

Media Kit 2024

everythingPE

Keeping you up to date with Power Electronics

www.everythingpe.com



Reach out to Power Electronic Engineers

everything PE - www.everythingPE.com is an online publication for the Power Electronics Industry. The website provides the latest industry news, new product releases, white papers, technical articles, interviews, events, videos, calculators, a unique product search tool, company directory and much more.

Key Sections

Parametric Search Tool for Product Discovery

We list complete product catalogs of leading manufacturers in Power Electronics sector in over 40 categories. The product data is standardized across each category so that users can run parametric searches to easily find products based on their requirements.

150,000+ Products Listed | 800 Companies Listed

Company Directory—We have created the largest online directory of companies in the Power Electronics Industry.

News - We publish over 100 News Stories every month.

New Product Releases - We publish new product releases from more than 800 companies.

White Papers—Over 1,500 white papers listed.

Technical Articles—Interesting content from the leading companies, along with content from our own editorial team.

Videos—We curate information and educational videos in this sector from across the internet.

Interviews—We conduct interviews with industry leaders every month.

Calculators—We have created over 50 calculators.

Events—Provide detailed event coverage.

Newsletters—We send out weekly newsletters to over 2,500 Registered users.

Page Views & Visitors

30,000+

 Page Views / Month

10,000+


 Visitors / Month

2,500+

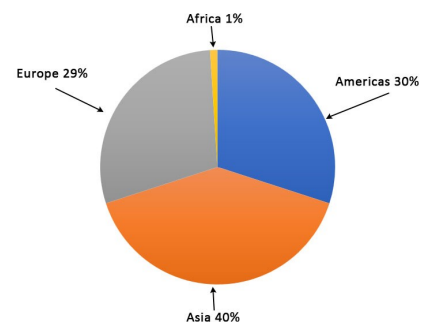
 Registered Users

Lead Generation

5,000+

 Leads Generated in 12 Months

Geographic Breakup



Banner Ads on everythingRF.com

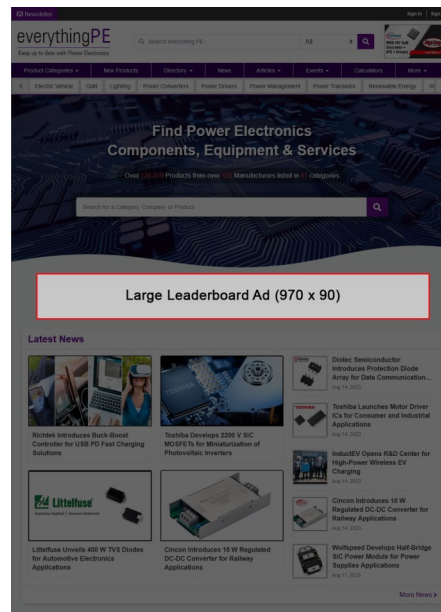
Banner Ad Pricing: \$125 CPM (CPM: Cost Per Metric i.e Cost per 1000 Impressions)

Banner ads are shown across the website and can also be targeted to show in specific sections based on topic. Banner Ads are sold as a package across multiple sizes to avoid ad blindness.

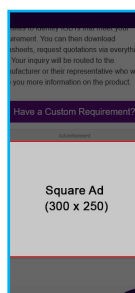
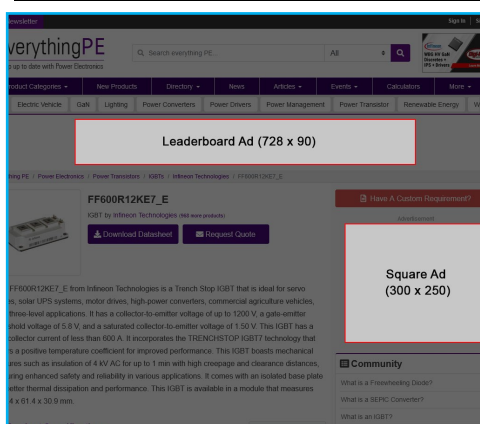
Banner Ad Sizes across everything RF

No.	Ad Type	Dimension	Location
1.	Large Leaderboard Ad	970 x 90 px	All Pages
2.	Leaderboard Ad	728 x 90 px	All Pages
3.	Skyscraper	160 x 600 px	Homepage, Search Pages
4.	Boombox	300 x 250 px	All Pages except Search
5.	Homepage Ad	300 x 100 px	Homepage
6.	Mobile Boom Box	300 x 250 px	All Mobile Pages

Homepage

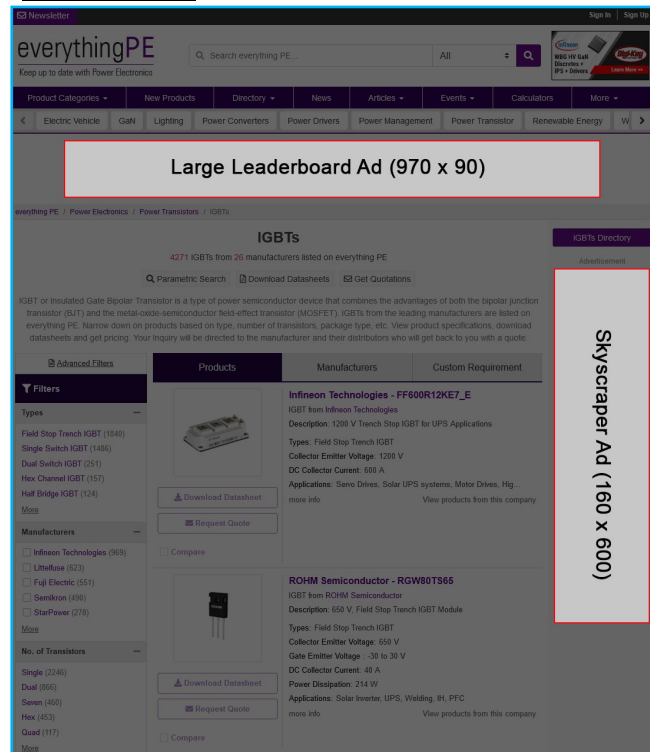


Content: Products, Profiles, News etc.



Mobile Pages

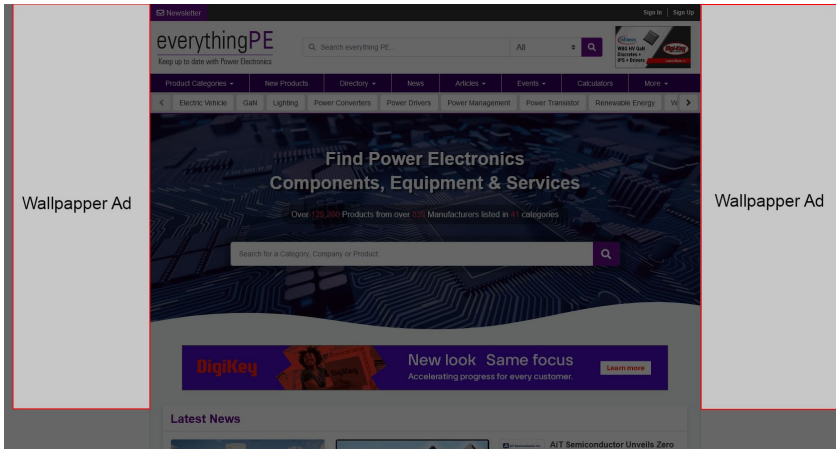
Search Pages



For more information email advertise@everythingPE.com or call us at +1-312-436-0084

High Impact Wall Paper Ad

The Wallpaper Ad is a high impact image ad that is displayed on the left and right hand sides of the website. This ad is visible on every page of the website on desktops and laptops, making it extremely effective.



This ad is very effective as it is visible to users at all times, on every page.

Rate: \$250 CPM

CPM: Cost per 1000 Impressions

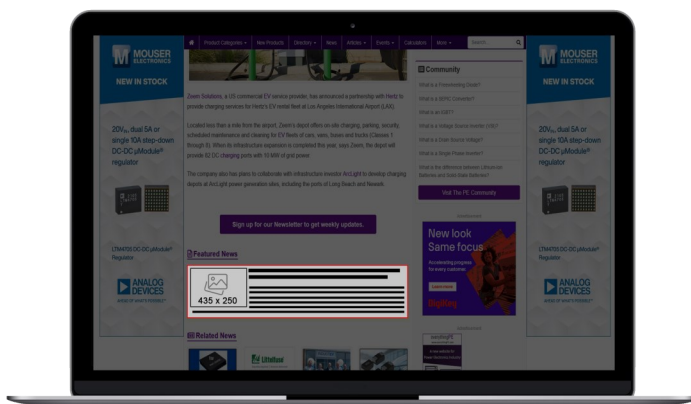
Minimum Impressions/month: 10,000

This Ad slot requires 4 different creative sizes to ensure it shows in the most effective way on all screen sizes.

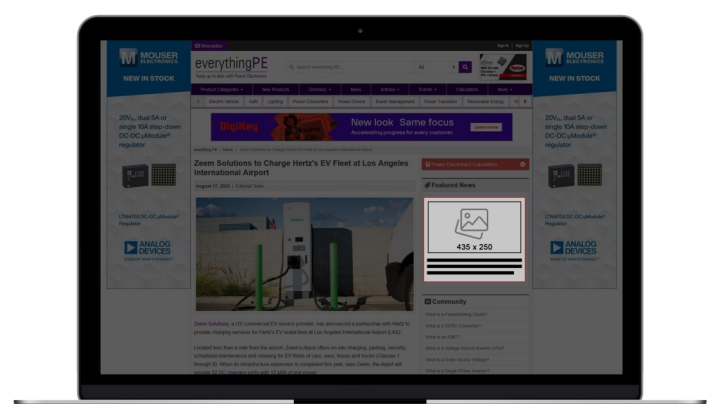
Native Ad

Native Ad Pricing: \$150 CPM (Cost per 1000 Impressions) | *Minimum Impressions/month: 10,000*

Native Ads are embedded within content shown in multiple formats in various sections of the website.



It will show below the content of the page



It will show at the Right side the content of the page

Featured Product Widget:

Promote 1-5 of your products using this high impact ad slot. This ad slots can be targeted based on the products that you want to promote.

Rate: \$200 CPM

(Cost per 1000 Impressions)

Featured Product Widget

Newsletter Sponsorship

We keep users up to date with Industry News, Upcoming Events and New Product Releases. The weekly newsletter goes out to over 5,000 Registered users working in the power electronics sector . Each newsletter has one sponsor. As a sponsor you get two ad slots one at the top of the newsletter and one at the bottom of the newsletter—this makes sure that the users see your company in the newsletter that you sponsor.

Cost: \$1,500/Newsletter

3 Newsletter Bundle: \$4,200/Year

6 Newsletter Bundle: \$7,500/Year

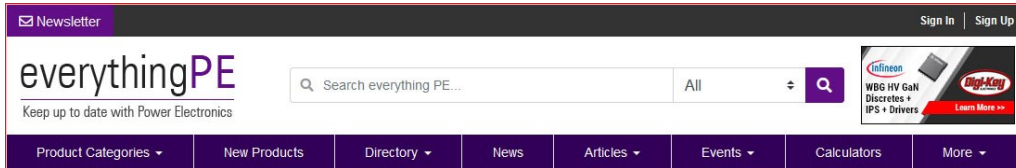
12 Newsletter Bundle: \$12,000/Year

Expandable Header Ad

This ad shows on every page load of everything PE in the header.

Rate: \$3,000 / Month (1 Advertiser/month) | **Estimated Impressions: Over 20,000/Month**

Dimension: Size: 166 x 84 px | Expanded Size: 300 x 168 px | Expands on mouse over



This expandable ad shows in the header of everything PE. This ad is shown on every page of the site making it a high impact ad slot that gives you a mix of traffic and branding.

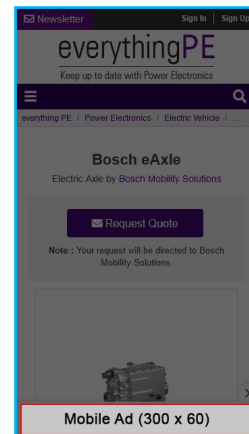


Mobile Ads:

Over the last year, we have seen an increase in the traffic from mobile devices (Over 10,000 Impressions/month). To enable advertisers to reach out to this audience we have created a banner ad slot that shows specifically on mobile devices.

Footer Ad: \$100 CPM (300 x 60 px)

The ad sticks to the bottom of the screen, which can be seen by users at all times without disturbing their experience.



Product Promotion:

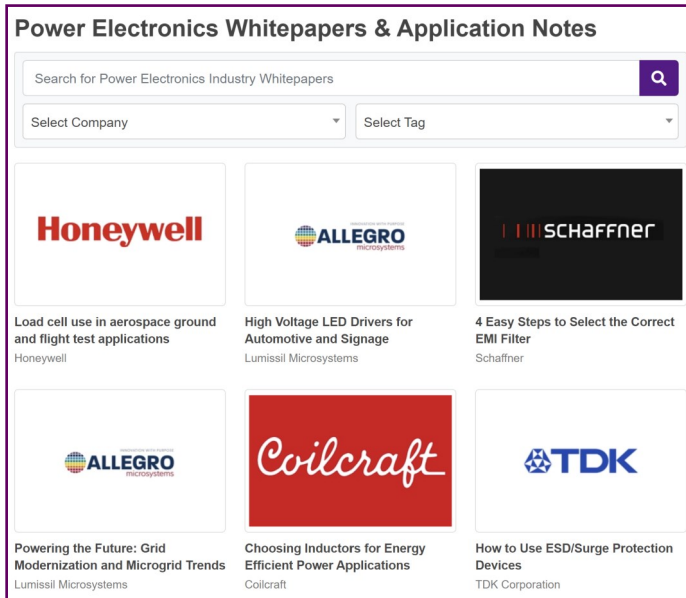
This program has been designed to promote a product or series of products over a 30 –60 day period via various ad formats on everything PE. The program includes:

- Addition of the product to everything PE
- Publication and promotion of a news story about the product
- Promotion of the product via a newsletter
- Promotion of the product via our Social Media Channels
- Sponsorship of 1x Newsletter
- Native Ad - 10,000+ Impressions
- Banner Ads + Wall Paper Ads - 10,000+ Impressions

Price: \$3,000/Product (30-60 day promotion)

White Paper Lead Generation & Promotion Program

everything PE’s White Paper Sponsorship is a highly effective program for companies interested in generating and following up on pre-qualified leads. There are over 200 White Papers, Articles and Application Notes listed in this section. Sponsorship is the best way to ensure that your content stands out and is seen by users.



How it Works:

All relevant White Papers provided are added to the site and made searchable to users.

The benefit of a paid sponsorship is that your paper(s) will receive significant visibility across the entire SatNow network (including everything RF) – The papers will be promoted on the home page, in the White Paper section and to more than 5,000 subscribers of our weekly Newsletter.

You can promote one or multiple white papers which will show on SatNow. Leads from the program will be shared with you each month. This will include leads from the promoted White Papers as well as any other papers you have listed on the site.

Performance Guaranteed:

We will guarantee a minimum of 50 leads within the promotion/sponsorship period. We will continue to promote the white paper till you receive a minimum of 50 leads.

White Paper Program: \$3,500 for 50 Leads

Note: There is no limit to the number of white papers that you can list on everything PE. The lead generation program lets you promote up to 10 different white papers at a time.

Featured Listings & Lead Generation on everything RF

The featured listing plan will ensure your company, products, articles and press releases are promoted across the everything PE platform - On the Homepage, in the search results, on the website, via social media and in our weekly newsletters. This program is great for brand awareness, product promotions, lead generation and driving traffic to your website.

Featured Listing & Lead Generation Programs

Plan Type	Level 1	Level 2
Price	On Request	On Request
Features		
Managed Listing	✓	✓
Unlimited Product Additions	✓	✓
Website in the Search Results	✓	✓
Product Link to your Website	✓	✓
Addition of Products to Newsletters	✓	✓
Company Featured in the Directory	✓	✓
Press Release Publication	✓	✓
White Paper Publication	✓	✓
Content Creation & Promotion	✓	✓
Banner Ads	✓	✓
Lead Generation		
Lead Details on Datasheet Downloads	✗	✓
Assisted User Inquiries	✗	✓
Proactive Lead Generation	✗	✓

Note: A 12 Month commitment is required for Level 1 & 2 plans.

Advertising Contact

Raghav Kapur

Tel: +1 (312) 436-0084

E-mail: raghav@everythingPE.com

everythingPE

Keep up to date with Power Electronics

Website: www.everythingPE.com

Email: info@everythingPE.com

Telephone: +1-312-436-0084

Our Network of Websites



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