

Media Kit

upFront.eZine Publishing, Ltd.

For more information, contact grabowski@telus.net

Last updated 16 January 2019

Position Statement

upFront.eZine Publishing, Ltd. provides information to the computer-aided design industry through e-newsletters, weblogs, ebooks, vanity publishing, page layout and composition, and industry and legal consulting. We are 27 years old, and our primary advertising vehicles are our weekly newsletter and blog:

upFront.eZine	Our e-newsletter of CAD news
WorldCAD Access	Our Weblog on late-breaking CAD news

upFront.eZine is the longest-running independent CAD e-newsletter in the industry at over 1,000 issues, and is now in its 23th year. It specializes in delivering news about the business of CAD, and is delivered by email Sunday afternoons to 5,500 subscribers in 70 countries. To view the newsletter, see www.upfrontezine.com.

upFront.eZine

Issue #1,001 | Happy New Year! | January 14, 2019

[This issue online at upfrontezine.com/2019/01/14/issue1001.html](http://www.upfrontezine.com/2019/01/14/issue1001.html)

This issue sponsored by



Australasia BricsCAD® Conference
Brisbane —19th March 2019

Discover the A-B-Cs of BricsCAD at the inaugural Australasia BricsCAD Conference
19 March 2019 in sunny Brisbane, Australia

Get full info, book tickets at bricsys.com/australasia-bricsys-conference

Readers Respond

Will Computers Revolt?

Best thing I've read in years! I've been deep into the MIT AGI courses (online) and absorbing the views and assertions of everyone interviewed on Lex Fridman's YouTube channel. So many angles and levels to this discussion.

WorldCAD Access is the 2nd most-popular independent blog in the world for CAD, and is in its 19th year. (Tip of the hat to Jimmy Bergmark's #1 blog, *JTB World*.) Our 10,000 daily readers rely on us for late-breaking news and real-time coverage of industry events. To view the blog, visit www.worldcadaccess.com.

WorldCAD Access

talking about computers and design by Ralph Grabowski

« New this week in upFront.eZine: Our 20th Anniversary! | Main | New this week in upFront.eZine: HP Talks About PageWide »

May 05, 2015

Lawyer tells inside story how Visio got IntelliCAD from Softdesk
Boomerang-ing

It's been 18 years since a little something now known as IntelliCAD got it start, and in that time various people involved have told me bits and pieces of the story: How Visio ended up with IntelliCAD. From May 19, 1997 issue of *Brook Bulletin*, we have a "Team B&T Success Story" published by the legal firm Brobeck Phleger & Harrison. Their story begins like this:

The Boomerang personnel engaged in an off-site skunk works project in a San Diego suburb, under the protection of Softdesk's CEO, to develop a CAD engine (with which application software designed for AutoCAD would be compatible) to compete directly with AutoCAD.

Advertisements



Ralph Grabowski is the publisher, and has 34 years experience in the CAD publishing world, getting his start in 1985 as Technical Editor of *CADalyst* magazine.

Standard Pricing

upFront.eZine. Advertising in our *upFront.eZine* newsletter starts at **US\$680** for one insertion. This includes 2 consecutive weekly issues in the weekly newsletter. We estimate that your ad could receive approximately 22,000 impressions in that time:

- 5,500 actual subscribers (guaranteed minimum)
- + 2 appearances in the newsletter (11,000 impressions)
- + an estimated 2-to-1 pass-along rate (22,000 readers) based on a survey of readers

WorldCAD Access. Advertising in our *WorldCAD Access* blog is **US\$680** for one insertion. This covers 14 consecutive days. FeedBurner reports our blog has 10,000 or more daily readers.

SPECIAL POSITION ADS IN UPFRONT.EZINE

Special positions are available for your ad in *upFront.eZine* at the following surcharged rates. Each insertion runs for two weeks. See the graphic at right for positions:

Newsletter Sponsorship. Your ad sponsors our newsletter. It appears before the first editorial item, along with the wording “This issue sponsored by...”

- Price: **US\$2,200** per insertion

Editorial Sandwich. Your ad appears by itself. Between editorial items, outside the advertising ghettos.

- Price: **US\$1,760** per insertion

Top of the Ad Ghetto. Your ad appears at the beginning of the advertising section.

- Price: **US\$980** per insertion

APPROPRIATE FORMAT FOR ADS

Text. We recommend that ads in *upFront.eZine* be in text format, but we can accommodate banners. Text ads should be limited to 50-75 words, roughly. Here is a sample ad that you can use as a guideline:

AutoCAD Modeling Software

World class 2D/3D mechanical extensions for AutoCAD 2013 and Mechanical Desktop.
Visit our Web site at www.website.com or emailyourname@bignet.net

Banners. Banner ads should be in GIF, PNG, or JPEG format. Your design must be 500 pixels wide or narrower; no animations, please!

URLs. Hyperlinks can be embedded in text and in banners. Should you have other ideas, we can work with you.

Bonus! You may change the wording of the ad at any time.

Pricing and Positions

Newsletter Sponsorship.

Your ad sponsors the newsletter. The ad appears before the first editorial item, along with the wording "This issue sponsored by..."

\$2,200 per insertion (2 weeks)

Editorial Sandwich.

Your ad appears by itself between two editorial items, and outside the advertising ghettos.

\$1,760 per insertion (2 weeks)

Top of the Ad Ghetto.

Your ad appears at the beginning of the advertising section.

\$980 per insertion (2 weeks)

Inside the Ad Ghetto.

Your ad appears at random locations in the advertising section.

\$680 per insertion (2 weeks)



HP Talks About PageWide

by Ralph Grabowski

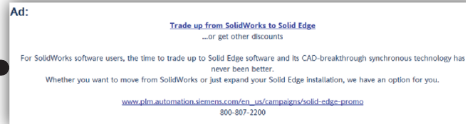
PageWide is the printing technology that HP is counting on for its future, particularly after November, when the printer division is split off as a separate company from the computer division. HP famously makes its highest profits from selling ink, and so it looks for ways to make it easier for customers to consume more ink, while making it harder for customers to use non-HP ink.

HP last month ran a technical Webinar about their new PageWide technology. They lined up several of the in-house developers to talk to a half-dozen CAD media assembled on Google+ Hangout. At HP, the new head is designed to work with a variety of printers: desktop printers, large format printers, and Web press printers used for newspapers and magazines.

About PageWide

PageWide technology prints the entire width of the media at once. It eliminates the slower speed and printer shake created by a head that moves side to side. The technology is not new. Computer departments had line printers in the 1980s that printed text-only, an entire line at a time. Competitors like Canon license page-wide printing technology for some of their inkjet printers, both small- and large-format.

For HP, this is catch-up, clouded by a slow development process. We in the media were invited to the original unveiling of PageWide a year ago for CAD users and print shops. We thought it curious HP would fly us to San Diego for a product that would not ship for more than a year. It turns out that HP was hoping to stave off losses to competitors, because print shops and large corporations tend to have multi-year leases, service contracts, and depreciation schedules. When these come to an end, customers might look at Canon's speedy page-wide printers, instead of HP.



And One More Thing...

CanBIM is holding two regional meetings this year to advocate standardized BIM implementations in Canada:

- June 10-11 at the Toronto Convention Centre
- Fall 2015 in Calgary

More information from www.canbim.com.

Even More News

Read the blog at WorldCAD.Access as I write more about the CAD industry, and give tips on using hardware and software. You can also keep up with the blog through RSS feeds and email alerts.

These are some of the articles that appeared on WorldCAD Access during the last week:

- Lawyer tells inside story how Visio got IntellCAD from Softdesk

I'm also on [@upfrontezine](https://twitter.com/upfrontezine) throughout the day with late-breaking CAD news and wry commentary.



Submission Deadline & Payment Terms

Deadline. Deadline for submission is Friday afternoon at 6:00 PM (Pacific time). Running late? We may be able to accommodate you!

Payment. We email you the invoice. After one month, we charge you a 1%/month late payment service fee. All prices in US\$ dollars or equivalent Canadian dollars. Payment can be made as follows:

- We prefer payment by **cheque** mailed to our address shown below
- Our bank accept only cheques written on a bank with an address in the USA (US\$) or Canada (CDN\$); if paying from Canada, please add 5% GST
- We accept payment in many currencies via **PayPal** to the account of grabowski@telus.net
- You may also pay by **direct bank transfer** in several currencies; contact us for details
- We cannot process **credit cards**

Contact Information.

upFront.eZine Publishing, Ltd.
34486 Donlyn Avenue, Abbotsford, BC, V2S 4W7 Canada
+1-604-859-9597 grabowski@telus.net

Reprints Rights

Purchase the reprint rights for articles about your product that appear in our publications for \$430. This buys you unlimited, worldwide, non-exclusive rights.

Praise from our Advertisers

Some of our clients include 4M — Adobe — Applied 3D Science — Autodesk — Axiom International — Bentley Systems — CAD Studio — COFES — GStarCAD — Infograph — IntegrityWare — MicroCAD — Okino Graphics — Siemens PLM Systems — SmartDraw — SolidWorks / DraftSight — TenLinks.com

Here's what our advertisers say about responses to their ads in *upFront.eZine* newsletter:

“Just thought you'd like to know that our latest ad in upFront.eZine is pulling in lots of responses. I've heard from resellers all over the U.S., even one from as far away as India.”

— *Panagas Communications*

“We're getting excellent response on our ad in upFront.eZine. You have a good subscriber base.”

— *Caddex*

“I have received a pretty good response to my ad in your upFront.eZine. Thank you. I would like to continue the ad.”

— *CAE Solutions*

“I'd like to renew my last ad for another four issues. I've been getting good response from it so far.”

— *Tangra Development*

Thank you for your interest in advertising with our eZine! Contact me directly at grabowski@telus.net