

# INTERNET ADVENTURES, PART II: powertransmission.com<sup>TM</sup>

**IN JULY OF 1996** we introduced the gear community to the Internet in these pages through the Gear Industry Home Page<sup>TM</sup> (GIHP). This electronic buyers guide for gear machine tools, tooling, accessories and services has proven to be more popular than we could have envisioned. In our first month, we had over 3,000 hits, and in our third month, we had over 4,500. By our fourth month, we topped the 7,000 mark, and we are on our way to 11,000 hits in November. As our advertisers develop their own home sites in order to offer layers of information about their companies, their products and services, we expect this activity will increase even more.

We've been registered with all the major search engines, and in most cases, the GIHP is one of the first sites that appears in a search list. We're appearing in some more informal listings as well. We've made the "Editors' Choice" page of useful engineering sites at Cahners Publishing's Web site. (See [www.manufacturing.net/resources/websites](http://www.manufacturing.net/resources/websites).) This is good news for us and even better news for the companies who have put up pages on our site.

This success has encouraged us to spread our wings even more. We're expanding our Internet operations to include *powertransmission.com*<sup>TM</sup>, an information resource and online buyer's guide for *you* who manufacture gears and gear-related products to present *your* companies, products and services to your customers around the world.

We at *Gear Technology* feel strongly that the Internet is the the most powerful business tool to come our way since the advent of the PC and that learning to market your company electronically will become a survival tool of the next decade. So we're offering you, our readers, a chance to get in on the ground floor.

We are so convinced of the value of this new medium to you and your company, we're offering you six months of Internet presence on *powertransmission.com*<sup>TM</sup> absolutely FREE. All you need to do to take advantage of this offer is fill out the form found on page 23 in this issue and return it to us. We'll put you up on the Internet, and you can begin to experience the power and flexibility of this advertising medium.

The form is simple and takes less than 15 minutes to complete. You don't have to buy any new electronics or learn any new programming languages. Just give us your basic company information and 250 words describing your products and services and explaining why a prospective customer should contact you. Be sure to include your e-mail address if you have one. If you send us a scannable copy of your logo, we will add that to your page. If you already have an Internet site, we'll provide a link from our buyers guide to it. And all of this is free for six months, with no added obligation. We don't think there's a quicker, easier way to try out the Information Superhighway and find out what it can do for you.

## MEANWHILE, BACK ON EARTH . . .

Now a few words for our many readers who don't have—and may never have—an Internet connection. While it may seem like we've been seduced by the electronic revolution, please be reassured that we're not going to neglect you. The print version of *Gear Technology* is still our "core competency," and we have no intention of ignoring it.

One of the things we've learned in our adventures on the Internet is that print and electronic publishing are complementary, not contradictory media. Print can do some things better than the Internet and vice versa. Our goal will be to bring you the best of both worlds.

We are very aware that you, our print readers, have been our most loyal supporters from the very beginning, and we intend to return that loyalty to you. We will continue to work at making the print version of *Gear Technology* better, more useful, more reader friendly and to continue to provide you with the best, most current information on gear design, research and manufacturing available.



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