EETech

EETech Media and Marketing

BUILT BY ENGINEERS FOR ENGINEERS

MEDIA GUIDE

ALL ABOUT **CIRCUITS** | **mikro**controller.net | E**E POWER** | **MAKER PRO** | **Bodo's Power** Systems®

EETECH.COM

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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

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.

ALL ABOUT
CIRCUITS

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.
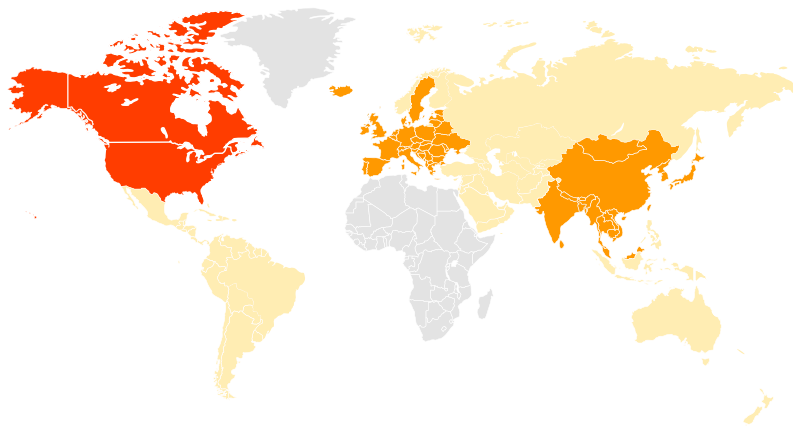
4.8M+
Pageviews per month

2.1M
Unique Users per month

450K+
Members

GEO LOCATIONS

AMERICAS

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

EMEA

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

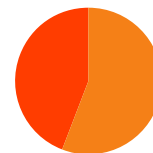### APAC

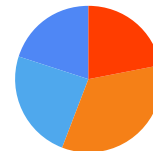|	
Asia	**15%**
Pacific Rim	**6%**

BUYING POWER

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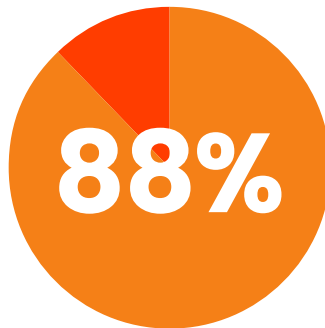
88% of AAC users are involved in their company's buying decisions.

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	IT/Networking
Audio	Lighting
Automation	Medical & Fitness
Automotive	Military/Aero/Space
Cloud Computing	Mobile
Consumer Electronics	Motor Control
Drones	Security/Identification
Engineering Consulting	Smart Grid/Energy
Industrial	Telecom
IoT	Wearables

// PRODUCTS

Analog	Optoelectronics
Computers & Peripherals	Passives
Connectors	PCBs
Development Boards	Power
Digital ICs	Sensors
EDA Tools	Test & Measurement
Electromechanical	Wireless/RF
Embedded	
Embedded Software	
Memory	

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
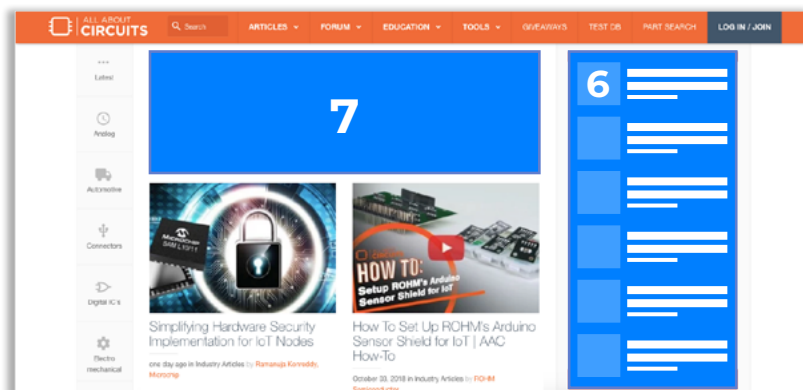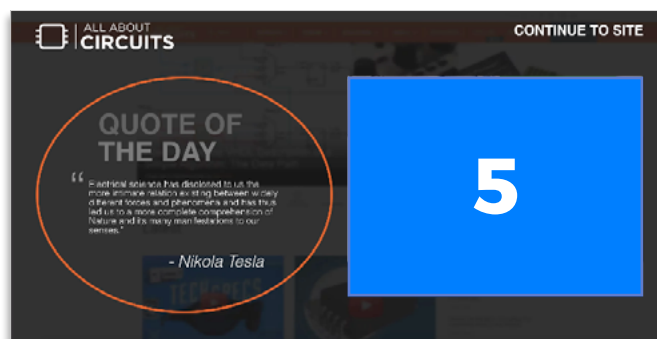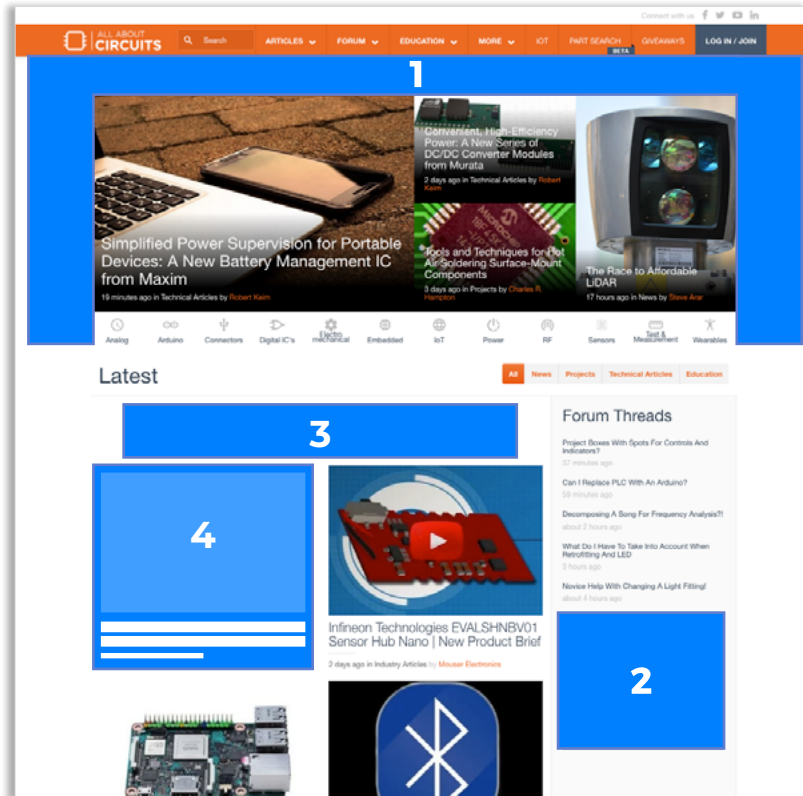**Size:** 800 x 250 px
Maximum File Size: 100Kb
$75 ROS CPM

ADDITIONAL TARGETING
+ $15 Geo Targeting
+ $10 Industry/Product Targeting
+ $10 Account-Based Targeting

ALL ABOUT **CIRCUITS**

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

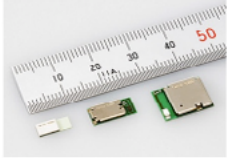*Regional mailings available for
  AMER, APAC & EMEA

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
Wareables	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.
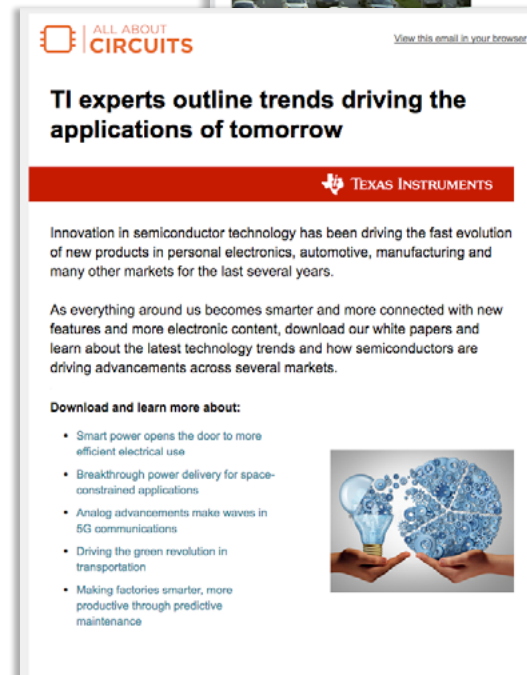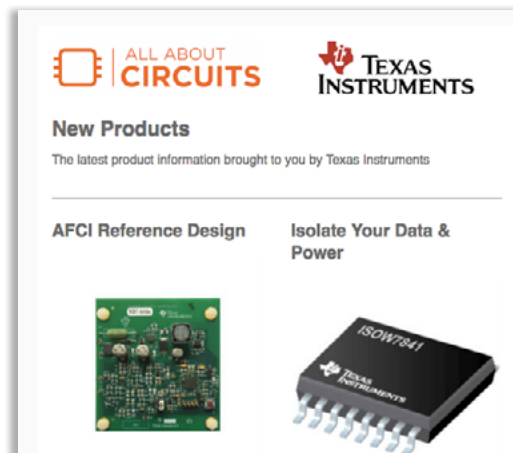
$325 CPM*
+ $25 Geo Targeting
+ $15 Industry/Product Targeting

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

// 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
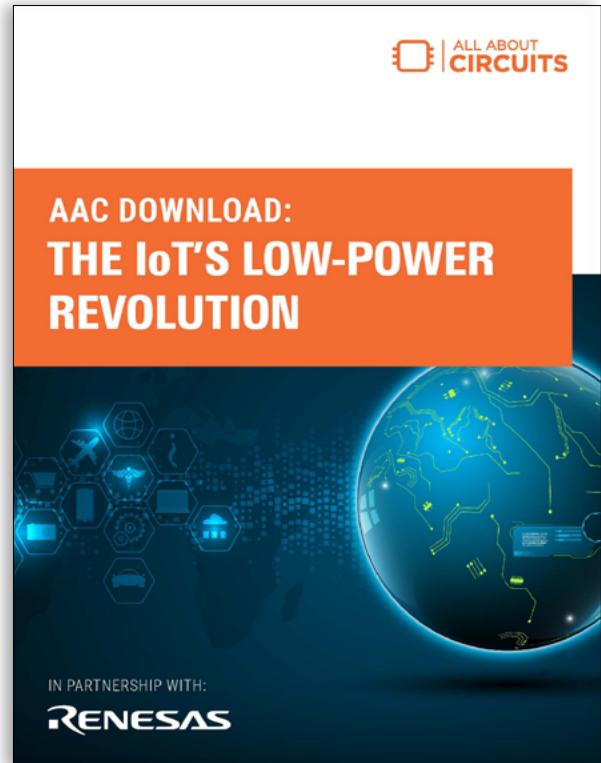
VIEW SAMPLE

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

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.
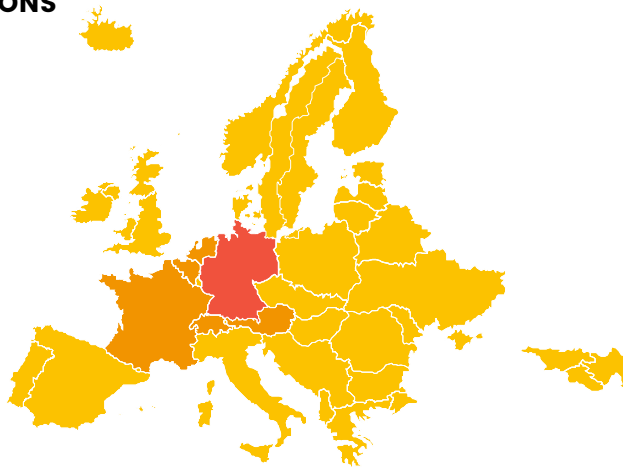
3.8M+
Pageviews per month
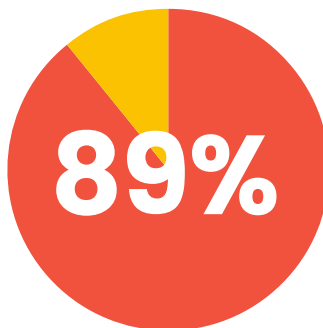
1.1M+
Unique Users per month

65K+
Members

GEO LOCATIONS

EUROPE

Germany	**86%**
Austria	**8%**
Switzerland	**4%**

REST OF THE WORLD

Rest of the world	**2%**

BUYING POWER

89%

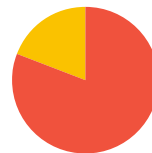**89% of Mikrocontroller users are involved in their company's buying decisions.**

Source: 2018 Mikrocontroller.net User Study

DEMOGRAPHICS

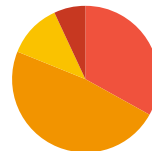## 81%
Prime of Career Engineers

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	IT/Networking
Audio	Lighting
Automation	Medical & Fitness
Automotive	Military/Aero/Space
Cloud Computing	Mobile
Consumer Electronics	Motor Control
Drones	Security/Identification
Engineering Consulting	Smart Grid/Energy
Industrial	Telecom
IoT	Wearables

// PRODUCTS

Analog	Optoelectronics
Computers & Peripherals	Passives
Connectors	PCBs
Development Boards	Power
Digital ICs	Sensors
EDA Tools	Test & Measurement
Electromechanical	Wireless/RF
Embedded	
Embedded Software	
Memory	

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

mikrocontroller.net

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

EE POWER

Reach
GLOBAL / ENGINEER

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.
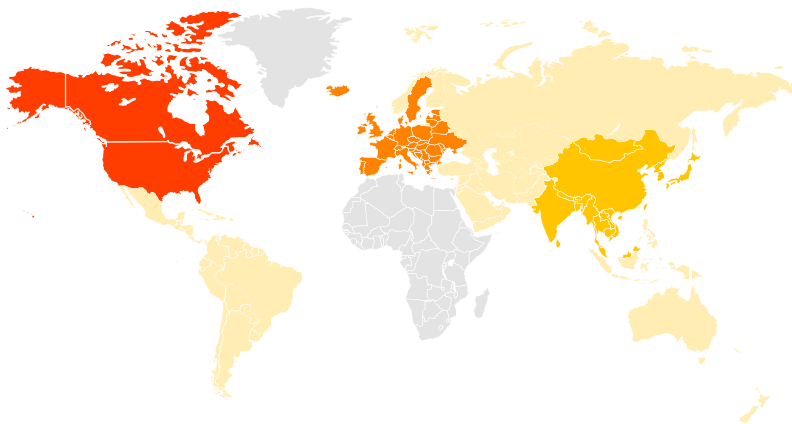
50K+
Pageviews per month

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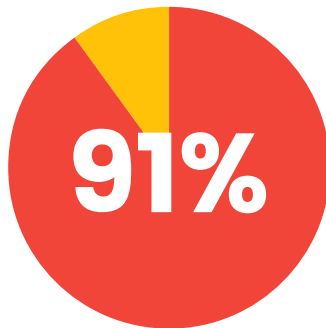
91% of EE Power users are involved in their company's buying decisions.

Source: 2018 EE Power User Study

DEMOGRAPHICS
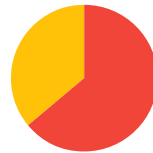
64%
Prime of Career Engineers

36%
Next Generation Engineers
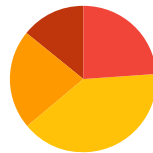
30+ yrs Experience	**24%**
6-29 yrs in Field	**40%**
<6 yrs in Field	**22%**
In College	**14%**

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

EE POWER

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
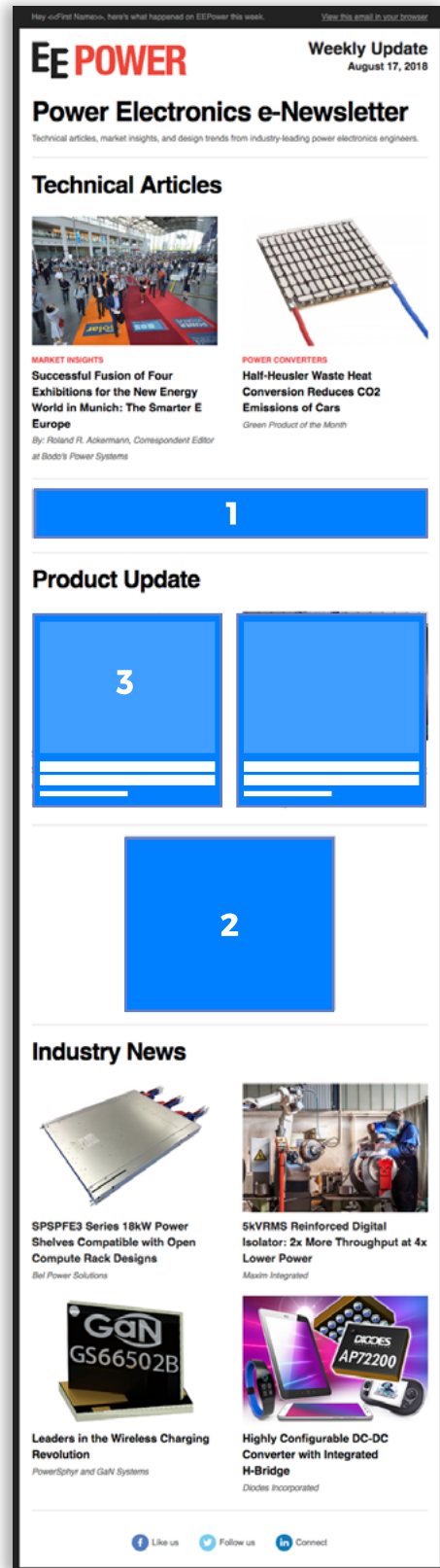**Maximum File Size:** 40Kb

$ 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

MAKER PRO

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.
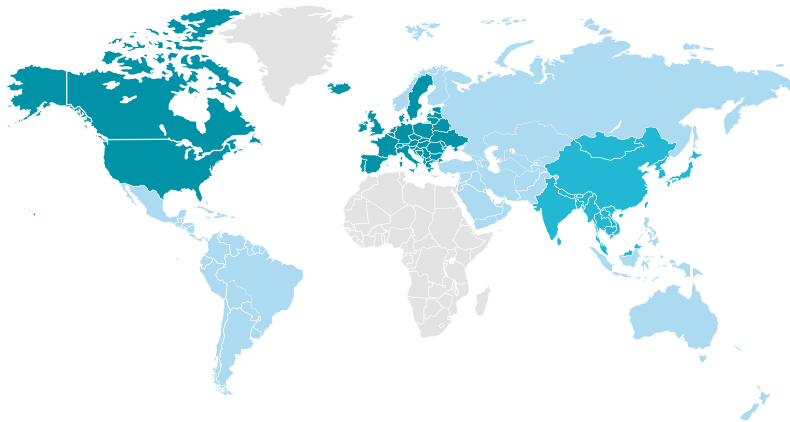
650K+
Pageviews per month

330K+
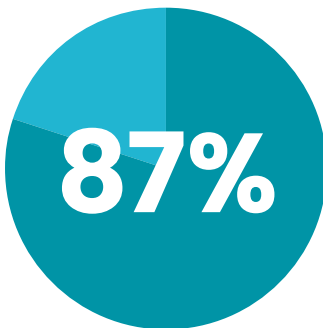Unique Users per month

20K+
Members

GEO LOCATIONS

AMERICAS

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

EMEA

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

APAC

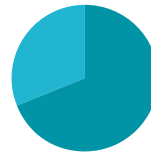|	
Asia	**34%**
Pacific Rim	**3%**

BUYING POWER

87%

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

Source: 2018 Maker Pro User Study

DEMOGRAPHICS

31%
Prime of Career Engineers

69%
Next Generation Engineers
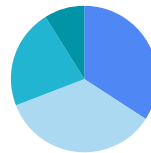
30+ yrs Experience	**9%**
6-29 yrs in Field	**22%**
<6 yrs in Field	**35%**
In College	**34%**

AUDIENCE TARGETING

// INDUSTRY

Arduino	IT/Networking
Audio	Lighting
Automation	Medical & Fitness
Automotive	Military/Aero/Space
Cloud Computing	Mobile
Consumer Electronics	Motor Control
Drones	Security/Identification
Engineering Consulting	Smart Grid/Energy
Industrial	Telecom
IoT	Wearables

// PRODUCTS

Analog	Optoelectronics
Computers & Peripherals	Passives
Connectors	PCBs
Development Boards	Power
Digital ICs	Sensors
EDA Tools	Test & Measurement
Electromechanical	Wireless/RF
Embedded	
Embedded Software	
Memory	

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
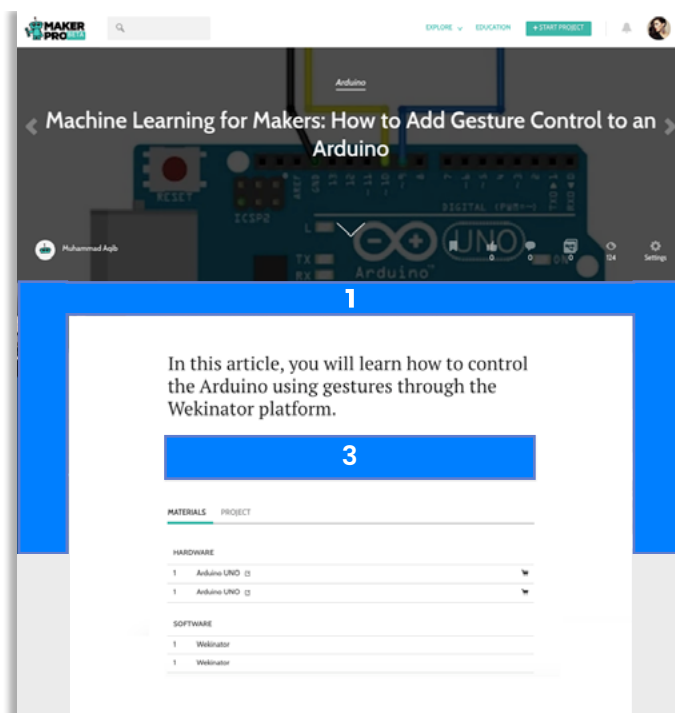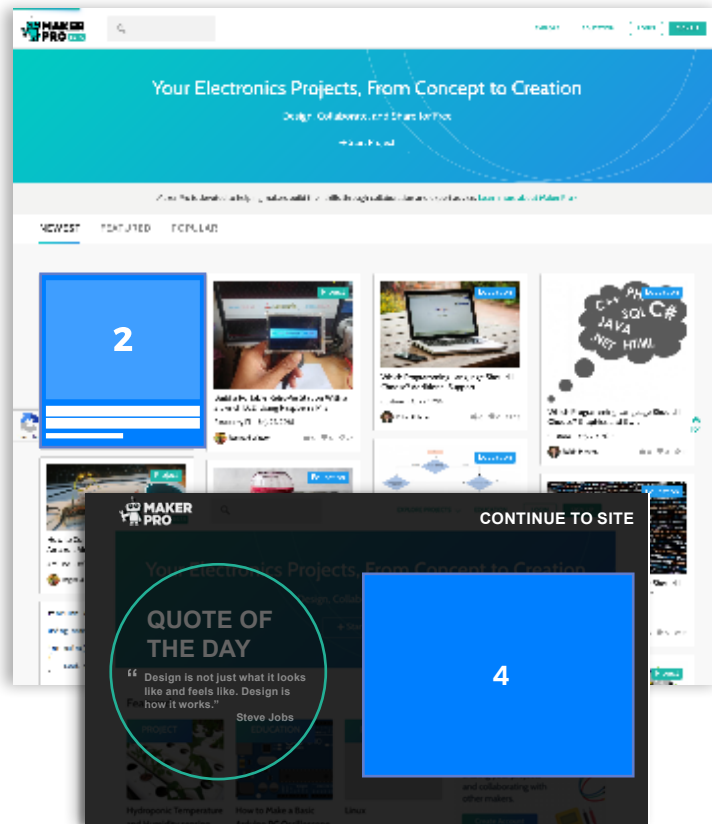Average 50K impressions per week

$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

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

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
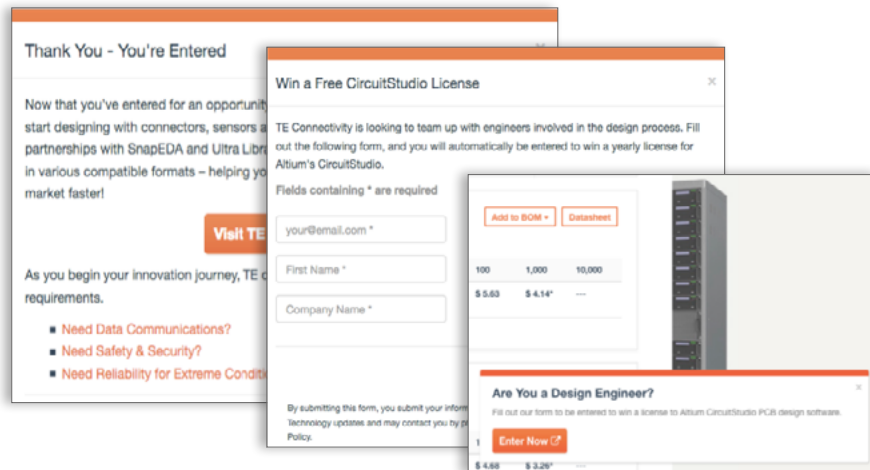
COST PER CLICK
US - $10 CPC
Europe - $12 CPC
Asia - $8 CPC
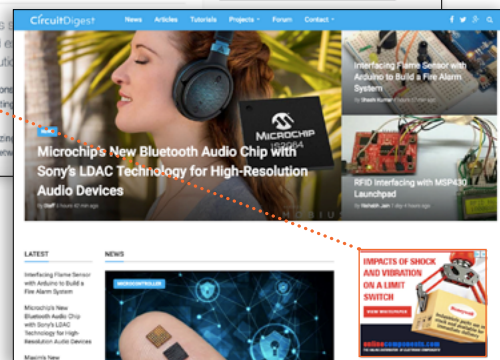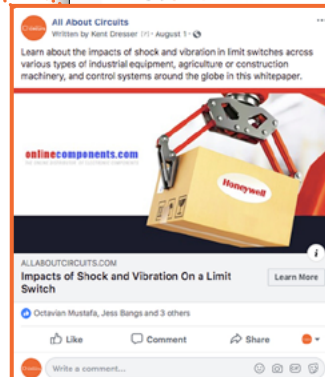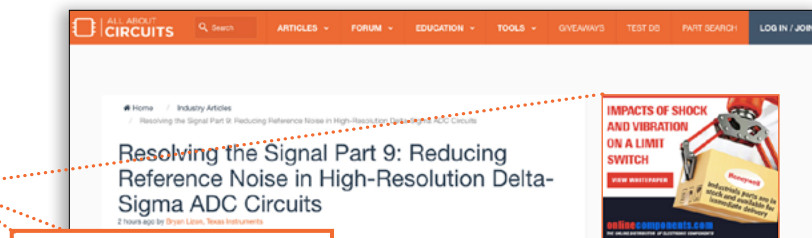
MARKETING

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

PRE-EVENT

- 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

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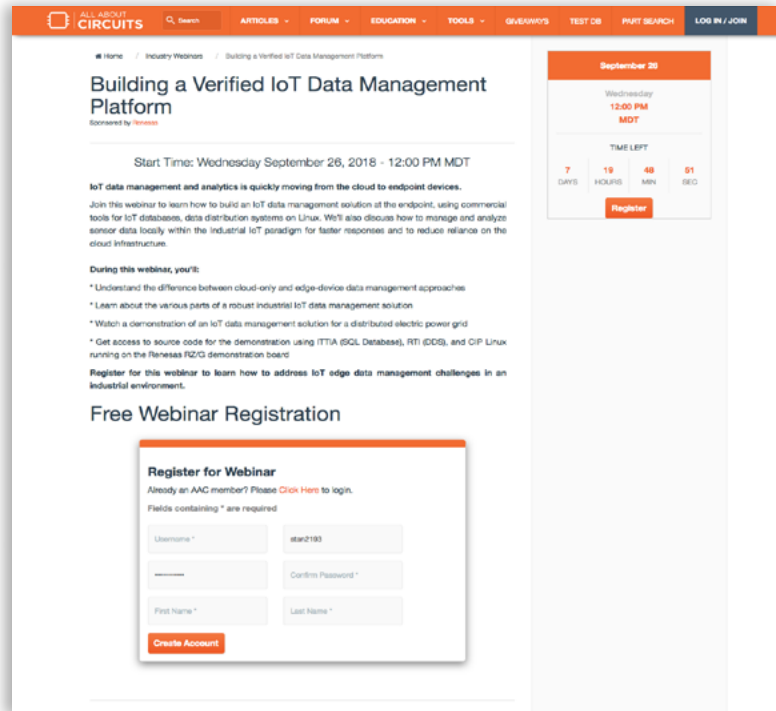
- 1 Webinar Update newsletter – 60K circ.
- 1 Newsletter Native Ad – 60K circ.
- 25K Native Ad impressions
- AAC Site Promotion
- AAC Social Media Promotion

$8,000 Per Webinar
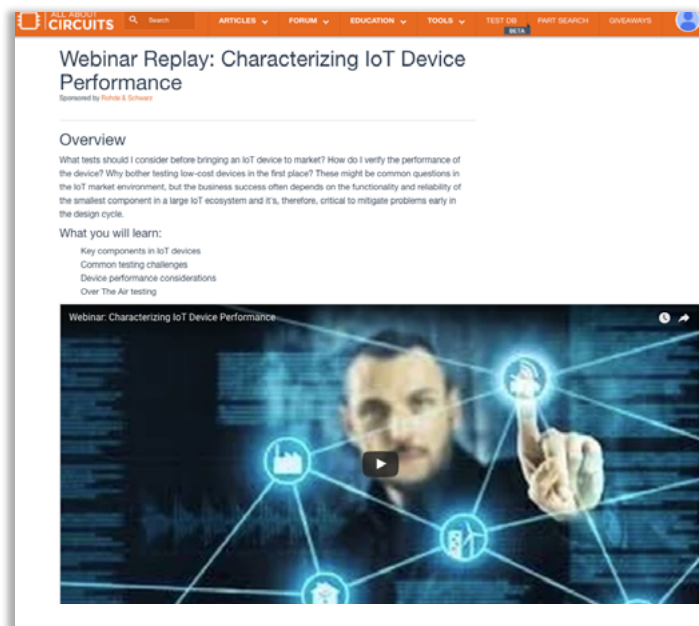
VIEW SAMPLE

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?

GET IN CONTACT

CODY MILLER

VICE PRESIDENT,
BUSINESS DEVELOPMENT

BOISE

Cell (208) 571-6351
Email cody@eetech.com

KEVIN BURNS

ACCOUNT EXECUTIVE

BOISE

Cell (208) 841-2650
Email kevin@eetech.com

JOE WILLIAMS

REGIONAL SALES MANAGER

BOSTON

Cell (508) 541-4449
Email joe@eetech.com

JIM DEANDREA

REGIONAL SALES MANAGER

DALLAS

Cell (214) 708-5111
Email jim@eetech.com

BRIDGETTE STONE

REGIONAL SALES MANAGER

SAN JOSE

Cell (586) 943-9816
Email bridgette@eetech.com

JOHN SPREER

REGIONAL SALES MANAGER

SOUTHERN CALIFORNIA

Cell (408)-836-5252
Email john@eetech.com

VICKI PARKER

EUROPEAN SALES MANAGER

UNITED KINGDOM

Cell +44 7376 356396
Email vicki@eetech.com

EVA PANG

REGIONAL SALES MANAGER

HONG KONG

Office (852) 2620-1087
Email eva.pang@epmkt.com