum.	<b>12,948</b>
<b>Technical User</b> A technical computer professional who doesn't necessarily work in an MIS department.	<b>240,453</b>

**For more information call 510.595.2220**

# Eng-Tips Engineering Forums

## Intelligent Source for Engineering Professionals

**233,115 Email**

**\$240/Base**

Reach engineering professionals from a wide variety of industries with the highly selectable Eng-Tips Email List. Members belong to a professional, non-commercial engineering website where they can post messages about engineering to be answered by their peers. The Eng-Tips Forum web community is designed to facilitate discussion and research for professionals in various engineering disciplines. Aerospace, Chemical, Civil, Electrical, Geotechnical, Marine, Mechanical, Nuclear and Structural are just a few of the engineering disciplines represented.

- 4 million page views per month for Eng-Tips Forums
- 400,000 Unique Monthly Visitors
- Approximately 30% of traffic is International

Members registering for the Tek-Tips service are asked to identify themselves by selecting one of the following descriptions :

- Controlled circulation
- Delivers qualified technology buyers
- Great for testing messages and offers.

**\$240/M Base**

**Selects:** No charge

**Transmission:**

\$50/M Text

\$100/M HTML

\$100/F Suppression

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Engineering Types			
Aeronautic	<b>4,126</b>	Industrial/ Manufacturing	<b>15,540</b>
Aerospace	<b>7,603</b>	Marine/Ocean	<b>3,003</b>
Agriculture	<b>1,533</b>	Materials	<b>6,663</b>
Automotive	<b>13,219</b>	Mechanical	<b>66,439</b>
Bioengineer	<b>2,131</b>	Military	<b>1,689</b>
Chemical	<b>12,639</b>	Mining	<b>1,223</b>
Civil/ Environmental	<b>22,496</b>	Nuclear	<b>1,214</b>
Coastal	<b>312</b>	Petroleum	<b>6,298</b>
Computer	<b>12,431</b>	Structural	<b>15,840</b>
Electrical/ Electronic	<b>32,994</b>	Specifier/ Regulator	<b>2,217</b>
Geotechnical	<b>3,505</b>		

**For more information call 510.595.2220**