


europaean  
business press

# MEDIA KIT 2024



USD







# News

EUROPE

[www.eeNewsEurope.com](http://www.eeNewsEurope.com)

*The foremost media platform for the European B2B electronics Industry.*

ALSO PUBLISHED BY  
EUROPEAN BUSINESS PRESS

**ECiNews**  
Electronique - Composants - Instrumentation

 **News**  
WIRELESS

 **News**  
EMBEDDED

 **News**  
SMART2.0

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Revolving Double IMU/Boombox, Multi-Message Double IMU/Boombox  
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# ABOUT

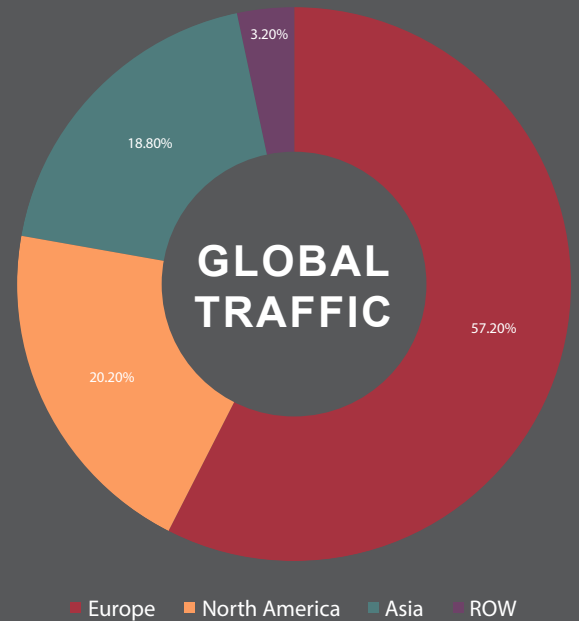
European Business Press  
+ Demographics + Key Stats

**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, eeNews Wireless 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	28.40%
Engineering/Design Management	18.60%
Design & Development Engineering	13.70%
R&D Engineering	9.40%
Sales & Marketing	6.80%
Purchasing	6.30%
Other	6.00%
Production	3.70%
Consultancy	3.50%
Applications, Integration	1.70%
Quality Control	1.60%
Software Development	0.20%

## INDUSTRY

Industrial Controls	23.60%
Automotive & Transportation	10.50%
Consumer Electronics	10.50%
Communication Systems	10.20%
IT Industries	8.50%
Components	8.00%
Universities / Research	6.50%
Other	4.99%
Test and Measurement	4.80%
Avionics & Defense	4.60%
Distribution	3.30%
Medical Electronics	3.10%
Alternative Energy	1.50%

## AVERAGE MONTHLY

PAGE VIEWS ..... **335,406**

## AVERAGE MONTHLY

UNIQUE VISITORS ..... **196,477**

## DAILY NEWSLETTER

SUBSCRIBERS ..... **45,000**

# MEDIA BRANDS

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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](http://eeNewsEurope.com), [eeNewsAnalog.com](http://eeNewsAnalog.com), [eeNewsPower.com](http://eeNewsPower.com), [eeNewsAutomotive.com](http://eeNewsAutomotive.com)



eeNews Embedded 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](http://eeNewsEmbedded.com)



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

[eeNewsWireless.com](http://eeNewsWireless.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](http://Smart2Zero.com)





## ONLINE ADVERTISING

### DISPLAY – BANNERS

#### LEADERBOARD

728 x 90 - Desktop & Mobile

CPM: \$150

#### SUPER BANNER

940 x 170 - Desktop

728 x 90 - Mobile

CPM: \$180

#### EXPANDABLE SUPER BANNER

Two creative sizes needed - Desktop only.

940 x 170 - Initial Display

940 x 340 - Expanded Display

CPM: \$210

#### IMU / BOOMBOX

300 x 250 - Desktop & Mobile

CPM: \$120

#### 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 SPECIFICATIONS

GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

### CREATIVE DEADLINE

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.

800 x 600 - Desktop  
300 x 250 - Mobile

JPG + URL

CPM: \$300

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.

160 x 600 - Desktop  
728 x 90 - Mobile

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

CPM: \$300

REVOLVING DOUBLE IMU / BOOMBOX

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

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200

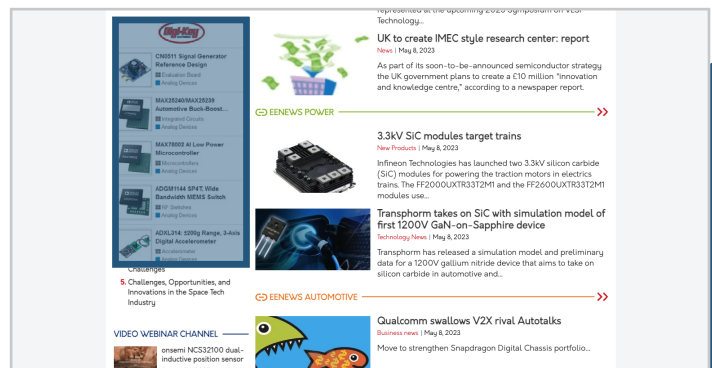
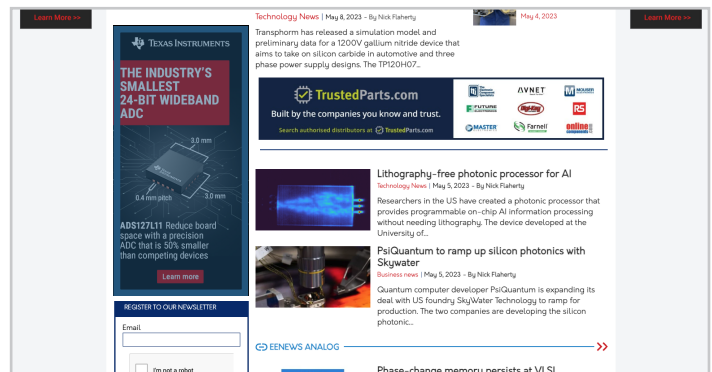
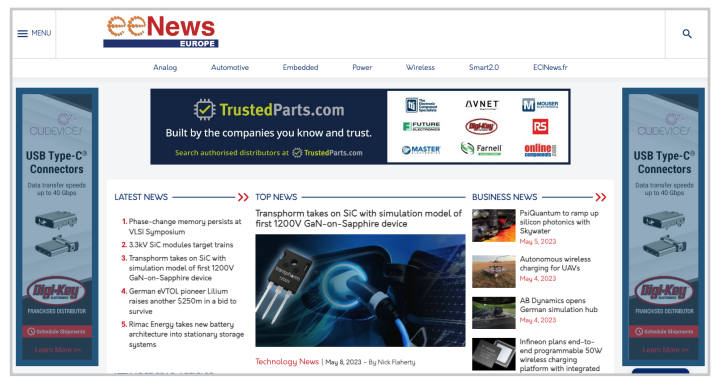
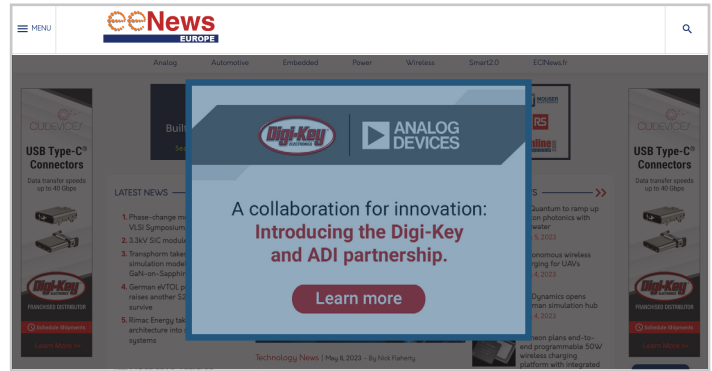
MULTI-MESSAGE DOUBLE IMU / BOOMBOX

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

Logo & Title: 5 words, 4 Message: 150 characters each,  
4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200



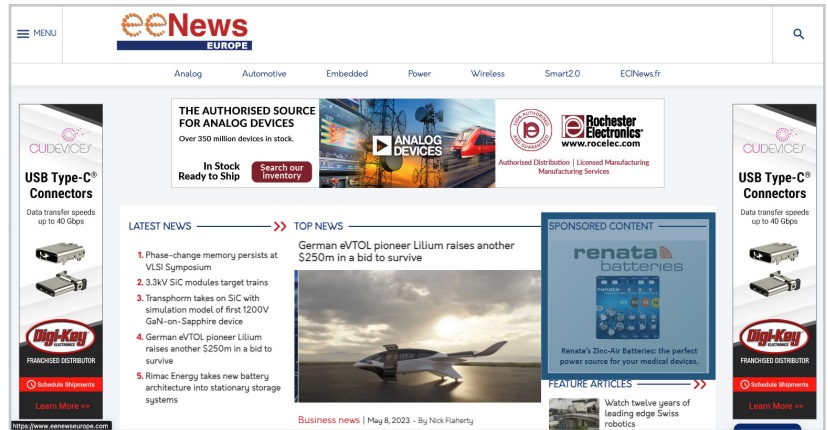
**CREATIVE DEADLINE**  
Five business days prior to start date  
Send to: adops@electronicseurope.net

## 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

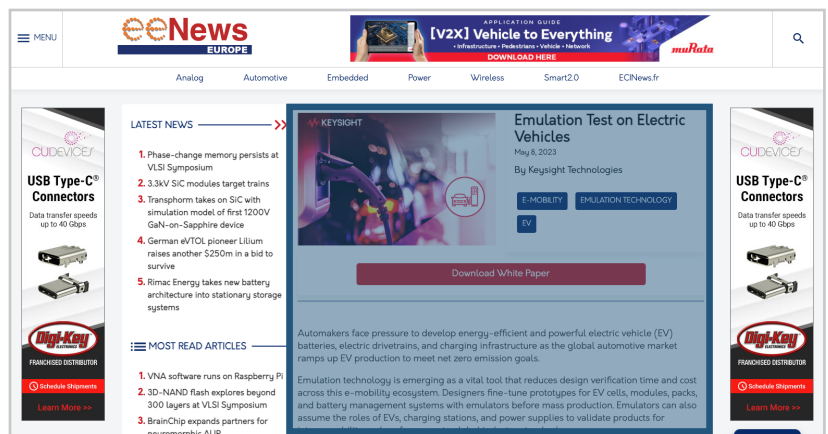
The eeNews EU White Paper library is a valuable reference for electronics engineers.

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 800 x 600 JPG or PNG



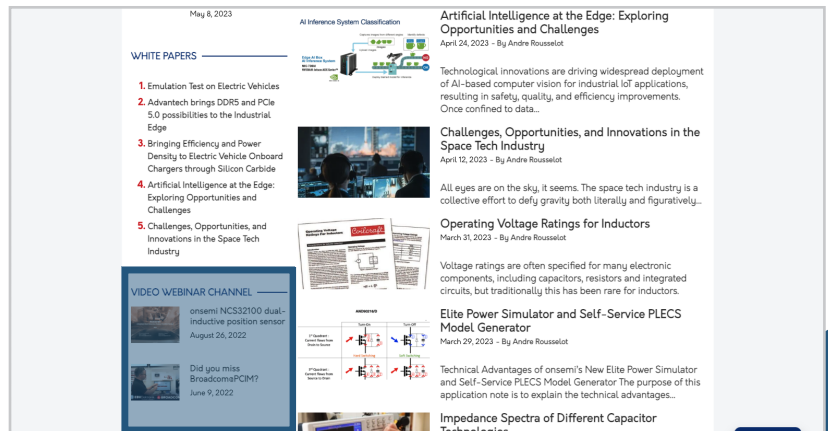
## ON DEMAND WEBINAR

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 800 x 600 JPG or PNG



## CREATIVE DEADLINE

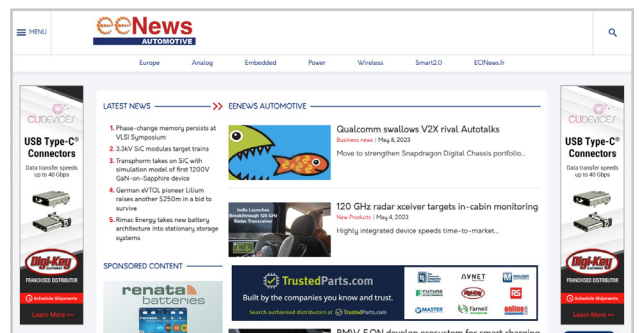
Five business days prior to start date  
Send to: adops@electronicseurope.net

**DESIGN CENTERS // 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 - Desktop  
300 x 250 - Mobile  
JPG + URL  
CPM: \$300

**BOOK ENDS**

160 x 600 - Desktop  
728 x 90 - Mobile  
GIF, JPG, HTML5 + URL(s)  
CPM: \$300

**SUPER BANNER**

940 x 170 - Desktop  
728 x 90 - Mobile  
CPM: \$180

**EXPANDABLE SUPER BANNER**

Two creative sizes needed - Desktop only.  
940 x 170 - Initial Display  
940 x 340 - Extended Display  
CPM: \$210

**LEADERBOARD**

728 x 90 - Desktop & Mobile  
CPM: \$150

**IMU / BOOMBOX**

300 x 250 - Desktop & Mobile  
CPM: \$120

**DOUBLE IMU / BOOMBOX**

300 x 600  
CPM: \$180

**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 - Desktop & Mobile, 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 - Desktop & Mobile, JPG or PNG + URL(s)  
CPM: \$200

**VIDEO CHANNEL HOSTING**

300 x 250 YouTube Compatible Formats  
HOSTING OF YOUR OWN VIDEO: \$1150/month

**CREATIVE SPECIFICATIONS**

GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

**CREATIVE DEADLINE**

Five business days prior to start date  
Send to: adops@electronicseurope.net





## ONLINE ADVERTISING

### DISPLAY – BANNERS

#### LEADERBOARD

728 x 90 - Desktop & Mobile

CPM: \$150

#### SUPER BANNER

940 x 170 - Desktop

728 x 90 - Mobile

CPM: \$180

#### EXPANDABLE SUPER BANNER

Two creative sizes needed - Desktop only.

940 x 170 - Initial Display

940 x 340 - Expanded Display

CPM: \$210

#### IMU / BOOMBOX

300 x 250 - Desktop & Mobile

CPM: \$120

#### NATIVE AD

300 x 250

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

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300 x 250 YouTube Compatible Formats

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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.

800 x 600 - Desktop  
300 x 250 - Mobile

JPG + URL

CPM: \$300

**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.

160 x 600 - Desktop  
728 x 90 - Mobile

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

CPM: \$300

**REVOLVING DOUBLE IMU / BOOMBOX**

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

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200

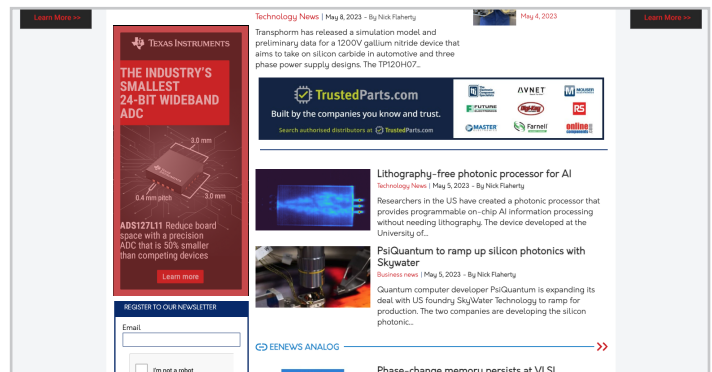
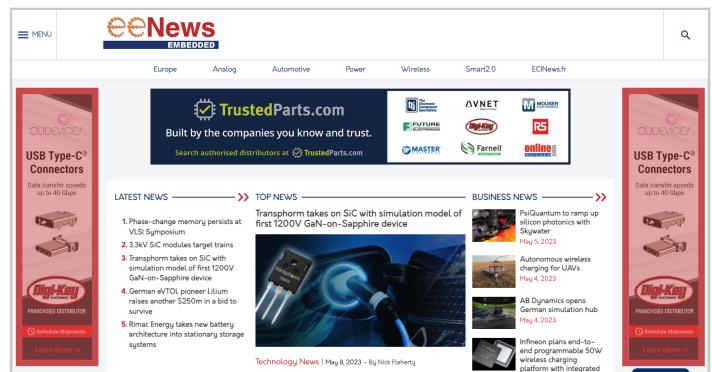
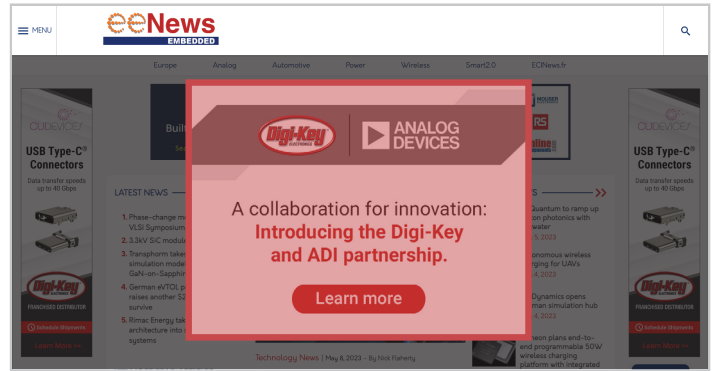
**MULTI-MESSAGE DOUBLE IMU / BOOMBOX**

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

Logo & Title: 5 words, 4 Message: 150 characters each,  
4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200



**CREATIVE DEADLINE**

Five business days prior to start date  
Send to: adops@electronicseurope.net

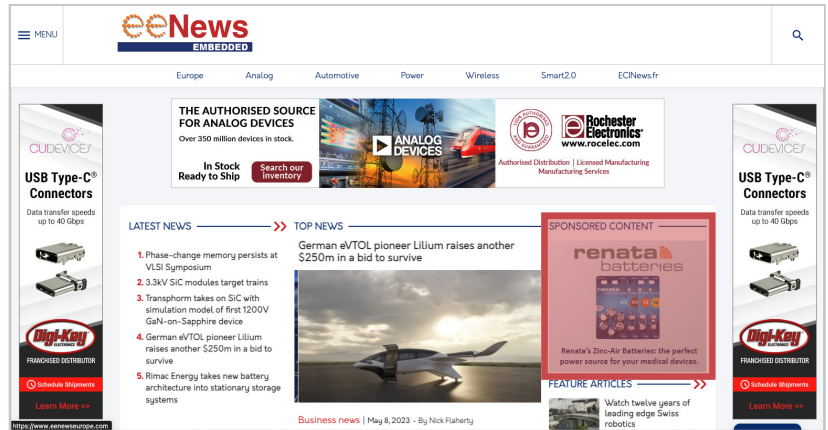
## CONTENT SPONSORSHIP

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.

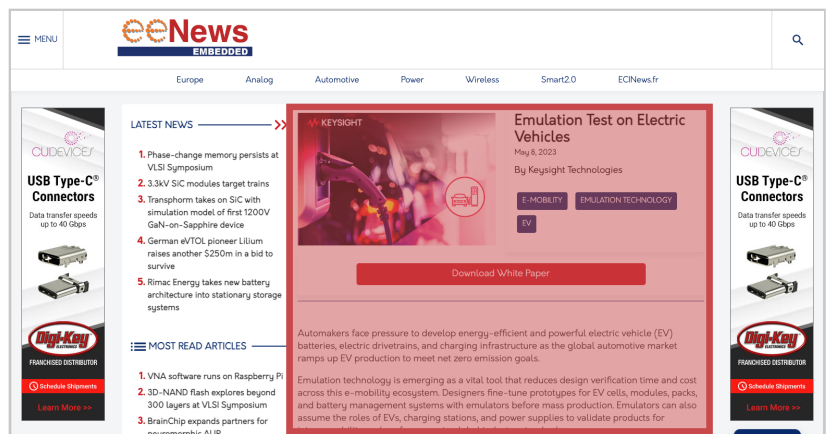
White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

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 800 x 600 JPG or PNG



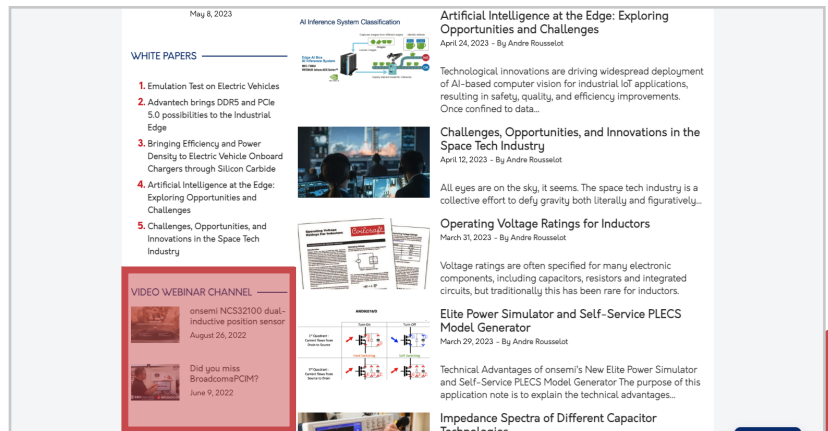
## ON DEMAND WEBINAR

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 800 x 600 JPG or PNG



## CREATIVE DEADLINE

Five business days prior to start date  
Send to: adops@electronicseurope.net



ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD

728 x 90 - Desktop & Mobile

CPM: \$150

SUPER BANNER

940 x 170 - Desktop

728 x 90 - Mobile

CPM: \$180

EXPANDABLE SUPER BANNER

Two creative sizes needed - Desktop only.

940 x 170 - Initial Display

940 x 340 - Expanded Display

CPM: \$210

IMU / BOOMBOX

300 x 250 - Desktop & Mobile

CPM: \$120

NATIVE AD

300 x 250

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

CPM: \$150



CREATIVE SPECIFICATIONS

GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

CREATIVE DEADLINE

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.

800 x 600 - Desktop  
300 x 250 - Mobile

JPG + URL

CPM: \$300

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.

160 x 600 - Desktop  
728 x 90 - Mobile

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

CPM: \$300

REVOLVING DOUBLE IMU / BOOMBOX

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

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200

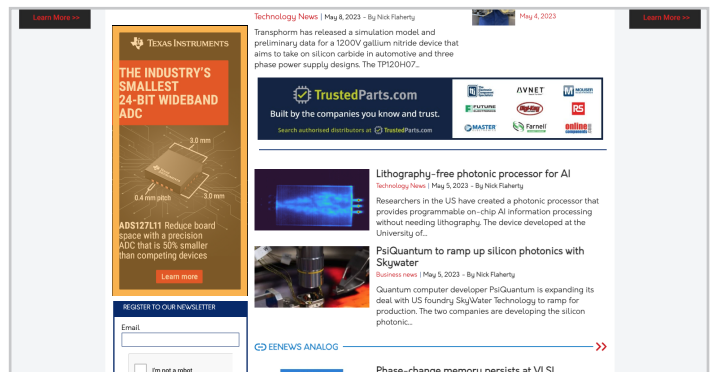
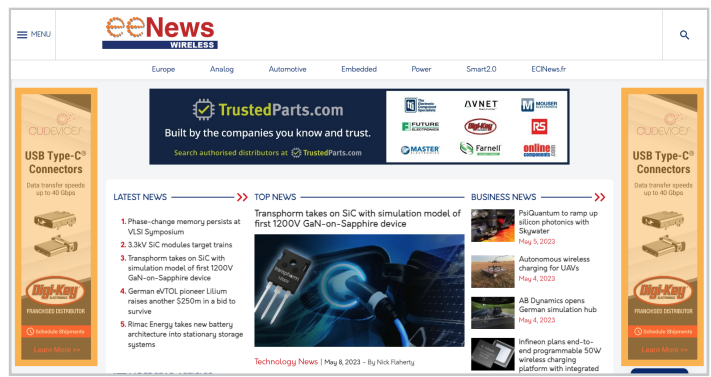
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Logo & Title: 5 words, 4 Message: 150 characters each,  
4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200



CREATIVE DEADLINE

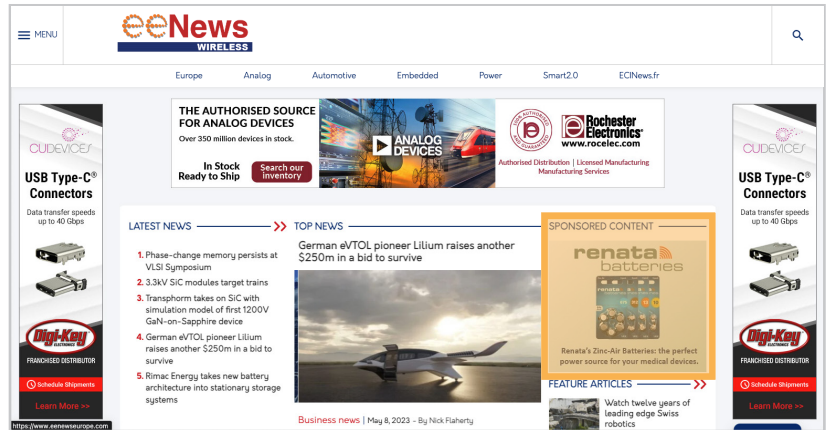
Five business days prior to start date  
Send to: adops@electronicseurope.net

### CONTENT SPONSORSHIP

Sponsored Content is hosted front and center on eeNews Wireless 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

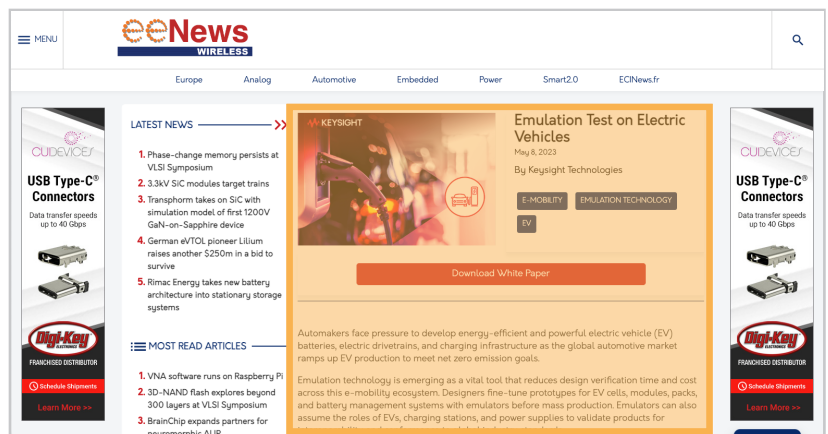
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**Triple Pack Sponsorships \$5500 NET**

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



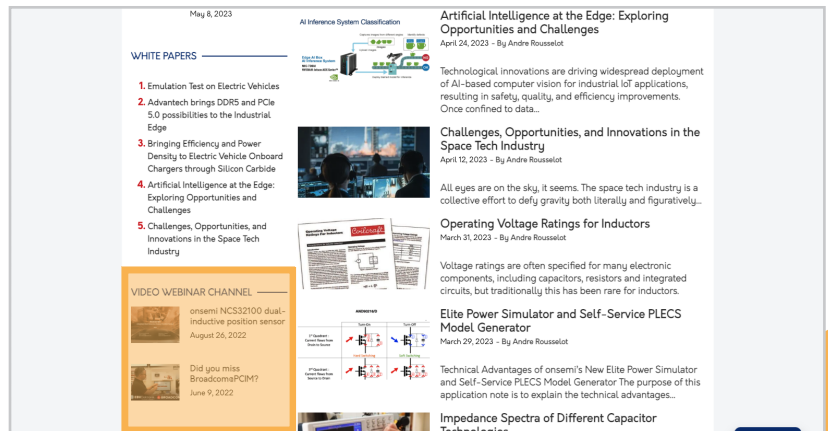
### ON DEMAND WEBINAR

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Webinars are promoted via weekly newsletters and through eeNews Wireless'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 800 x 600 JPG or PNG



### CREATIVE DEADLINE

Five business days prior to start date  
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## ONLINE ADVERTISING

### DISPLAY – BANNERS

#### LEADERBOARD

728 x 90 - Desktop & Mobile

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#### SUPER BANNER

940 x 170 - Desktop

728 x 90 - Mobile

CPM: \$180

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Two creative sizes needed - Desktop only.

940 x 170 - Initial Display

940 x 340 - Expanded Display

CPM: \$210

#### IMU / BOOMBOX

300 x 250 - Desktop & Mobile

CPM: \$120

#### NATIVE AD

300 x 250

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

CPM: \$150



The screenshot displays the eeNews SMART2.0 website interface with several advertising spots highlighted in grey boxes:

- Super Banner:** Located at the top center of the page.
- Book Ends:** Vertical banners on the left and right sides of the main content area.
- LATEST NEWS:** A section on the left side containing news items like "MicroSys adds Halo AI performance on its SoP platforms".
- TOP NEWS:** A central section featuring a large "BOOM!" graphic and a headline about global chip market growth.
- SPONSORED CONTENT:** Two rectangular boxes on the right side, both labeled "IMU / BOOMBOX".
- NATIVE:** A rectangular box in the middle-left section.
- REVOLVING DOUBLE IMU / BOOMBOX:** A vertical box on the left side.
- BUSINESS NEWS:** A section at the bottom left containing an "IMU / BOOMBOX" ad.
- RF TRANSMISSION:** A section at the bottom right containing four small news items, each with an "IMU / BOOMBOX" ad.
- EENEWS WIRELESS:** A section in the middle-right area with two news items and "IMU / BOOMBOX" ads.
- EENEWS POWER:** A section at the bottom right with two news items and "IMU / BOOMBOX" ads.
- EENEWS EMBEDDED:** A section at the very bottom with three news items and "IMU / BOOMBOX" ads.
- VIDEO CHANNEL HOSTING:** A section on the left side.
- VIDEO WEBINAR CHANNEL:** A section on the left side.
- MULTI-MESSAGE DOUBLE IMU / BOOMBOX:** A vertical box on the left side.

### CREATIVE SPECIFICATIONS

GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

### CREATIVE DEADLINE

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Send to: adops@electronicseurope.net

DISPLAY – HIGH IMPACT

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800 x 600 - Desktop  
300 x 250 - Mobile

JPG + URL

CPM: \$300



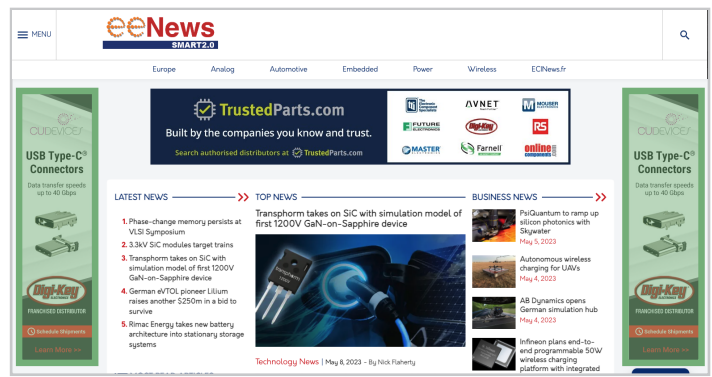
BOOK ENDS

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

160 x 600 - Desktop  
728 x 90 - Mobile

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

CPM: \$300



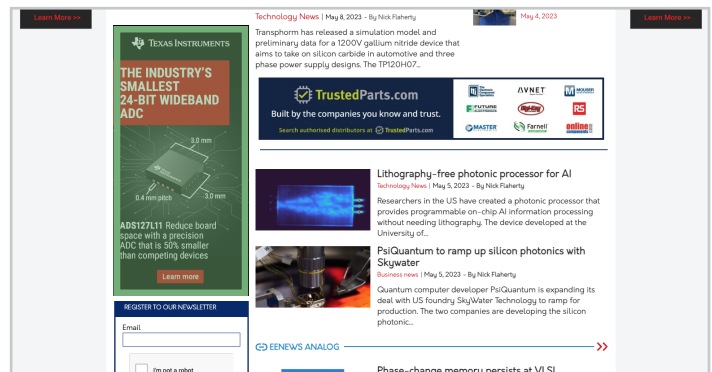
REVOLVING DOUBLE IMU / BOOMBOX

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

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200



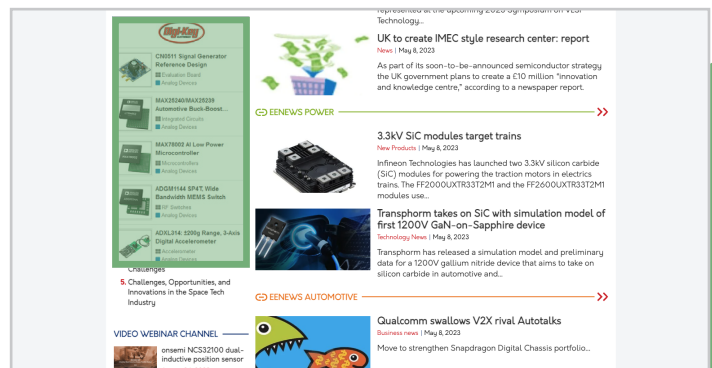
MULTI-MESSAGE DOUBLE IMU / BOOMBOX

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

Logo & Title: 5 words, 4 Message: 150 characters each,  
4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: \$200



CREATIVE DEADLINE

Five business days prior to start date  
Send to: adops@electronicseurope.net

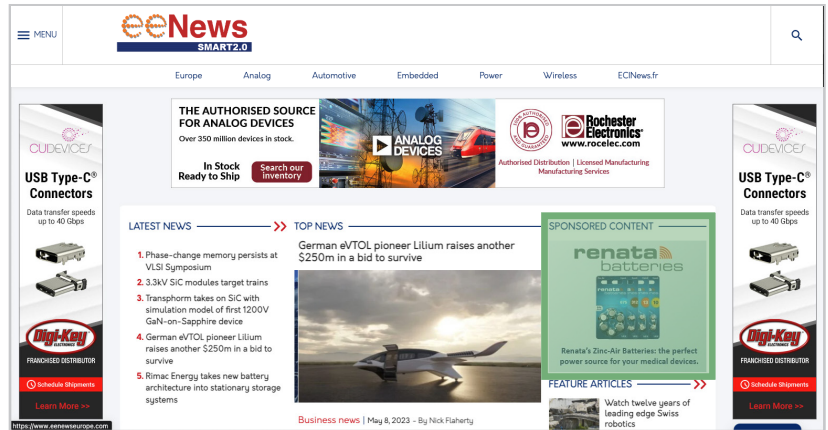


## CONTENT SPONSORSHIP

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

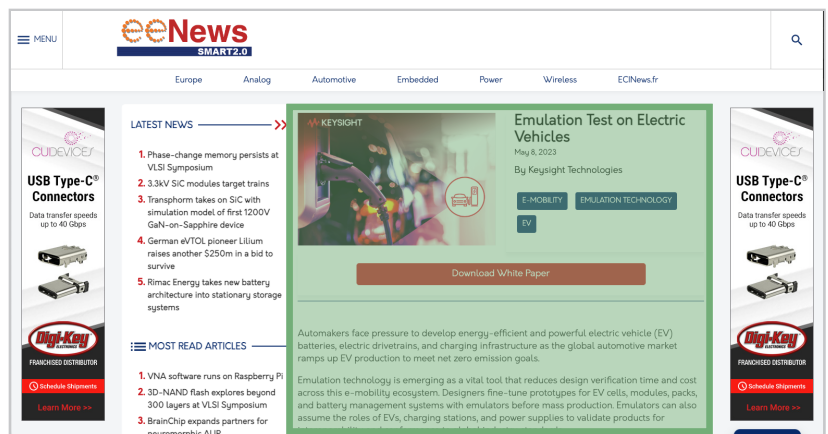
The Smart2.0 White Paper library is a valuable reference for electronics engineers.

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 800 x 600 JPG or PNG



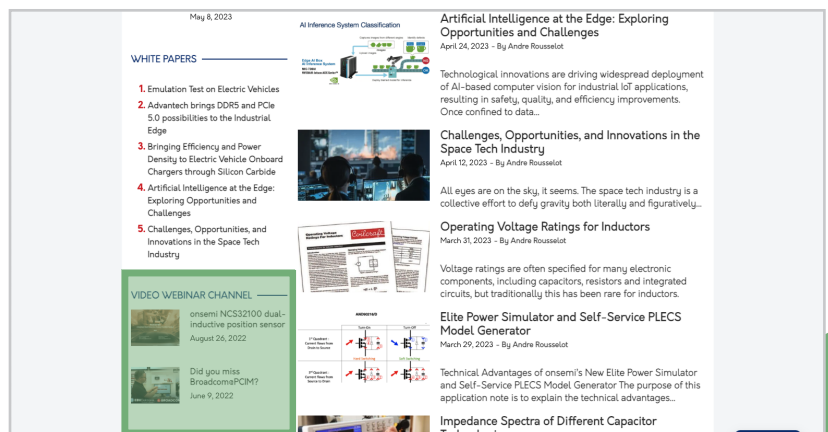
## ON DEMAND WEBINAR

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 800 x 600 JPG or PNG



## CREATIVE DEADLINE

Five business days prior to start date  
Send to: adops@electronicseurope.net

NEWSLETTER & EMAIL ADVERTISING

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

**eeNews Daily Feature**

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 12,600 subscribers and contains the latest White Papers being promoted on eeNews EU.

**eeNews Embedded Daily**

Sent to a unique audience of 26,300 subscribers and contains lead stories, embedded design news, MPU & dev tools, along with top new products and white papers.

**eeNews Wireless Weekly & Smart2.0 Weekly**

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
<b>eeNews Daily Feature</b>				
Monday: Power Management	46,300	\$2,000	\$1,700	\$3,500
Tuesday: RF and Microwave	44,500	\$2,000	\$1,700	\$3,500
Wednesday: Analog and MEMs	44,300	\$2,000	\$1,700	\$3,500
Thursday: Automotive	44,300	\$2,000	\$1,700	\$3,500
Friday: Embedded	53,750	\$2,000	\$1,700	\$3,500
<b>eeNews Technical Weekly - Tuesday</b>	12,600	\$1,100	NA	NA
<b>eeNews Embedded Daily</b>	26,300	\$1,500	\$1,300	\$2,500
<b>eeNews Wireless Weekly - Thursday</b>	8,200	\$1,000	\$1,000	\$2,000
<b>Smart2.0 Weekly - Friday</b>	30,500	\$1,500	\$1,300	\$2,500

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

**CREATIVE DEADLINE**

Five business days prior to start date  
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 Daily Feature	\$3,500
eeNews Embedded Daily	\$2,500
eeNews Wireless Weekly	\$2,000
Smart2.0 Weekly	\$2,500

**eeNews EUROPE**  
Daily Newsletter  
Power news  
05 December, 2022

**INCREASE GRID PERFORMANCE WITH THE POWER OF EVs**  
Electric vehicles with V2G bidirectional charging can help meet growing demands on the power grid. [Read more](#)

**TOP NEWS**

**Renesas tapes out spiking neural network chip**  
Interviews | December 2, 2022  
Renesas is taping out a chip using the spiking neural network (SNN) technology developed by Brainchip. This is part of...

**TEXAS INSTRUMENTS**

**TI AUTOMOTIVE DEVICES**

Through vehicle-to-grid (V2G) technology, battery power from EVs can be harnessed to power homes or share stored energy with electric grids as demand rises.

With semiconductor technology, vehicle-to-grid (V2G) bidirectional charging can provide battery power to reinforce electric grids during peak demand and power your home when electricity is expensive.

Build fast, efficient EV charging solutions with leading high-voltage power, current and voltage sensing and connectivity products and designs.

**Coilcraft XGL1010 Series molded power inductors** offer up to 35% lower DCR than previous-generation models for greater DC-DC converter efficiency. Select from 17 inductance values between 0.27 µH to 56 µH. Current ratings up to 117 A.

**CREATIVE DEADLINE**

CUSTOMER CORNER - Ten business days prior to start date  
Send to: [adops@electronicseurope.net](mailto: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	52,600	\$9,450
Smart2.0	30,500	\$6,650
eeNews Embedded	26,300	\$6,125
Wireless	8,200	\$3,000
Analog	7,400	\$2,700
Power	8,500	\$2,700
Automotive	7,300	\$2,550
T&M	4,300	\$1,875

SPONSORED BY

14 March, 2023

**Design faster industrial automation systems**

Meet the industry's lowest-latency 10/100 Mbps Ethernet PHY. [Learn more](#)

**SPONSORED BY**

**Tired of overdesigning automotive system cooling?**

Couple the industry's first Grade 0 digital isolator with our new Grade 0 CAN FD transceiver to achieve the best isolated CAN FD communication performance while simplifying your system cooling requirements. With Grade 0, temperatures above 125°C are no sweat. [Read More](#)

**Meet the industry's lowest latency Ethernet PHY**

Increase real-time network speeds in industrial automation systems. With low round-trip latency of 210 ns and deterministic latency variation of 42ns, the DP83826E enables designers to reduce system response time or add extra nodes in daisy-chained networks without increasing system size or cost. [Read More](#)

**SPONSORED BY**

**WHAT ARE ISOLATED DIGITAL INPUTS?**

This section of the TI Precision Labs - Isolation series gives an introductory overview of the differences between digital isolators, and the isolated digital input function, as well as typical use cases of an isolated input. [Watch the video](#)

**Ultra-low latency for industrial automation**

Increase real-time network speeds in industrial automation systems. With low round-trip latency of 210 ns [Read More](#)

**SPONSORED BY**

Vertical - 2 Columns

SPONSORED BY

14 March, 2023

**MOSFETs, Capacitors, and Power**

P- and N-channel MOSFETs, SiC MOSFETs, CeraLink® Capacitors, and 250 Watt power supplies

**Take Your Designs to the Next Level**

Find out how our partnership can help.

[Shop now](#)

**CUS250M AC-DC Medical, Industrial Power Supply**

**TDK-Lambda's 250 W CUS250M series can be convection, forced air or conduction cooled**

Comes in a compact 2" x 4" footprint and meets curve B conducted and radiated EMI for both Class I and II (no earth ground required) installations with low earth leakage and touch currents to support B and BF type medical equipment.

[Learn More](#)

**3rd Generation 650 V and 1,200 V SiC MOSFETs**

**Designed for high-power industrial applications**

Silicon Carbide technology allows for reduced power consumption and improved power density. Toshiba SiC MOSFETs available in 650V and 1200V offer [Learn More](#)

Horizontal - 1 Column

**CREATIVE DEADLINE**

CUSTOM NEWSLETTER - Ten business days prior to start date  
Send to: [adops@electronicseurope.net](mailto:adops@electronicseurope.net)

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**eMAIL LIST RENTAL**

eeNews Europe’s direct marketing lists will help you target your market more effectively and reach more than 22,000 subscribers - selectable on function, industry, buying authority and country.

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

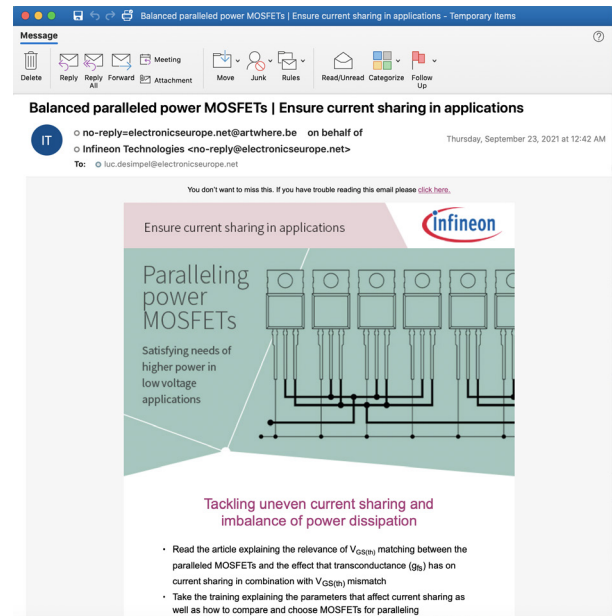
*MINIMUM CHARGE - \$1,000*

**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 DEADLINE**

EMAIL LIST RENTAL - Ten business days prior to start date  
 Send to: adops@electronicseurope.net

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