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eeNews EUROPE

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The foremost media platform for the European B2B electronics Industry.

ALSO PUBLISHED BY
EUROPEAN BUSINESS PRESS

ECiNews
Electronique - Composants - Instrumentation

MW
RF - Microwave

eeNews
Embedded

Smart20
www.smart2zero.com

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Banners, Native Ad, Video Channel Hosting, Welcome Ad, Book Ends,
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ABOUT

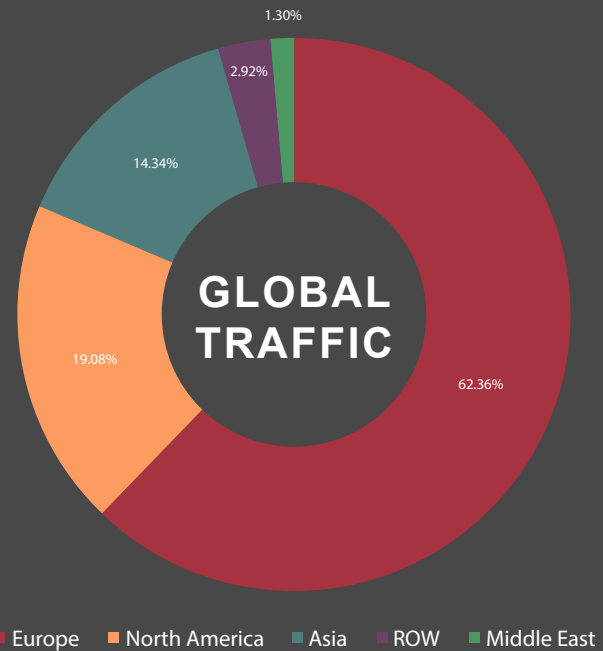
European Business Press
+ Demographics + Key Stats

European Business Press (EBP), SA, is the leading publishing group for design engineers and decision makers in the European B2B electronics industry.

EBPs flagship site started out as Electronics Express when launched by publisher Andre Rousselot in 1998. The publication has seen myriad changes since then, including rebranding from Electronics Express to EE Times Europe to eeNews Europe in 2017, and most recently the discontinuation of its print edition at the close of 2020.

With the departure of print, there is new energy behind our broadening digital offerings including new content, email and eNewsletter opportunities and improved lead-gen capabilities for all of the EBP media brands including eeNews Embedded, Smart2.0, Microwave Engineering Europe and ECINews France.

Our team of editors continue to deliver timely and comprehensive coverage of the global electronics market through industry and product news features, technology and business analysis, and through specialized channels for power management, analog, automotive and RF.



JOB FUNCTION

Business/Corporate Management	28.89%
Engineering/Design Management	18.78%
Design & Development Engineering	14.44%
R&D Engineering	8.89%
Purchasing	7.69%
Sales & Marketing	7.19%
Other	4.33%
Consultancy	3.47%
Production	3.43%
Quality Control	1.64%
Applications, Integration	1.25%

INDUSTRY

Industrial Controls	24.49%
Automotive & Transportation	11.87%
Consumer Electronics	11.22%
IT Industries	9.82%
Communication Systems	9.61%
Components	6.54%
Universities Research	6.01%
Other	5.01%
Test and Measurement	4.39%
Avionics & Defense	4.12%
Distribution	2.94%
Medical Electronics	2.67%
Alternative Energy	1.31%

AVERAGE MONTHLY PAGE VIEWS 332,133

AVERAGE MONTHLY UNIQUE VISITORS 171,049

DAILY NEWSLETTER SUBSCRIBERS 55,000

MEDIA BRANDS



eeNews Europe is the premier online news source for engineers and technical managers in Europe with 170,000+ unique visitors and 300,000+ page impressions each month. News is reported as it happens, then followed up with insightful analysis and opinions on and how it will affect your business. The site also includes vertical microsites dedicated to Analog & MEMs, Power Management and Automotive.

eeNewsEurope.com, eeNewsAnalog.com, eeNewsPower.com, eeNewsAutomotive.com



eeNews Embedded Europe combines the important aspects of technical information about embedded computing with technical know-how, new product trends and applications.

Editorial focus is on embedded hardware and software including RTOS dedicated to avionics, automotive and development tools. IoT, smart power, electronic modules and board level components are also part of the mix.

eeNewsEmbedded.com



Microwave Engineering Europe is the leading medium for reaching design engineers and managers working in the RF, microwave and wireless industries across Europe. They highlight the significant design methodologies, strategies and new products engineers need to gain a competitive advantage.

MWee.com



Smart2.0 is a global website dedicated to the 2.0 revolution. Reporting on advances in the IoT, smart grid, lighting, electric vehicles, 3D printing plus all the new connected devices from smart phones and watches to drones and home automation.

Smart2Zero.com



ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD

728 x 90

CPM: \$150

SUPER BANNER

940 x 170

CPM: \$180

EXPANDABLE SUPER BANNER

Two creative sizes needed. Initially displays as 940 x 170 and upon mouse over expands to 940 x 340.

CPM: \$210

IMU / BOOMBOX

300 x 250

CPM: \$120

GIF, JPG, HTML5, Max File Size: 60 Kb,
5 Loop Limit, Max Alt Text: 70 characters + URL

NATIVE AD

300 x 250 JPG or PNG, Text: 50-60 words + URL

CPM: \$150

VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: \$1150/month



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

DISPLAY – HIGH IMPACT

WELCOME AD

The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.

CPM: \$300

800 x 600 JPG + URL



BOOK ENDS

Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.

CPM: \$300

160 x 600 GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit, Max Alt Text: 70 characters + URL

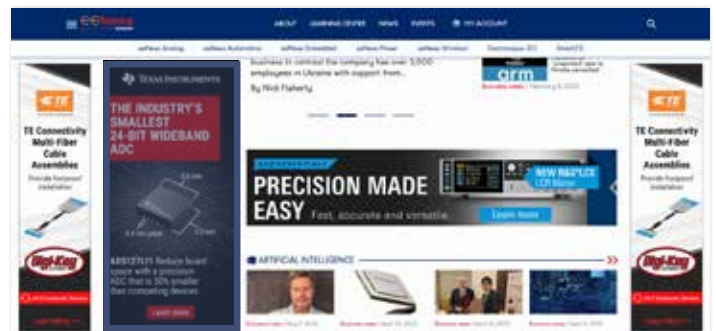


REVOLVING DOUBLE IMU / BOOMBOX

Allows for rotation of 2-4 Images, each with a unique URL.

CPM: \$200

2-4 Images - 300 x 600 JPG or PNG + URL(s)



MULTI-MESSAGE DOUBLE IMU / BOOMBOX

A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

CPM: \$200

Logo & Title: 5 words, 4 Message: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on eeNews EU and is promoted across the relevant pages/ sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen \$2200 NET
 20,000 Page Impressions

400-600 words & 800 x 600 JPG



WHITE PAPERS

The eeNews EU White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship \$2200 NET
Triple Pack Sponsorships \$5500 NET

PDF of White Papers(s), Title, Short Description:
 80-120 words and JPG or PNG 800 x 600



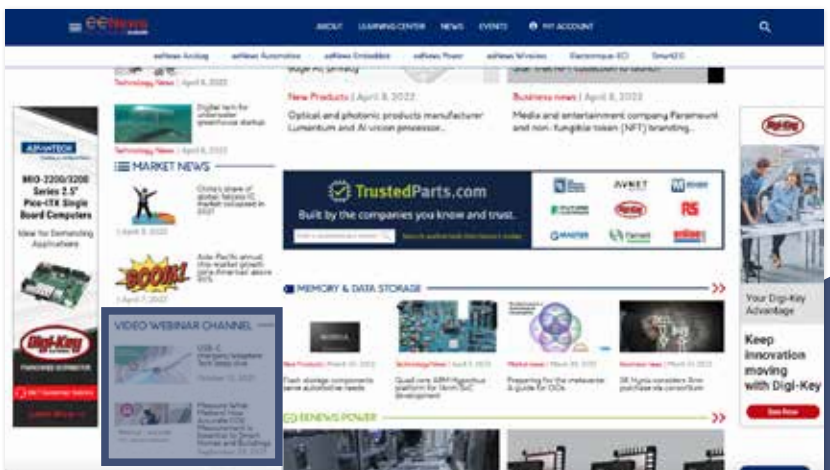
ON DEMAND WEBINAR

OnDemand webinars are hosted on the eeNews EU servers and featured on the home page.

Webinars are promoted via weekly newsletters and through eeNews EU social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads \$3500 NET

Standard Video File, Short Description: 200-400 words and JPG or PNG 800 x 600



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

DESIGN CENTRES // eeNewsAnalog.com, eeNewsPower.com, eeNewsAutomotive.com

eeNews Europe publishes three vertical design centres, eeNewsAnalog.com, eeNewsPower.com and eeNewsAutomotive.com, that connect engineers with expert sources of knowledge, such as vendors, consultants, independent designers and application engineers.

These dedicated websites deliver everything from breaking news, reviews, product announcements, in-depth product research tools, expert advice and analysis, insights into industry trends and hand-on, how-to details.

During an engineer's detailed design phase of a project they tackle the practical, technical and software challenges required to bring their product to its specifications. It is during this constrained phase that speed and ease are essential. According to a Global Media Usage Study, over 79% of engineers search the internet first to gather technical articles and product information.



WELCOME AD

800 x 600 JPG + URL
CPM: \$300

BOOK ENDS

160 x 600 JPG + URL(s)
CPM: \$300

SUPER BANNER

940 x 170
CPM: \$180

EXPANDABLE SUPER BANNER

940 x 340
CPM: \$210

LEADERBOARD

728 x 90
CPM: \$150

IMU / BOOMBOX

300 x 250
CPM: \$120

DOUBLE IMU / BOOMBOX

300 x 600
CPM: \$180

GIF, JPG, HTML5, Max File Size: 60 Kb,
5 Loop Limit, Max Alt Text: 70 characters + URL

NATIVE AD

300 x 250 JPG or PNG, Text: 50-60 words + URL
CPM: \$150

REVOLVING DOUBLE IMU / BOOMBOX

2-4 Images - 300 x 600 JPG or PNG + URL(s)
CPM: \$200

MULTI-MESSAGE DOUBLE IMU / BOOMBOX

Logo & Title: 5 words, 4 Messages: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)
CPM: \$200

VIDEO CHANNEL HOSTING

300 x 250 YouTube Compatible Formats

HOSTING OF YOUR OWN VIDEO: \$1150/month

CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net



ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD

728 x 90

CPM: \$150

SUPER BANNER

940 x 170

CPM: \$180

EXPANDABLE SUPER BANNER

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300 x 250

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2-4 Images - 300 x 600 JPG or PNG + URL(s)

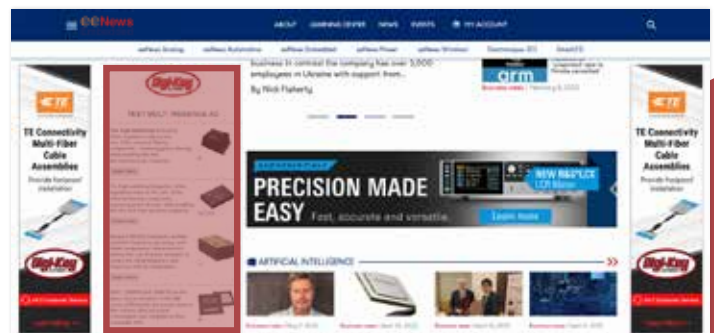


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Logo & Title: 5 words, 4 Message: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on eeNews Embedded and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen **\$2200 NET**
 20,000 Page Impressions

400-600 words & 800 x 600 JPG



WHITE PAPERS

The eeNews Embedded White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

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Triple Pack Sponsorships **\$5500 NET**

PDF of White Paper(s), Title, Short Description:
 80-120 words and JPG or PNG 800 x 600



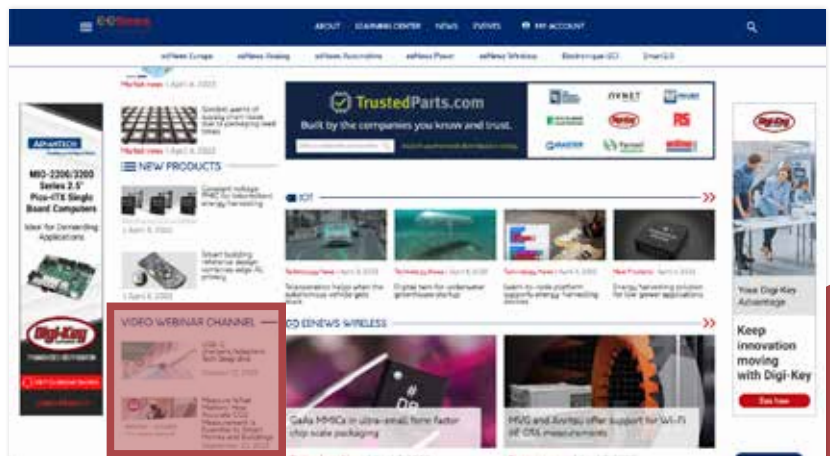
ON DEMAND WEBINAR

OnDemand webinars are hosted on the eeNews Embedded servers and featured on the home page.

Webinars are promoted via weekly newsletters and through eeNews Embedded's social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads **\$3500 NET**

Standard Video File, Short Description: 200-400 words and JPG or PNG 800 x 600



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ONLINE ADVERTISING

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CPM: \$150



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REVOLVING DOUBLE IMU / BOOMBOX

Allows for rotation of 2-4 Images, each with a unique URL.

CPM: \$200

2-4 Images - 300 x 600 JPG or PNG + URL(s)



MULTI-MESSAGE DOUBLE IMU / BOOMBOX

A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

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Logo & Title: 5 words, 4 Message: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on MWee and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen \$2200 NET
20,000 Page Impressions

400-600 words & 800 x 600 JPG



WHITE PAPERS

The MWee White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

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Triple Pack Sponsorships \$5500 NET

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80-120 words and JPG or PNG 800 x 600



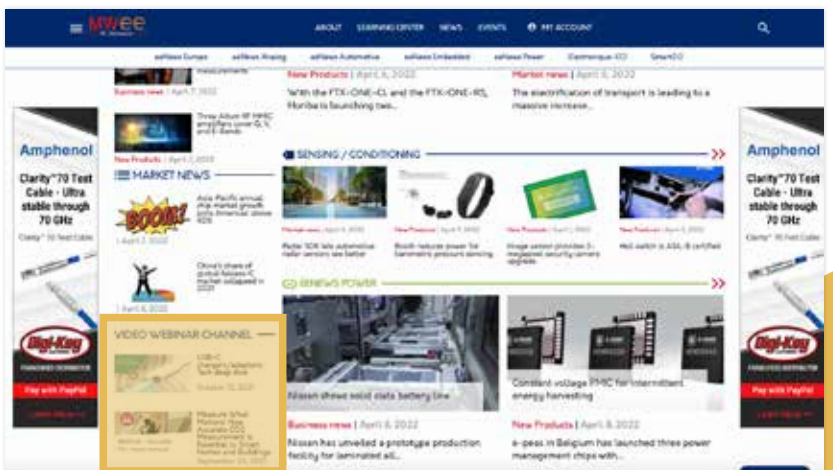
ON DEMAND WEBINAR

OnDemand webinars are hosted on the MWee servers and featured on the home page.

Webinars are promoted via weekly newsletters and through MWee's social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads \$3500 NET

Standard Video File, Short Description: 200-400 words and JPG or PNG 800 x 600



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net



ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD

728 x 90

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SUPER BANNER

940 x 170

CPM: \$180

EXPANDABLE SUPER BANNER

Two creative sizes needed. Initially displays as 940 x 170 and upon mouse over expands to 940 x 340.

CPM: \$210

IMU / BOOMBOX

300 x 250

CPM: \$120

GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit, Max Alt Text: 70 characters + URL

NATIVE AD

300 x 250 JPG or PNG, Text: 50-60 words + URL

CPM: \$150



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

DISPLAY – HIGH IMPACT

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800 x 600 JPG + URL



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160 x 600 GIF, JPG, HTML5, Max File Size: 60 Kb,
5 Loop Limit, Max Alt Text: 70 characters + URL

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IMU / BOOMBOX

Allows for rotation of 2-4 Images, each with a unique URL.

CPM: \$200

2-4 Images - 300 x 600 JPG or PNG + URL(s)

MULTI-MESSAGE DOUBLE
IMU / BOOMBOX

A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

CPM: \$200

Logo & Title: 5 words, 4 Message: 150 characters each,
4 Images: 300 x 200 JPG or PNG + URL(s)



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on Smart2.0 and is promoted across the relevant pages/ sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen **\$2200 NET**
 20,000 Page Impressions

400-600 words & 800 x 600 JPG



WHITE PAPERS

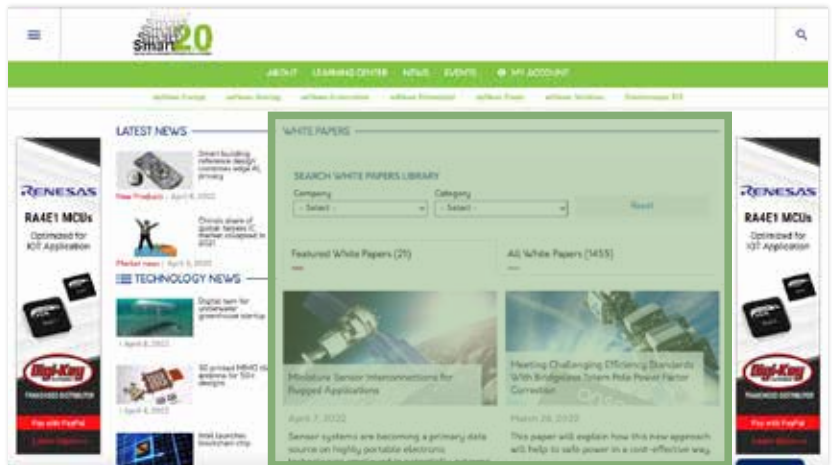
The Smart2.0 White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship **\$2200 NET**
Triple Pack Sponsorships **\$5500 NET**

PDF of White Papers(s), Title, Short Description:
 80-120 words and JPG or PNG 800 x 600



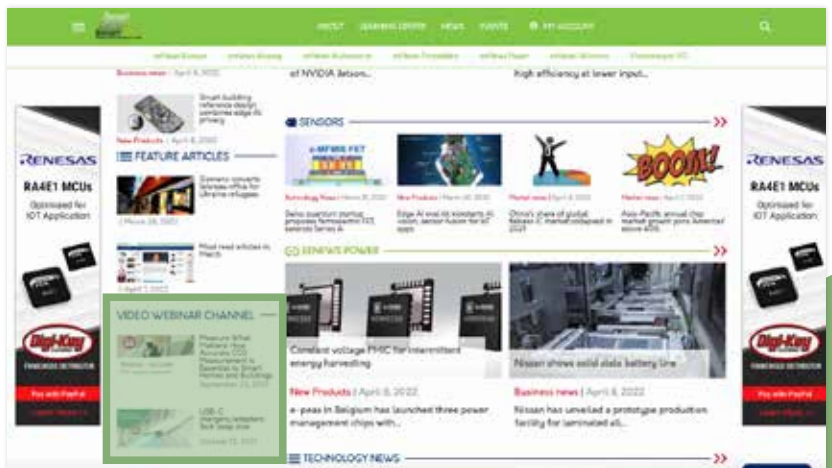
ON DEMAND WEBINAR

OnDemand webinars are hosted on the Smart2.0 servers and featured on the home page.

Webinars are promoted via weekly newsletters and through Smart2.0's social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads **\$3500 NET**

Standard Video File, Short Description: 200-400 words and JPG or PNG 800 x 600



CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

TECHNICAL SPECIFICATIONS

HTML/HTML5 BANNER GUIDELINES

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost always be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

HTML BANNER CODE EXAMPLE WITH ADSERVER VARIABLES

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

CHARSET SETTINGS FOR HTML/HTML5 BANNERS

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3

NEWSLETTER & EMAIL ADVERTISING

European Business Press publishes daily, weekly and monthly newsletters with unique audiences and subject matter.

eeNews Europe Daily

A concentrate of industry news, design and new products important to EU engineers.

Each issue features a unique vertical section:

Monday: Power Management

Tuesday: RF & Microwave

Wednesday: Analog & MEMs

Thursday: Automotive

Friday: Embedded

eeNews Technical Weekly

Sent to an audience of 12,300 subscribers and contains the latest White Papers being promoted on eeNews EU.

eeNews Embedded Europe

Sent daily to a unique audience of 33,000 subscribers and contains lead stories, embedded design news, MPU & dev tools, along with top new products and white papers.

MWee Engineering & Smart2.0

Subscribers receive a once-per-week update on news, products and data relevant to the RF and IoT industries, respectively.

	SUBSCRIBERS	LEADERBOARD 728 x 90	TEXT BANNER 320 x 240, 50 char title & 200 char body copy	CUSTOMER CORNER
eeNews Daily Feature				
Monday: Power Management	53,000	\$2,000	\$1,700	\$3,500
Tuesday: RF and Microwave	52,750	\$2,000	\$1,700	\$3,500
Wednesday: Analog and MEMs	52,500	\$2,000	\$1,700	\$3,500
Thursday: Automotive	52,500	\$2,000	\$1,700	\$3,500
Friday: Embedded	66,000	\$2,000	\$1,700	\$3,500
eeNews Technical Weekly	12,300	\$1,100	NA	NA
eeNews Embedded Daily	33,000	\$1,500	\$1,300	\$2,500
Microwave Engineering Europe (MWee) - Thursday	10,000	\$1,000	\$1,000	\$2,000
Smart2.0 - Friday	38,500	\$1,500	\$1,300	\$2,500

CREATIVE DEADLINES

Five business days prior to start date

GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit,
Max Alt Text: 70 characters + URL

Send to: adops@electronicseurope.net

CUSTOMER CORNER SPONSORED NEWSLETTER

Our Customer Corner Sponsorship includes promotion of 3 products, each with a unique URL, along with a Leaderboard placement within the same issue.

Company Logo (200 x 60), 3 Product Entries: Product Images (320 x 240), 100 characters each + URL(s) and Leaderboard (728 x 90) + URL.

GIF, JPG, PNG, Max File Size: 60 Kb

eeNews Europe Daily Feature	\$3,500
eeNews Embedded Daily	\$2,500
MWee Weekly	\$2,000
Smart2.0 Weekly	\$2,500

The screenshot shows an issue of the 'eeNews Europe' newsletter. At the top right, it says 'Daily Newsletter Power Focus 01 January, 2022'. The main banner is for 'EUROPEAN MICROWAVE WEEK 2021' with the tagline 'SIX DAYS • THREE CONFERENCES • ONE EXHIBITION' and the website 'WWW.EUMW2021.COM'. Below this is a 'TODAY'S EDITOR PICK' section featuring a '3U VPX board for multi-channel, multi-protocol avionics' by Vadatech, with a 'New Products' date of October 26, 2020. The board is described as supporting the latest avionics protocols with a DDC bus transceiver. Below this is a 'TRACO POWER' section showcasing three product lines: 'TSR 1.5E Series - 1.5 Amp PQL switching regulators in a cost efficient open frame...', 'TMPW Series - Compact 5-50 Watt AC/DC modules for industrial and household applications', and 'TMR 4(WI) Series - Compact 4 Watt DC/DC converter (SIP-8) for industrial applications'. Each product is accompanied by an image and its respective certification logos (ErP, CB, CE, RoHS, etc.).

Below the Traco Power section is a yellow promotional box for a UV laser tool. The headline is 'On your wavelength!' and the text describes 'Micro-material processing in the laboratory. Structure or cut diverse materials quickly and cleanly. The laser wavelength used makes the UV laser a truly multifunctional tool.' A 'More information!' link with a right-pointing arrow is provided.

The bottom section is titled 'SPONSORED CONTENT' and includes a disclaimer: 'By clicking on the links hereunder, you accept our general conditions'. It features a 'Best-in-class Real-Time Clock Module' advertisement with a 'Micro Crystal - The Art of Timing for Low Power Devices' article. The article text reads: 'Wearable devices represent nowadays important challenges for electronic designers. Power absorption must be kept to a minimum, guaranteeing long battery life...'. The advertisement includes icons for 'Accuracy' and 'Power Consumption'.

CREATIVE DEADLINES

CUSTOMER CORNER - Ten business days prior to start date

Send to: adops@electronicseurope.net



CUSTOM CO-BRANDED NEWSLETTER

The Custom Co-Branded Newsletter is a terrific vehicle for promoting your products and services directly to a receptive Pan-European audience of design engineers and C-level personnel.

Our standard sponsored newsletter is unique to one customer with 1-10 products or services linking to your website. In addition to the product entries, there is a leaderboard and IMU/boombox available for branding.

STANDARD SPONSORED NEWSLETTER

Word document with 5-10 unique products/features to be published, company logo (337 x 120) + URL, subtitle, images (800 x 600), leaderboard (728 x 90), IMU/boombox (300 x 250), subject line for email and test and seed email addresses.

LAYOUT OPTIONS

Vertical - 2 Columns

Horizontal - 1 Column

	LIST SIZE	COST
eeNews Europe	53,000	\$9,450
Smart2.0	38,500	\$6,650
eeNews Embedded	33,000	\$6,125
RF/MW	10,000	\$3,000
Analog	9,000	\$2,700
Power	9,000	\$2,700
Automotive	8,500	\$2,550
T&M	6,250	\$1,875



Vertical - 2 Columns



Horizontal - 1 Column

CREATIVE DEADLINES

CUSTOM NEWSLETTER - Ten business days prior to start date

Send to: adops@electronicseurope.net



eMAIL LIST RENTAL

eeNews Europe's direct marketing lists will help you target your market more effectively and reach more than 28,000 subscribers - selectable on function, industry, buying authority and country.

PER 1000 ADDRESSES	\$745 NET
SETUP	\$210 NET
EXTRA LANGUAGE	\$7 NET PER

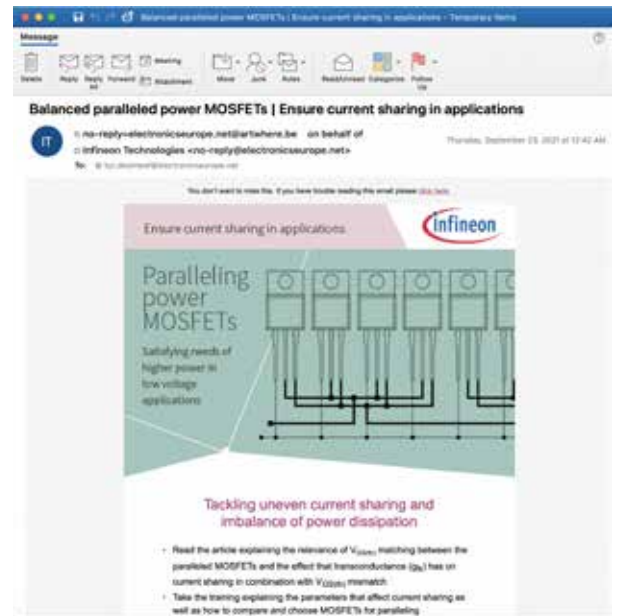
MINIMUM CHARGE - \$1,000

REQUIRED MATERIALS

Email message (HTML), subject line and test and seed email addresses.

Will be available 5 business days before mailing.

Campaigns are exclusively deployed by our servers.



CREATIVE DEADLINES

Ten business days prior to start date

Send to: adops@electronicseurope.net

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