

EE Tech

EE Tech Media and Marketing

BUILT BY ENGINEERS FOR ENGINEERS

MEDIA GUIDE



mikrocontroller.net

EE POWER



Bodo's Power Systems®



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11072018



EETECH.COM

TABLE OF CONTENTS

MEDIA

Media Brands	3
All About Circuits	4
Mikrocontroller.net	12
EE Power	15
Maker Pro	18
Bodo's Power Systems	21
Chinese Network	22
Performance Marketing	23

MARKETING

Marketing Services	24
Video Production & Promotion	25
Content Creation & Promotion	26
Webinar Production & Promotion	27
App Design & Development	28
Tools & Web Development	28
Technical SEO	28

SALES

Get In Contact	29
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MEDIA BRANDS



ALL ABOUT CIRCUITS

All About Circuits is the fastest-growing community of electrical engineers with **300+ new members every day** seeking technical articles, advanced education, tools, and peer-to-peer discussions.

mikrocontroller.net

Mikrocontroller.net is the **largest European electronics engineering community** focused on German-speaking design engineers, where discussions from embedded and analog to power and RF, are created every day.

EE POWER

EEPower.com is the **exclusive digital publication for Bodo's Power** content. Readers learn about all things power through technical articles, product release announcements, and market insights.



Maker Pro is one of the fastest-growing electronics maker communities, globally, **providing a platform for maker professionals** to engage with design contests, local hack-a-thons, and project collaboration.

Bodo's Power Systems®

Launched in June 2006, Bodo's Power magazine serves as the premier **power electronics, power management, power conversion, intelligent and embedded motion control** publication world wide.



Reach
GLOBAL / ENGINEER

All About Circuits is the fastest-growing community of electrical engineers with **300+ new members every day** seeking technical articles, advanced education, tools, and peer-to-peer discussions.

4.8M+

Pageviews per month

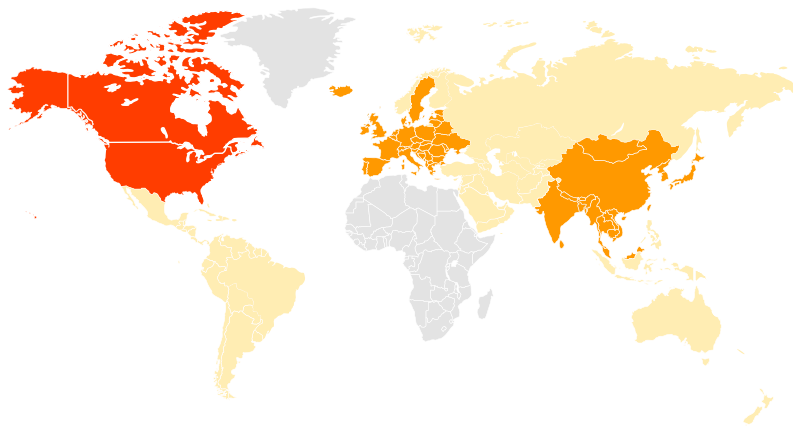
2.1M

Unique Users per month

450K+

Members

GEO LOCATIONS



AMERICAS

North America **51%**
South America **3%**

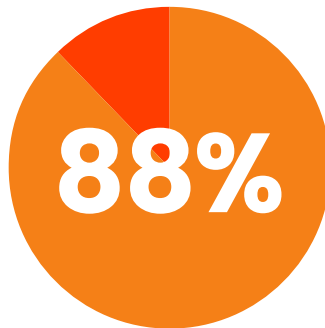
EMEA

Europe **18%**
Middle East / Africa **7%**

APAC

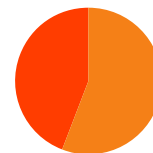
Asia **15%**
Pacific Rim **6%**

BUYING POWER



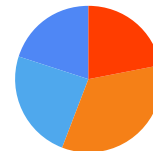
88% of AAC users are involved in their company's buying decisions.

DEMOGRAPHICS



56%
Prime of Career Engineers

44%
Next Generation Engineers



30+ yrs Experience **22%**
6-29 yrs in Field **34%**
<6 yrs in Field **24%**
In College **20%**

Source: 2018 All About Circuits User Study, Wilson Research Co.

AUDIENCE TARGETING

// INDUSTRY

Arduino
Audio
Automation
Automotive
Cloud Computing
Consumer Electronics
Drones
Engineering Consulting
Industrial
IoT

IT/Networking
Lighting
Medical & Fitness
Military/Aero/Space
Mobile
Motor Control
Security/Identification
Smart Grid/Energy
Telecom
Wearables

// PRODUCTS

Analog
Computers & Peripherals
Connectors
Development Boards
Digital ICs
EDA Tools
Electromechanical
Embedded
Embedded Software
Memory

Optoelectronics
Passives
PCBs
Power
Sensors
Test & Measurement
Wireless/RF

BANNER ADVERTISING

1 WALLPAPER AD

Immersive page design

Size: 1420 x 640 & 300 x 50 px (specs)

Maximum File Size: 100Kb

\$110 ROS CPM

[DOWNLOAD WALLPAPER TEMPLATE](#)

2 MEDIUM RECTANGLE

"Sticky" format

Size: 300 x 250 px

Maximum File Size: 40Kb

\$75 ROS CPM

3 LEADERBOARD

Located above the fold

Size: 728 x 90 px

Maximum File Size: 100Kb

\$65 ROS CPM

4 NATIVE AD

Promote content

Image Size: 80 x 80 and 315 x 220 px

Title Size: 50 Characters Max

Summary Size: 80 Characters Max

\$75 ROS CPM

5 WELCOME AD

Focused on unique users

Size: 640 x 480 px and 300 x 250 px

Maximum File Size: 100Kb

Average 60K impressions per day

\$115 ROS CPM or **\$3,000 Per Day**

6 HTML PRODUCT AD

Promote a group of 6 products

Ad Size: 300 x 600 px

Product Image Size: 80 x 80 px

Title Size: 25 Characters Max

Summary Size: 50 Characters Max

URL: one for each product

\$110 ROS CPM

[VIEW SAMPLE](#)

7 BILLBOARD

Located above the fold

Size: 800 x 250 px

Maximum File Size: 100Kb

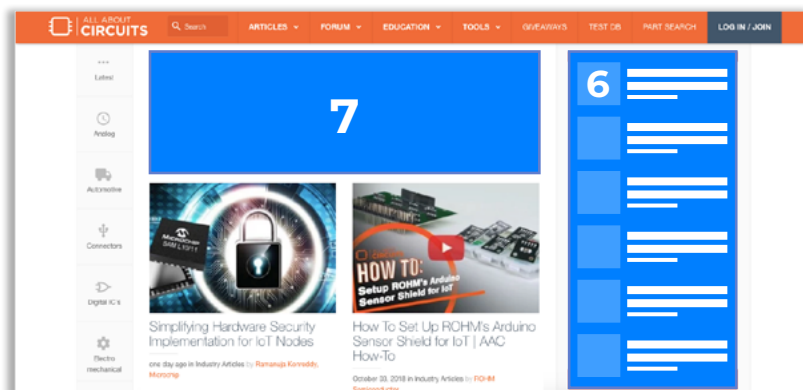
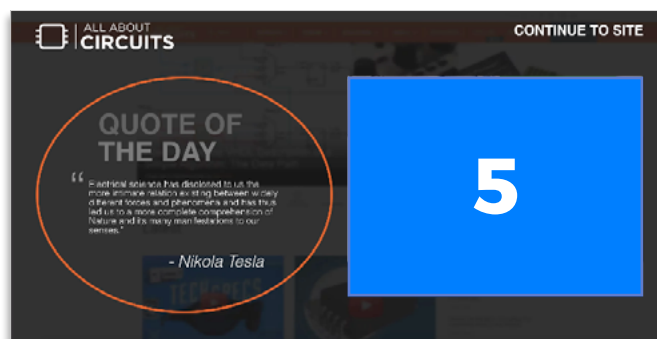
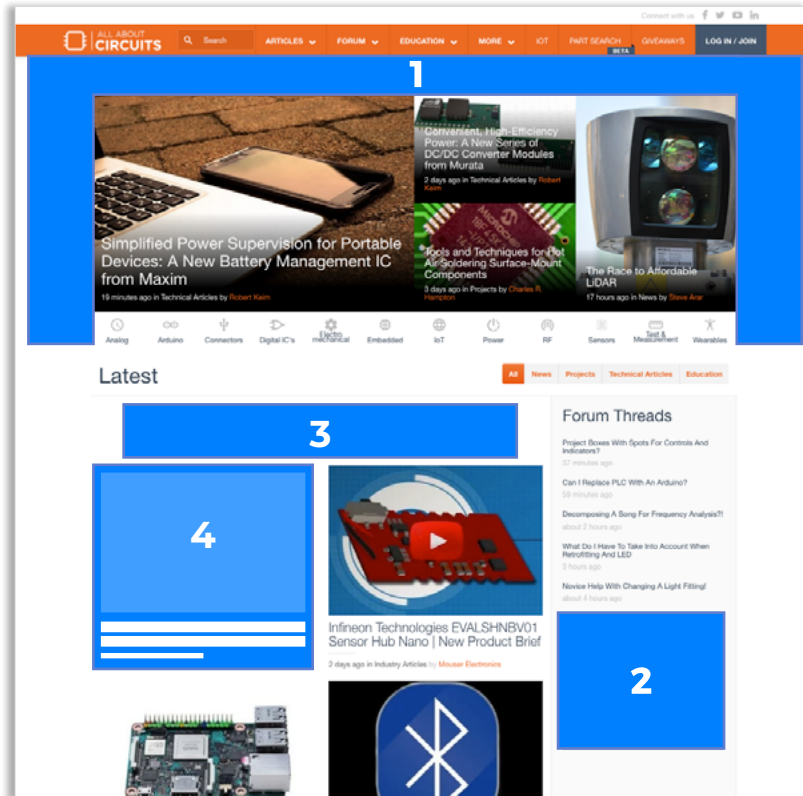
\$75 ROS CPM

ADDITIONAL TARGETING

+ \$15 Geo Targeting

+ \$10 Industry/Product Targeting

+ \$10 Account-Based Targeting



NEWSLETTER ADVERTISING

// WEEKLY UPDATE

Promote your message to our audience. Our weekly update goes out to **60K+ members**.

1 LEADERBOARD

Size: 728 x 90 px

Maximum File Size: 100Kb

\$950 Per Unit

2 MEDIUM RECTANGLE

Size: 300 x 250 px

Maximum File Size: 40Kb

\$1,150 Per Unit

3 NATIVE AD

Image Size: 315 x 220 px

Title Character Limit:

50 Characters Max

Maximum File Size: 40Kb

\$1,250 Per Unit


[VIEW SAMPLE](#)

*Regional mailings available for
AMER, APAC & EMEA

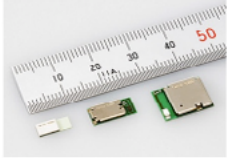
ALL ABOUT
CIRCUITS

Weekly Update
May 26th, 2017


News




The Open-Source Google Assistant Joins the Raspberry Pi AI Movement
May 17, 2017 in News by Elm Youngblood



Bring Your Next IoT Project to Life: Bluetooth® low energy Technology
Sponsored by Tejo Yudes



The New Standards Competition: Wireless Charging
May 14, 2017 in News by Charlene Dubois



Teardown Tuesday: Bluetooth Sony Speaker
May 05, 2017 in News by Robin Mitchell

Latest News


1

ALL ABOUT
CIRCUITS

All About Test & Measurement
March 2017

This monthly update is a collection of Test & Measurement specific content.

Test & Measurement News



Introduction to Stepper Motors with Trinamic's TMC2130 Kit



Keysight Technologies InfiniVision 1000 X-Series Oscilloscopes
March 01, 2017 in News by Kate Smith

Latest Test & Measurement News

2

NEWSLETTER ADVERTISING

// CATEGORY NEWSLETTERS

Promote your message to our niche-specific audience. Category pricing applies to any of the three advertising positions.

- ✓ LEADERBOARD
- ✓ MEDIUM RECTANGLE
- ✓ NATIVE AD

	Circulation	Price
Analog	25,000	\$1,500
Automotive	12,000	\$750
Embedded	19,000	\$1,150
Industrial	13,000	\$900
IoT	15,000	\$900
Power	20,000	\$1,200
Sensors	24,000	\$1,450
Test & Measurement	20,000	\$1,200
Wearables	10,000	\$750
Wireless/RF	20,000	\$1,200

*Regional mailings available for AMER, APAC & EMEA



[VIEW SAMPLE](#)

[VIEW CALENDAR](#)

NEWSLETTER MARKETING

// DEDICATED NEWSLETTER

✓ **6 Native Ads**

Image Size: 315 x 220 px

Title Character Limit:

50 Characters Max

Maximum File Size: 40Kb

✓ **2 Medium Rectangles**

Image: 300 x 250 px

Maximum File Size: 100Kb

✓ **1 Leaderboard**

Size: 728 x 90 px

Maximum File Size: 100Kb

\$325 CPM*

+ \$25 Geo Targeting

+ \$15 Industry/Product Targeting

[VIEW SAMPLE](#)

// ePOSTCARD

Image: 260 x 315 px

Maximum File Size: 100Kb

Title Character Limit:

75 Characters Max (Including Spaces)

Summary Character Limit:

425 Characters Max (Including Spaces)

Call to Action Character Limit:

20 Characters Max (Including Spaces)

\$325 CPM*

+ \$25 Geo Targeting

+ \$15 Industry/Product Targeting

[VIEW SAMPLE](#)

// LIST RENTAL

Your HTML mailings sent to our audience. A great way to get your message in front of our members.

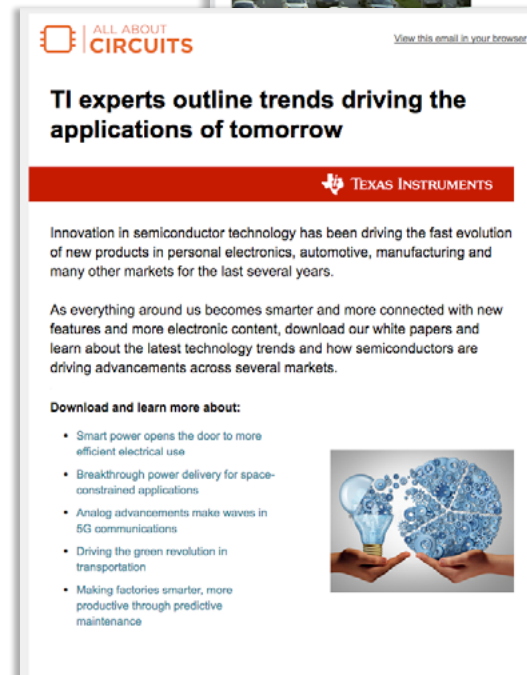
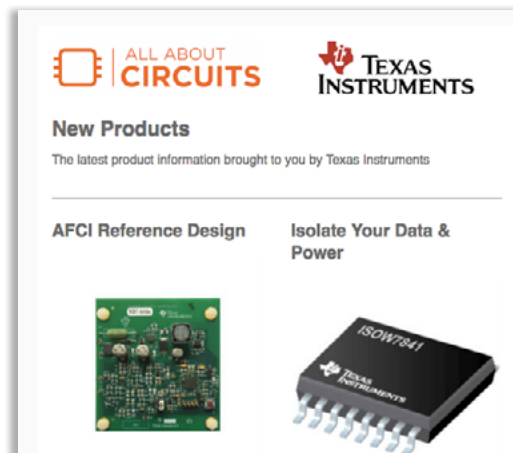
\$325 CPM*

+ \$25 Geo Targeting

+ \$15 Industry/Product Targeting

[VIEW SAMPLE](#)

*Minimum spend: \$1,250



DESIGN CONTEST & GIVEAWAY

Our **Design Contests and Giveaways Program** is one of the best ways to engage with our audience. These programs offer an outside-the-box approach for your products to end up in the hands of **engineers excited to create their next great idea.**

// DESIGN CONTEST

- ✓ 100K Wallpaper impressions
- ✓ 100K AAC Audience Extension imp.
- ✓ 75K Medium Rectangle impressions
- ✓ 50K Native Ad impressions
- ✓ Advertising in two Weekly Newsletters
- ✓ Engagement Newsletter Drip Campaign
- ✓ Custom Landing Page
- ✓ Curation of projects included
- ✓ Social Media Promotion
- ✓ 16-week program
- ✓ Leads included
- ✓ 100% turn-key

\$25,000

[VIEW SAMPLE](#)

The screenshot shows a landing page for a design contest. The main heading is "Enter to Win a Microsoft Hololens at the #MakeWithMaxim Giveaway & Design Contest". Below the heading is a large image of a Maxim Integrated MAX32630FTHR board. To the right of the main content is a sidebar with sections for "Prizes", "Project Phase", and "Deadlines". The "Prizes" section lists: "Best 50 Ideas Receive a Free MAX32630FTHR Board", "1st Place Grand Prize: Microsoft Hololens Development Edition augmented reality headset...", "2nd Place Winner: Saleae Logic Pro 16 + \$500 Digi-Key Store Credit (\$1100 value)", and "3rd Place Winner: \$500 Digi-Key Store Credit". The "Deadlines" section states: "Idea submissions end in 3 days to win 1 of 50 MAX32630FTHR Boards." and "Project submissions end in 63 days to win 1 of 3 Grand Prizes." Below the main content, there is an "Overview" section with a paragraph and a bulleted list of prizes.

// GIVEAWAY

- ✓ 50K Native Ad impressions
- ✓ 25K Medium Rectangle impressions
- ✓ 25K Wallpaper impressions
- ✓ Advertising in two Weekly Newsletters
- ✓ Custom Landing Page
- ✓ Social Media Promotion
- ✓ 5-week program
- ✓ Leads included
- ✓ 100% turn-key

\$7,500

[VIEW SAMPLE](#)

“AAC DOWNLOAD” eBOOK

eBooks are a tried-and-true way to reach a large audience interested in delving deeper into a topic. Capture your targeted audience’s attention with eBooks containing popular AAC articles, advertising for your company, and an introduction written by our editor.

// eBook

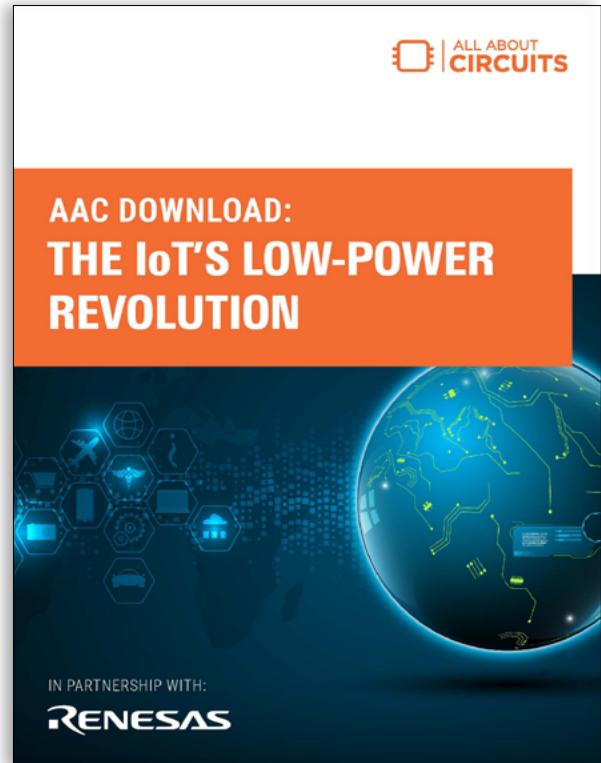
SPECIFICATIONS

- ✓ Advertiser chooses high level topic
- ✓ 5 articles collated by editor with written intro
- ✓ 2 third-page ad units from advertiser
- ✓ 1 advertorial full page from advertiser
- ✓ Custom lead-generation page
- ✓ Reporting
- ✓ Leads included
- ✓ 100% turn-key

PROMOTION

- ✓ 1 Newsletter Native Ad - 60K+ circulation
- ✓ 1 Dedicated ePostcard - 10K circulation
- ✓ 25K Native Ad impressions
- ✓ 50K Audience Extension impressions

\$7,500



[VIEW SAMPLE](#)



CONTENT PROMOTION PACKAGES

Promotion packages are custom-tailored to produce **results for your content.**

// VIDEO PACKAGE

- ✓ 1 Weekly Newsletter Native Ad - 60K+ circulation
- ✓ 50K Audience Extension impressions

Rate Card: \$2,500
Bundled Price: \$1,950



// WHITEPAPER PACKAGE

- ✓ 1 Weekly Newsletter Native Ad - 60K+ circulation
- ✓ 50K Audience Extension impressions
- ✓ 1 Whitepaper lead-collection page creation
- ✓ 25K Native Ad impressions
- ✓ 1 feature on AAC homepage, menu, and industry articles

Rate Card: \$4,275
Bundled Price: \$3,500



// WEBINAR PACKAGE

- ✓ 1 Weekly Newsletter Native Ad - 60K+ circulation
- ✓ 100K Audience Extension impressions
- ✓ 25K Native Ad impressions
- ✓ 1 feature on AAC homepage, menu, and industry webinars
- ✓ 1 Webinar lead-collection page creation
- ✓ 1 Webinar Update newsletter - 60K+ circulation

Rate Card: \$5,325
Bundled Price: \$4,250



// NPI PACKAGE

- ✓ 1 Category Newsletter Native Ad
- ✓ 1 NPI Newsletter Native Ad - 20K circulation
- ✓ 50K Audience Extension Impressions

Rate Card: \$4,300
Bundled Price: \$3,000



+ Add On: [Digital Datasheet Video](#) - \$2,200 (Rate Card: \$2,500)

Mikrocontroller.net is the **largest European electronics engineering community** focused on German-speaking design engineers, where discussions from embedded to analog to power and everything in-between are created every day.

3.8M+

Pageviews per month

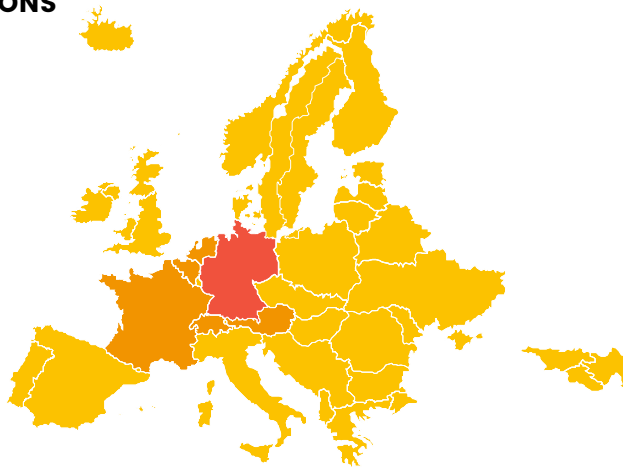
1.1M+

Unique Users per month

65K+

Members

GEO LOCATIONS



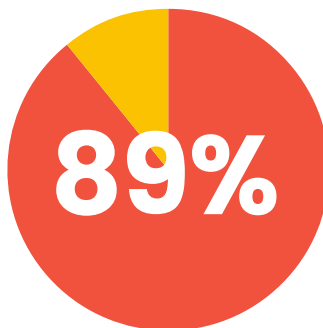
EUROPE

Germany	86%
Austria	8%
Switzerland	4%

REST OF THE WORLD

Rest of the world	2%
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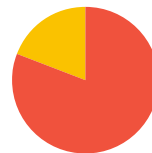
BUYING POWER



89% of Mikrocontroller users are involved in their company's buying decisions.

Source: 2018 Mikrocontroller.net User Study

DEMOGRAPHICS

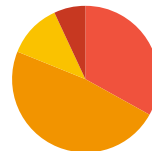


81%

Prime of Career Engineers

19%

Next Generation Engineers



30+ yrs Experience	33%
6-29 yrs in Field	48%
<6 yrs in Field	12%
In College	7%

AUDIENCE TARGETING

// INDUSTRY

Arduino
 Audio
 Automation
 Automotive
 Cloud Computing
 Consumer Electronics
 Drones
 Engineering Consulting
 Industrial
 IoT

IT/Networking
 Lighting
 Medical & Fitness
 Military/Aero/Space
 Mobile
 Motor Control
 Security/Identification
 Smart Grid/Energy
 Telecom
 Wearables

// PRODUCTS

Analog
 Computers & Peripherals
 Connectors
 Development Boards
 Digital ICs
 EDA Tools
 Electromechanical
 Embedded
 Embedded Software
 Memory

Optoelectronics
 Passives
 PCBs
 Power
 Sensors
 Test & Measurement
 Wireless/RF

BANNER ADVERTISING

1 MEDIUM RECTANGLE

Size: 300 x 250 px
Maximum File Size: 100Kb

\$65 ROS CPM
+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting

2 SKYSCRAPER

Size: 160 x 600 px
Maximum File Size: 40Kb

\$75 ROS CPM
+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting

3 HTML PRODUCT AD

Promote a group of 6 products
Ad Size: 300 x 600 px
Product Image Size: 80 x 80 px
Title Size: 25 Characters Max
Summary Size: 50 Characters Max
URL: one for each product

\$110 ROS CPM
+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting



NEWSLETTER ADVERTISING

With a focus on **Europe**, this update is sent monthly to **5K German-speaking engineers**.

// MONTHLY UPDATE

1 LEADERBOARD

Size: 728 x 90 px
Maximum File Size: 100Kb

\$650 Per Unit

2 MEDIUM RECTANGLE

Size: 300 x 250 px
Maximum File Size: 40Kb

\$725 Per Unit

3 NATIVE AD

Image: 315 x 220 px
Title Character Limit:
50 Characters Max
Maximum File Size: 40Kb

\$800 Per Unit

[VIEW SAMPLE](#)

The screenshot displays the mikrocontroller.net newsletter interface. At the top right, it says "Wöchentliches Update März 2017". The main section is titled "Neuigkeiten" (News). It features several articles:

- A blue box with the number "3" and three white horizontal lines, representing a leaderboard ad.
- An article titled "Neue Low-Power Op-Amps von Maxim, LT und ST" with 26 comments, accompanied by an image of a green PCB.
- An article titled "MATRIX Voice: Open-Source Spracherkennungsplattform" with 26 comments, featuring a circular board and a coin.
- An article titled "Raspberry Pi Zero W" with 24 comments, featuring an image of the board.

Below the news section is a yellow bar labeled "Neueste Meldungen". Underneath is a large blue box with the number "2", representing a medium rectangle ad. The bottom section is titled "Forum" and contains a paragraph of text and a link "STM32 Arrays und Performance". At the very bottom is a blue bar with the number "1", representing a native ad.

EEPower.com is the **exclusive digital publication for Bodo's Power content**. Readers learn about all things power through technical articles, product release announcements, and market insights.

50K+

Pageviews per month

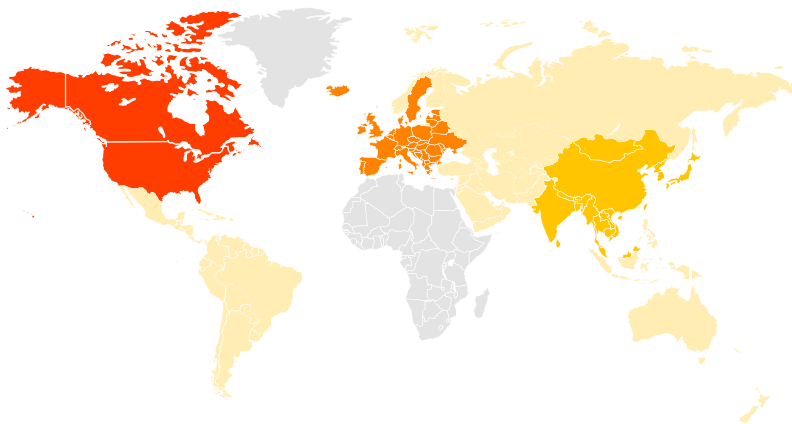
20K+

Unique Users per month

20K+

Members

GEO LOCATIONS



AMERICAS

North America	41%
South America	3%

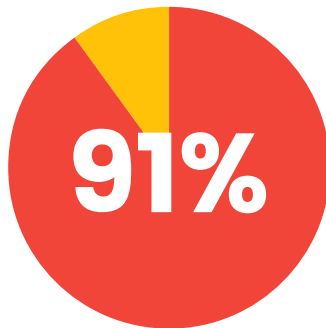
EMEA

Europe	39%
Middle East / Africa	2%

APAC

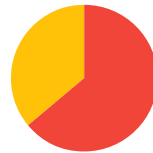
Asia	12%
Pacific Rim	3%

BUYING POWER



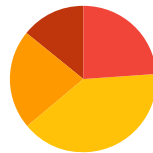
91% of EE Power users are involved in their company's buying decisions.

DEMOGRAPHICS



64%
Prime of Career Engineers

36%
Next Generation Engineers



30+ yrs Experience **24%**
6-29 yrs in Field **40%**
<6 yrs in Field **22%**
In College **14%**

Source: 2018 EE Power User Study

AUDIENCE TARGETING

// INDUSTRY

Automation
Automotive
Consumer Electronics
Industrial
IoT
IT/Networking
Lighting
Medical & Fitness
Military/Aero/Space
Smart Grid/Energy

// PRODUCTS

Assemblies
Batteries
Integrated Circuits
Magnetics
Passives
Power Converters
Power Supplies
Semiconductors
Test & Measurement

BANNER ADVERTISING

1 WALLPAPER ADS

Immersive page design
Size: 1420 x 640 & 300 x 50 px ([specs](#))
Maximum File Size: 100Kb

\$110 ROS CPM

+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting

[DOWNLOAD WALLPAPER TEMPLATE](#)

2 MEDIUM RECTANGLE

“Sticky” format
Size: 300 x 250 px
Maximum File Size: 40Kb

\$75 ROS CPM

+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting

3 LEADERBOARD

Located above the fold
Size: 728 x 90 px
Maximum File Size: 100Kb

\$65 ROS CPM

+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting

4 NATIVE ADS

Promote content
Image Size: 80 x 80 and 315 x 220 px
Title Size: 50 Characters Max
Summary Size: 80 Characters Max

\$75 ROS CPM

+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting

5 HTML PRODUCT AD

Promote a group of 6 products
Ad Size: 300 x 600 px
Product Image Size: 80 x 80 px
Title Size: 25 Characters Max
Summary Size: 50 Characters Max
URL: one for each product

\$110 ROS CPM

+ \$15 Geo Targeting
+ \$10 Industry/Product Targeting



NEWSLETTER ADVERTISING

// WEEKLY UPDATE

Promote your message to the electrical engineering and power community. Our weekly update goes out to **20K+ members**.

1 LEADERBOARD

Size: 728 x 90 px
Maximum File Size: 100Kb

\$ 1,150 Per Unit

2 MEDIUM RECTANGLE

Size: 300 x 250 px
Maximum File Size: 40Kb

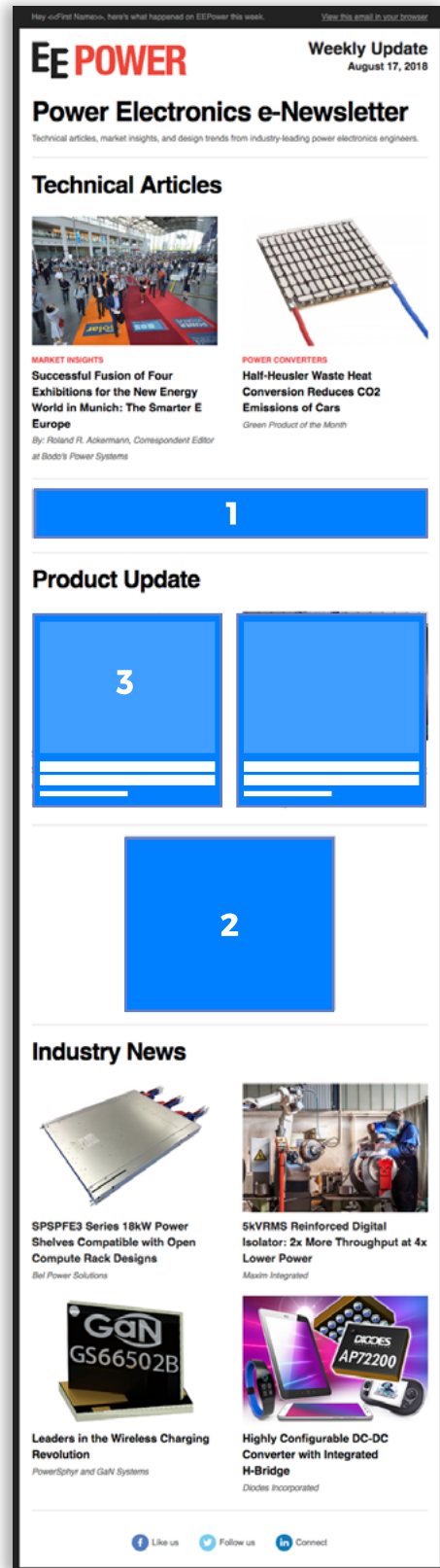
\$ 1,150 Per Unit

3 NATIVE AD

Image Size: 315 x 220 px
Title Character Limit:
50 Characters Max
Maximum File Size: 40Kb

\$ 1,350 Per Unit

[VIEW SAMPLE](#)



Reach
GLOBAL / MAKERS

Maker Pro is one of the fastest-growing electronics maker communities, **providing a global platform for maker professionals** to engage with design contests, local hack-a-thons, and project collaboration.

650K+

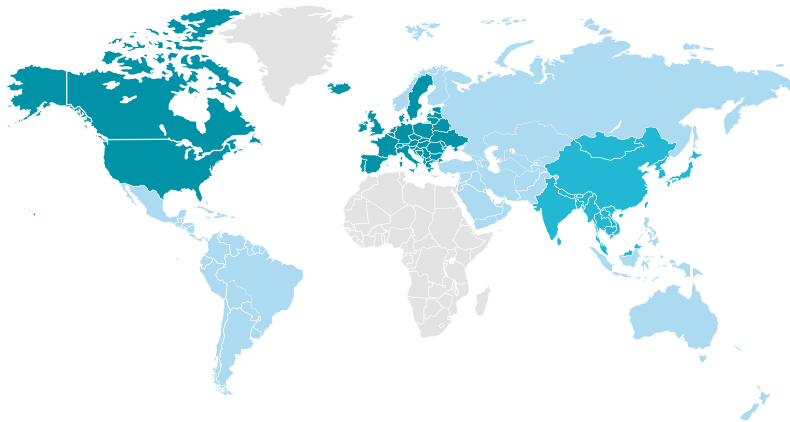
Pageviews per month

330K+

Unique Users per month

20K+

Members

GEO LOCATIONS**AMERICAS**

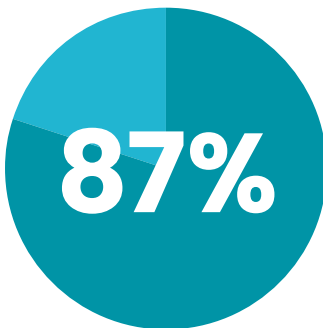
North America **25%**
South America **4%**

EMEA

Europe **25%**
Middle East / Africa **9%**

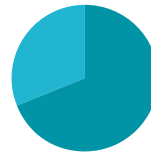
APAC

Asia **34%**
Pacific Rim **3%**

BUYING POWER

87% of Maker.Pro users are involved in their projects' buying decisions.

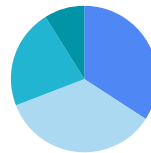
Source: 2018 Maker Pro User Study

DEMOGRAPHICS**31%**

Prime of Career Engineers

69%

Next Generation Engineers



30+ yrs Experience **9%**
6-29 yrs in Field **22%**
<6 yrs in Field **35%**
In College **34%**

AUDIENCE TARGETING**// INDUSTRY**

Arduino
Audio
Automation
Automotive
Cloud Computing
Consumer Electronics
Drones
Engineering Consulting
Industrial
IoT

IT/Networking
Lighting
Medical & Fitness
Military/Aero/Space
Mobile
Motor Control
Security/Identification
Smart Grid/Energy
Telecom
Wearables

// PRODUCTS

Analog
Computers & Peripherals
Connectors
Development Boards
Digital ICs
EDA Tools
Electromechanical
Embedded
Embedded Software
Memory

Optoelectronics
Passives
PCBs
Power
Sensors
Test & Measurement
Wireless/RF

BANNER ADVERTISING

1 WALLPAPER ADS

Immersive page design

Size: 1420 x 640 & 300 x 50 px ([specs](#))

Maximum File Size: 100Kb

\$75 ROS CPM

+ \$10 Geo Targeting

+ \$5 Industry/Product Targeting

[DOWNLOAD WALLPAPER TEMPLATE](#)

2 NATIVE AD

Promote content

Size: 400 x 300 px

Maximum File Size: 40Kb

\$45 ROS CPM

+ \$10 Geo Targeting

+ \$5 Industry/Product Targeting

3 LEADERBOARD

Located above the fold

Size: 728 x 90 px

Maximum File Size: 100Kb

\$35 ROS CPM

+ \$10 Geo Targeting

+ \$5 Industry/Product Targeting

4 WELCOME

Focus on unique users

Size: 640 x 480 px

Maximum File Size: 100Kb

Average 50K impressions per week

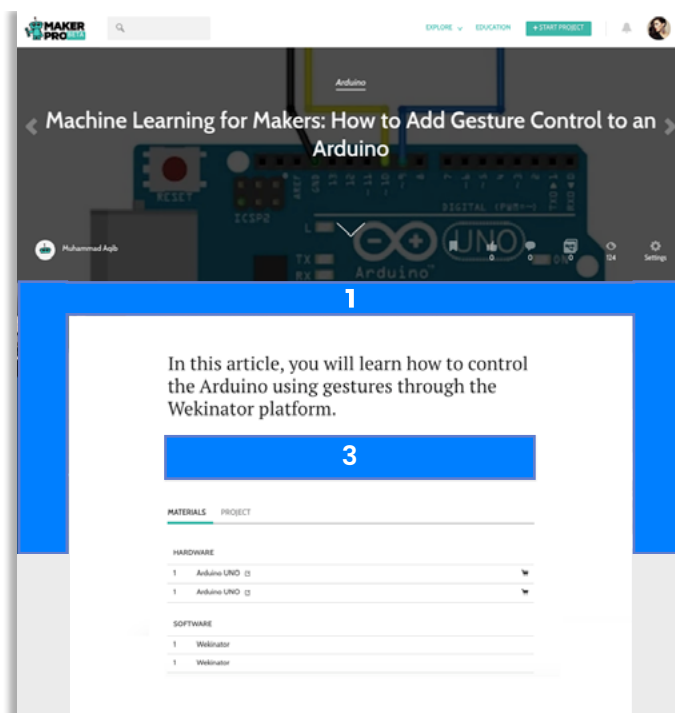
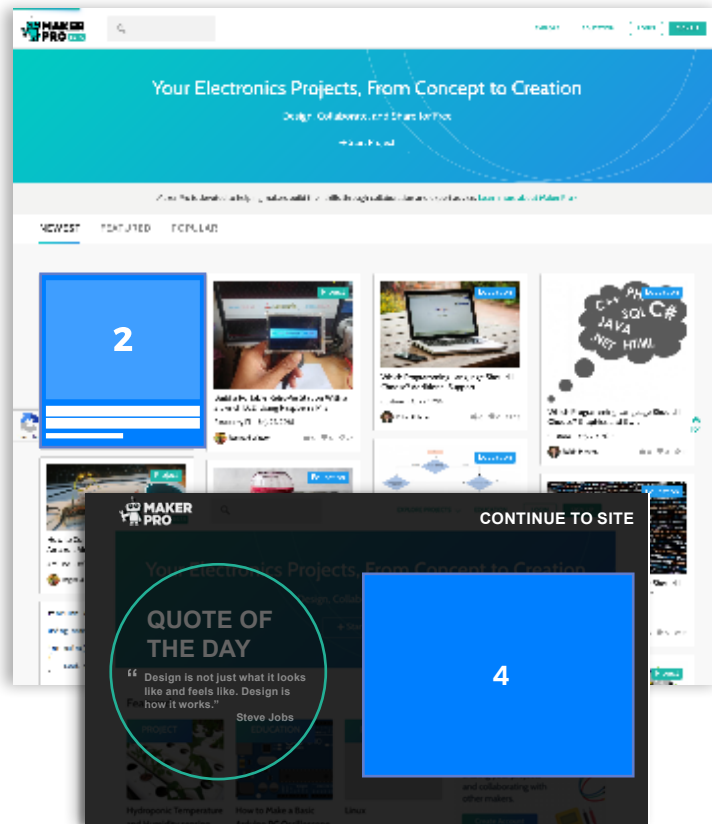
\$70 ROS CPM

+ \$10 Geo Targeting

+ \$5 Industry/Product Targeting

or

\$3,500 Per Week



NEWSLETTER MARKETING

Promote your message to the **electronics maker community**. Our monthly update goes out to **15K+** members.

// MONTHLY UPDATE

1 LEADERBOARD

Size: 728 x 90 px
Maximum File Size: 100Kb

\$650 Per Unit

2 MEDIUM RECTANGLE

Size: 300 x 250 px
Maximum File Size: 40Kb

\$725 Per Unit

3 NATIVE AD

Image: 315 x 220 px
Title Character Limit:
50 Characters Max
Maximum File Size: 40Kb

\$800 Per Unit

[VIEW SAMPLE](#)

The sample newsletter features the Maker Pro logo (a blue robot) and the text 'Monthly Update June 2018'. Below the logo is the text 'Here is this month's update from Maker.Pro'. The main section is titled 'Featured Projects' and contains three project cards. The first card is 'How to Make a Reed Switch Gate Alarm' by Robin Mitchell, featuring an image of a reed switch. The second card is 'Arduino Lilypad Controlled NeoPixel Earrings' by Hilal Güngör, featuring an image of colorful earrings. The third card is 'Rover Control with the Tactigon (Arduino IDE)' by The Tactigon, featuring an image of a tracked rover. Below the project cards is a teal bar with the text 'Latest Projects' and a blue bar with the number '1'.

The sample newsletter features a teal bar with the text 'Latest Educational Articles' and the word 'Articles' in a large font. Below this is a large blue square with the number '2'. The main section is titled 'Join Our Maker Community' and features an image of hands working on a circuit board. To the right of the image is the text: 'Help us spark the new engineering revolution! Share your projects with the world and help others learn how to make their own projects. Build your portfolio by submitting your projects to Maker.Pro below.'

Bodo's Power Systems®

Launched in June 2006, **Bodo's Power Systems** is a monthly magazine that serves as the premier power electronics, power management, power conversion, intelligent and embedded motion control publication world wide for **systems design engineers**.

GLOBAL PRINT CIRCULATION

Germany	7,236
United Kingdom	1,937
France	1,728
Italy	1,515
Scandinavia	951
Benelux	943
Eastern Europe	1,114
Southern Europe	926
Austria	404
Switzerland	655
Israel	152
USA / Canada	5,474
Far East VIP only	965
Print Readers Total	24,000

PRINT ADVERTISING RATES

- ✓ Full page - \$6,375
- ✓ Half page - \$4,250
- ✓ Third page - \$2,750
- ✓ Quarter page - \$2,125
- ✓ Eight page - \$1,125



CHINESE NETWORK

EETech's ever-growing **media network in China** is comprised of component aggregators, forums, news sites, and blogs that boast over **1.5 million unique monthly users and 15 million monthly pageviews**.

1 PREMIUM TOP BANNER

- ✔ "Sticky" format
- ✔ High click-through rate ranging: 0.3% - 0.5%

Size: 1200 x 70 px

Maximum File Size: 100Kb

\$40 ROS CPM

1

中国IC网
www.ic37.com

IC/元器件供货 | Datasheet PDF资料 | 型号参数

请输入IC型号 搜索

感恩的心
2018感谢有你!

首页 IC即时供应和采购 元器件和周边 Datasheet下载 行业新闻 技术文章 招聘求职 百宝箱

登录 | 注册
我的IC37

快捷导航: 我的IC37 发布采购 查看报价单 库存上传 查看询价单

会员中心

用户名:

密码:

记住密码

登录

免费注册 忘记密码

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SAMSUNG Micron SPANSION

IC Datasheet Go
1000万型号 1100多家厂家

IC型号参数 Go
800多万型号参数大全

IC厂家大全 Go
1000多家原厂直购

2018新款海量上线测试中!

推荐会员

深圳市诚芯易电子有限公司
深圳市富晶电子科技有限公司
深圳市辉华创展科技有限公司
深圳市辉华拓展科技有限公司
深圳市耀华科技有限公司
深圳市智睿捷电子有限公司
深圳市冠文电子有限公司
深圳市德济德电子有限公司
深圳市富腾达科技有限公司
深圳市朝华半导体有限公司
港祥尚城

最新采购信息 更多

公司名称	型号	厂家	批号	数量	时间
西安柯小.	HI-6121PQM			10	2018-7-5
Toma.	JPM1020			100	2018-7-5
Toma.	3DL8P45			10	2018-7-5
Toma.	ZW830B-12			10	2018-7-5
上海虹韵.	MAX9143AASA33			2	2018-7-5
杭州展鸿.	STW48NM60N	ST		100000	2018-7-5
杭州展鸿.	STTH9004W	ST		50000	2018-7-5
杭州展鸿.	FFH90LP408	Fairchild		50000	2018-7-5

行业资讯 更多

中颖电子AMOLED驱动芯片 今年成...
东芝宣布SATA 两种型号硬盘获可用...
索尼PS4销量超8000万台 前纪录...
人工智能算法发现科技巨头普遍违反欧盟...
招聘信息显示苹果与惠普合作提供企业级...
AMD展示出全球首款7nm GPU
联电买富士通半导体凸显日企困境
中兴对Maxell侵权案败诉 赔偿4...
松下将为特斯拉投资Gigafactory...
三星第二季度利润预计疲软
耐威科技北京MEMS产线达产后 产能...

最新上传的PDF资料

上传日期2018-07-02 (33)

最新供应信息 更多

供货单位	型号	厂家	批号	数量	时间
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会员动态 更多

ABB Procontic 07EA.

VIEW SAMPLE

PERFORMANCE MARKETING

Our lead generation and click generation programs that **deliver guaranteed results**. You only pay for as many results as we generate. All leads are quality checked to ensure no missing fields.

// HOW IT WORKS

- 1 Users are qualified and marketed on EETech brands
- 2 Programs run until lead or click guarantee is completed
- 3 Leads or reports are delivered

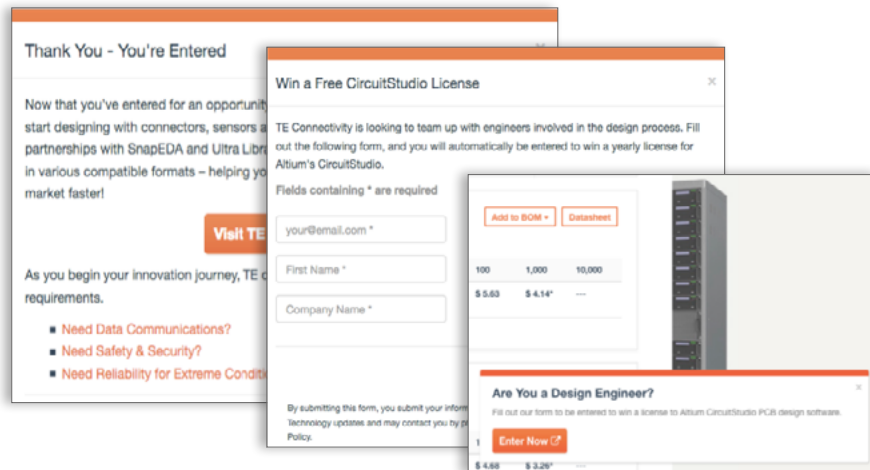
*Geo and Industry targeting available

COST PER LEAD

US - \$25 CPL

Europe - \$28 CPL

Asia - \$20 CPL

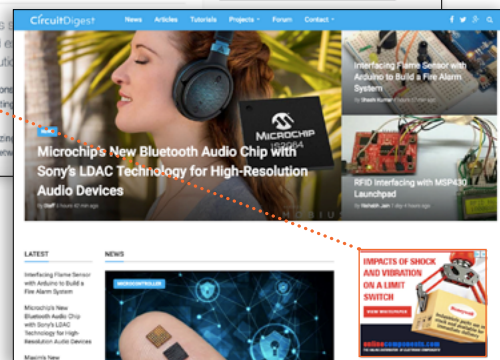
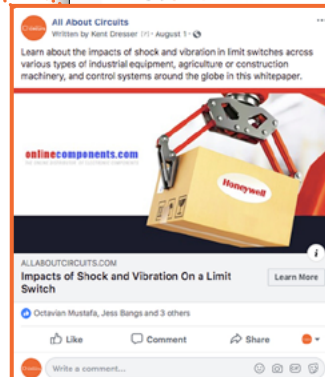
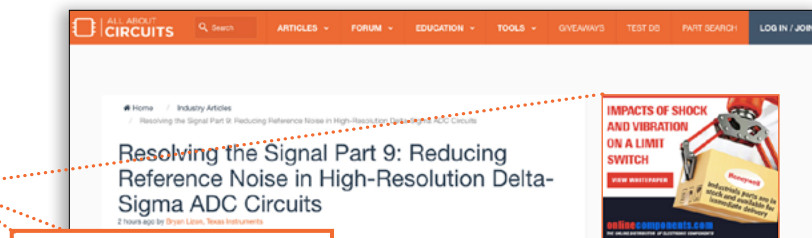


COST PER CLICK

US - \$10 CPC

Europe - \$12 CPC

Asia - \$8 CPC



MARKETING

EXTENSION OF YOUR ENGINEERING TEAM



VIDEO PRODUCTION & PROMOTION

Ideation. Creation. Promotion.



CONTENT CREATION & PROMOTION

Content that speaks your language.



WEBINAR PRODUCTION & PROMOTION

The all-in-one Webinar package.



APP DESIGN & DEVELOPMENT

iOS and Android apps made for engineers.



TOOLS & WEB DEVELOPMENT

We create tools that engage.



TECHNICAL SEO

Industry knowledge combined with SEO know-how.

VIDEO PRODUCTION & PROMOTION

Reach the next generation of electrical engineers through effective video content. Showcase your products with spec-focused Digital Data Sheets. Tailor your message for social channels with digestible Product Sociables. Show your products in action with application-centric How-To videos. Or design your perfect program from scratch with our Custom Video Programs.

// CUSTOM

We provide a team with video and engineering expertise, creating your custom video program will come 100% turn-key with no heavy lifting.

TYPES

- ✔ 3D Modeling
- ✔ On-screen Engineer
- ✔ Lab Testing
- ✔ Prototyping
- ✔ Animation
- ✔ B-Roll
- ✔ Interviews

PROMOTION

- ✔ Newsletter Native Ads
- ✔ Website Native Ads
- ✔ Social Media

ANALYTICS

30-day report at the end of the following month.

REQUEST PRICING

[VIEW SAMPLE](#)

// DIGITAL DATASHEET

“Digital Datasheet” video series are designed around educating engineers about your product’s technology and design. This format is focused on graphical 3D modeling of product(s) with engineer narration.

SPECIFICATIONS

- ✔ Recommended Length: 45 to 60 secs
- ✔ 30-day report at the end of the following month

PROMOTION

- ✔ 25K AAC Audience Extension imp.

\$2,500 Per Video

[VIEW SAMPLE](#)

// PRODUCT SOCIABLES

Product sociables are made for social media. Short and condensed, highlighting the most important features or differentiators of your product by placing them within a story-driven context. We use on-screen text rather than a voiceover since most social views happen without audio.

SPECIFICATIONS

- ✔ Recommended Length: 20 to 60 secs
- ✔ 30-day report at the end of the following month

PROMOTION

- ✔ 25K AAC Audience Extension imp.

\$2,500 Per Video

[VIEW SAMPLE](#)

// HOW-TO

We created the “How-To” video series to assist engineers with their number one goal: prototyping. These videos are designed to educate users about a specific product or technology coming to market and how to get started with their design.

SPECIFICATIONS

- ✔ Recommended Length: 2 to 5 mins
- ✔ 30-day report at the end of the following month

PROMOTION

- ✔ 1 Newsletter Native Ad - 60K circ.
- ✔ 25K Native Ad impressions
- ✔ 25K Audience Extension impressions
- ✔ AAC Site Promotion
- ✔ AAC Social Media Promotion

\$6,000 Per Video

[VIEW SAMPLE](#)

CONTENT CREATION & PROMOTION

With a network of experienced electrical engineering writers, EETech provides a variety of custom content to fit your needs. Let us create your blog posts, whitepapers, and research articles to help you introduce new products and technological advances in an engaging and informative voice.

// BASIC ARTICLE

Basic articles are an excellent way to build your web presence and introduce your newest products and projects.

SPECIFICATIONS

- ✓ Technical editor
- ✓ 500-750 words
- ✓ Images/Graphics
- ✓ Layout with branding

PROMOTION

25K Audience Extension impressions

\$1,500

[VIEW SAMPLE](#)

// TECHNICAL WHITEPAPER

Technical whitepapers dive deeper into products and concepts with design details, studies, tables, and images requiring engineering expertise.

SPECIFICATIONS

- ✓ Engineer editor
- ✓ 750-1,500 words
- ✓ Images/Graphics
- ✓ Layout with branding

PROMOTION

25K Audience Extension impressions

\$2,500

[VIEW SAMPLE](#)

// ADVANCED WHITEPAPER

Advanced whitepapers serve to educate readers about highly technical concepts and product information.

SPECIFICATIONS

- ✓ Engineer editor
- ✓ 1,500+ words
- ✓ Images/Graphics
- ✓ Layout with branding

PROMOTION

- ✓ 1 Newsletter Native Ad - 60K circulation
- ✓ 25K Native Ad impressions
- ✓ 25K Audience Extension impressions

\$4,000

[VIEW SAMPLE](#)

// RESEARCH ARTICLE

Research articles leverage EETech's large audience to explore market trends and customer attitudes. With customized information, an EETech writer will write a whitepaper based on the results.

SPECIFICATIONS

- ✓ Engineer editor
- ✓ 1,500+ words
- ✓ Images/Graphics
- ✓ Layout with branding

PROMOTION

- ✓ 1 Newsletter Native Ad - 60K circulation
- ✓ 50K ePostcard blast
- ✓ 25K Native Ad impressions
- ✓ 25K Audience Extension impressions

\$7,500

WEBINAR PRODUCTION & PROMOTION

SPECIFICATIONS

- ✔ **30 - 45 min.** Client provided PowerPoint with audio or webcam recording
- ✔ **15 min.** Q&A session (live or simulated)
- ✔ In-webinar poll & post-webinar survey option

ANALYTICS

- ✔ 12 Consecutive Weekly Lead Reports
- ✔ Live & On-demand Summary
- ✔ Average Duration
- ✔ Conversion Rate
- ✔ Q&A Summary
- ✔ Poll Summary

PROMOTION

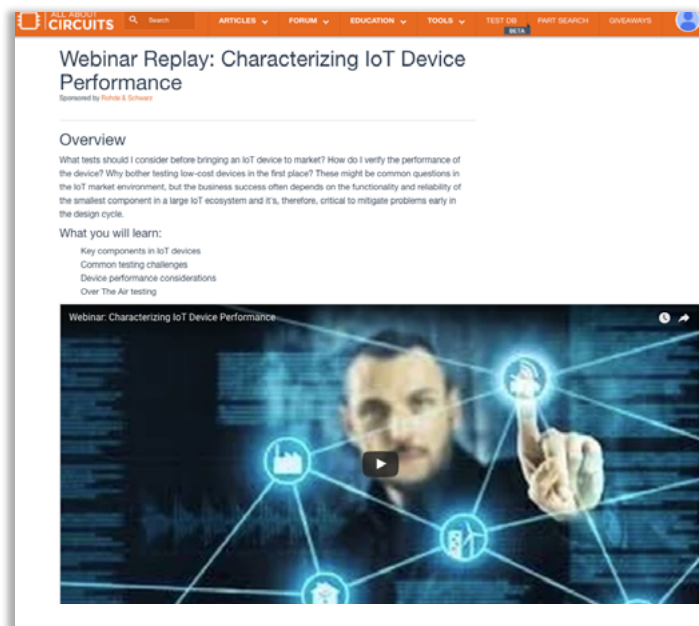
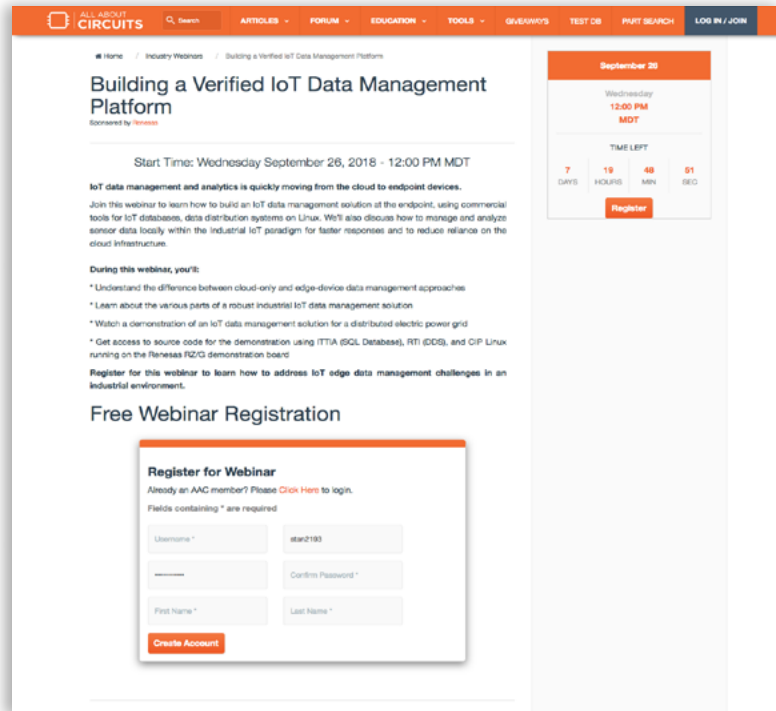
- ✔ Webinar Page Creation
- ✔ 1 Webinar Update newsletter – 60K circ.
- ✔ 1 Newsletter Native Ad – 60K circ.
- ✔ 25K Native Ad impressions
- ✔ 100K Audience Extension impressions
- ✔ AAC Site Promotion
- ✔ AAC Social Media Promotion

PRE-EVENT

- ✔ 1 Webinar Update newsletter – 60K circ.
- ✔ 1 Newsletter Native Ad – 60K circ.
- ✔ 25K Native Ad impressions
- ✔ AAC Site Promotion
- ✔ AAC Social Media Promotion

POST-EVENT

\$8,000 Per Webinar



VIEW SAMPLE

APP DESIGN & DEVELOPMENT

// IOS AND ANDROID APPS MADE FOR ENGINEERS

Take a great idea and make it even more accessible with your own Mobile Application designed for iOS and Android devices. Let us show you how the next generation of engineers can interact with your brand and products. [View an example on iTunes.](#)

TOOLS & WEB DEVELOPMENT

// WE CREATE TOOLS THAT ENGAGE

Looking to create something completely custom? We are a full-service marketing team with design, development, and support built into each new idea. [Check out the tool](#) we've developed with an industry partner.

TECHNICAL SEO

// INDUSTRY KNOWLEDGE COMBINED WITH SEO KNOW-HOW

We incorporate engineers and SEO specialists to offer industry-specific on-page analysis, keyword audits, and link-building strategies. We increase organic traffic, and have the results to prove it. [Request free analysis.](#)

INTERESTED IN WORKING WITH EETECH?

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