

Motion Control™
67 Alexander Drive
P.O. Box 12277
Research Triangle Park, NC
27709-2277

TAKE IT OFF

20%

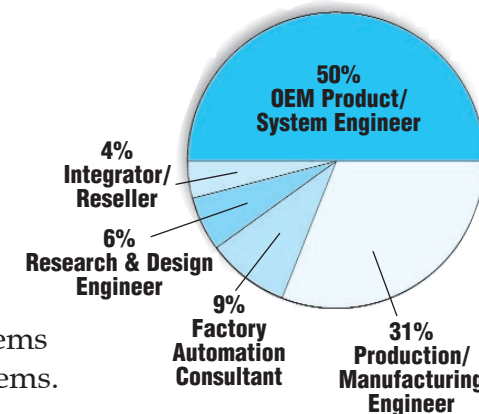
**Special Offer for our
April and October
Motion Control Issues**

**TAKE
20%
OFF**

the regular price of each ad when you advertise in the April and October issues of *Motion Control*.

More than 40,000 of your hottest prospects read *Motion Control*. They rely on each issue to provide them with the latest information in the motion control industry. In fact, 98% of the OEM product and system design engineers, production and manufacturing engineers, consultants and systems integrators who read *Motion Control*, buy, recommend or specify motion control components and systems.

Primary Job Function of Motion Control Readers



It's a No-Brainer

More Editorial. More Readers. A Totally New Design. *Motion Control* is the only magazine exclusively targeted to those in the motion control field. In 1998, *Motion Control* has beefed-up with added staff, including a new, industry-savvy editor. The magazine will include more editorial and a 10% increase in circulation. The April issue will debut *Motion Control's* new look and total revamp.

Here are the 1998 *Motion Control* Advertising Rates

Remember to deduct 20% off each ad you place when you advertise in the April and October issues

Size	1x	4x	8x	12x
Full page	\$3880	\$3800	\$3610	\$3530
2/3 page	2910	2860	2710	2645
1/2 island	2715	2635	2525	2470
1/2 horizontal/vertical	2250	2185	2090	2050
1/3 square/vertical	1585	1540	1475	1445
1/4	1280	1245	1190	1165
1/6	970	945	905	880

2-color standard \$450
2-color match \$525
4-color \$1095

Special Positions

Inside Front Cover 15% premium
Inside Back Cover 10% premium
Back Cover 25% premium

PS: Take the same 20% OFF discount when you add *Motion Control* Target Cards to your program.

It's the Supershow Advertising Package...

In addition to the 40,000 targeted motion control specialists that *Motion Control* reaches, when you participate in the Supershow Advertising Package, you get bonus distribution at the following shows:

- MotionExpo/IAM in Detroit, MI May 12-14, 1998
- MotionExpo in Providence, RI Nov. 3-5, 1998

Save 20% off each ad you place in the April and October issues of *Motion Control*.

April issue closes March 12, 1998

October issue closes September 9, 1998

For More Information Contact:

Ed Jaeckel, Sales Representative
phone (617) 367-1383
fax: (617) 367-3942
email: ejaeckel@shore.net

You can also fax your order directly to (919) 549-8288.
Richard T. Simpson, Publisher, phone: (919) 990-9243.