

MEDIA KIT • 2022
www.eedesignit.com

JILL@LHMEDIAINC.COM

CONTENTS

WEBSITE

NEWSLETTER

VIDEO & CONTENT
CREATION

PODCAST & LIVE CHATS

MOBILE MARKETING &
SOCIAL MEDIA



WWW.EEDESIGNIT.COM

MEDIA KIT • 2022

150K+
PAGEVIEWS

96%
TRAFFIC FROM USA

80K
MONTHLY VISITORS

25%
RETURNING VISITORS

ABOUT US



eeDesignIt is an engineering resource dedicated to inspiring and educating professional electrical engineers, makers, students and anyone interested in innovation and technology.

Our core mission is to provide everything needed on the journey to achieving your innovative design goals. eeDesignIt covers every aspect of technology that our readers are most passionate about.

CATEGORIES COVERED

TECHNOLOGY



SPACE



MEDICAL



CONSUMER



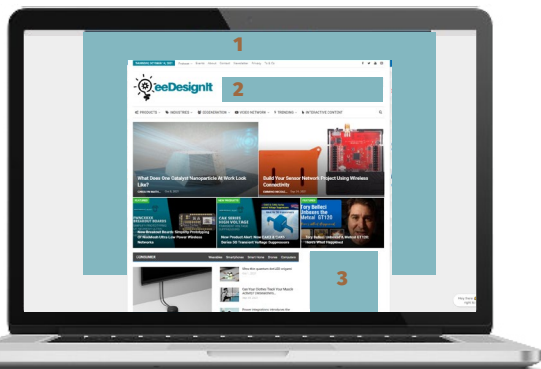
AUTOMOTIVE



ENERGY



A&D



	SERVICE	DIMENSIONS	CPM	MAX SIZE (KB)
1	Wallpaper Banner	1440 x 600/1000	\$300	150
2	Leaderboard	728 x 90	\$100	40
3	Boombox	300 x 250	\$100	40
4	Half Page	300 x 600	\$260	40
	Interactive ad	-	\$200	-

EEDESIGNIT NEWSLETTER

MEDIA KIT • 2022

75K
MONTHLY UNIQUE
PAGE VIEWS

16.5%
AVERAGE OPEN RATE

22.7%
AVERAGE
CLICK-THROUGH RATE

NEWSLETTER OPTIONS

Develop a relationship with your audience. Through content eeDesignIt offers content marketing services that will help you develop valuable connections with your audience by providing impactful information that positions your company as a thought leader, builds trust, and keeps you in the forefront of minds.

	AD NAME	OPTIONS	DIMENSION (WIDE X HIGH PIXELS)	FORMAT	FILE SIZE (DPI)
1	Leaderboard Banner	\$1,500	728x90	GIF, JPEG, HTML formats	72
2	Medium Rectangle	\$1,500	300x250		
3	Native Post	\$1,700	Image/Headline/ Description/URL		

Maker-Specific Newsletters

Highlights creative ideas, inspiring stories, products relevant to hobbyists, makers, and entrepreneurs. Incorporates content about practicalities and commercialization. Focus on bringing products to market.

Prices starting at: \$1,500

Video Newsletters

eeDesignIt's Video-specific newsletter engages users with informative and entertaining video content to educate and inspire.

FEATURED VIDEO AD

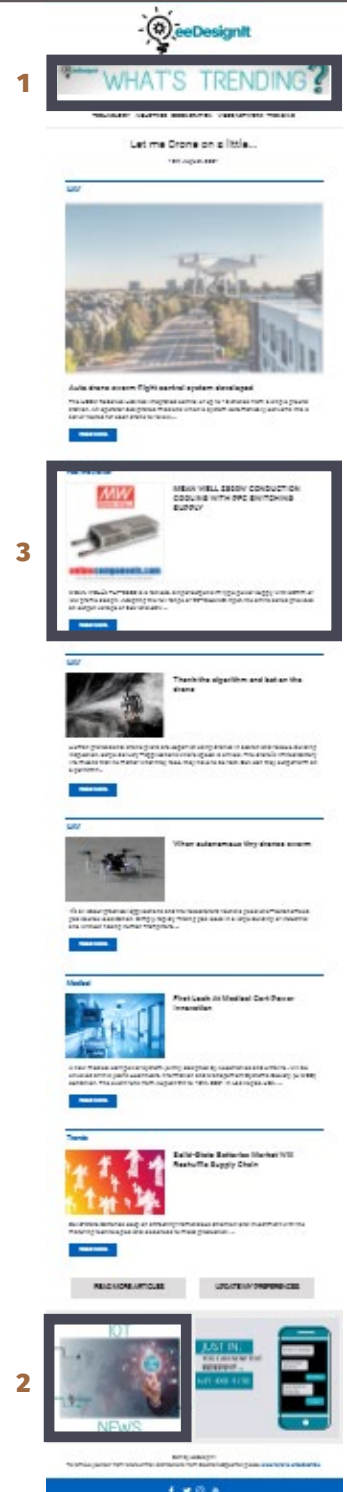
- Headline
- 30 word description
- Video thumbnail
- Link (call-to-action)
- Optional banner

\$2,500

BASIC VIDEO AD

- Headline
- 15 Word Description
- Video Thumbnail
- Link (call-to-action)

\$1,900



VIDEO CREATION

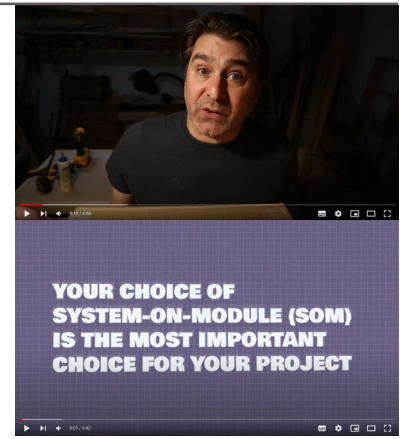
Connect with professional engineers, makers, and young engineers in training by incorporating video into your strategy. Services include scripting and production services.

8-10 week completion time

Pricing is custom, depending on scope and can include:

- Animated Videos
- New Product Intros
- Unboxing Videos
- Video Commercials
- Custom

Starting at \$5,000

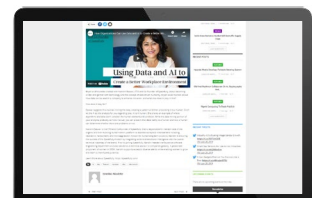
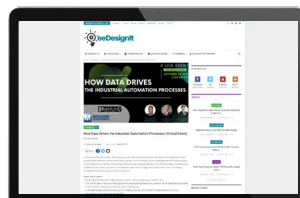
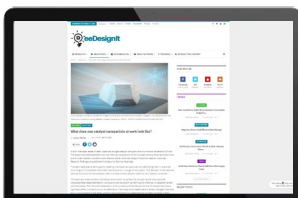


Video Briefs

LVL		PAGEVIEWS	PRICE	PROMOTION
1	Edited/Recorded video, publish on eeDesignIt	2,000	\$3,000	Newsletter Insertion
2	Edited/Recorded video, published on eeDesignIt	3,000	\$5,000	Newsletter Insertion 1 supplied asset, gated on eeDesignIt, generating leads for 90 days
3	Edited/Recorded video, published on eeDesignIt	3,000	\$7,500	Newsletter Insertion 1 Asset (600-1,000 words) created by eeDesignIt team, gated on eeDesignIt, generating leads for 90 days

ARTICLES, STORIES & WHITEPAPERS

SERVICE	WORDS	PAGEVIEWS	COMPLETION TIME	PRICES	NOTES
Basic Article	300-600		3 weeks	\$900	3 weeks
Short Form Article	600-1000		5 weeks	\$3000	5 weeks
Sponsored Story	600-1000	5,000 pageview guarantee over 6-month period	5 weeks	\$4500	Includes 2 newsletter insertions. Sponsorship in the form of article placement.
Video Sponsored Story		2,500 pageview guarantee		\$2500	Client supplied video. Includes placement in video newsletter.
Mean Making	Research + 10 article suggestions with outlines			\$2,000	
White Papers	800-2000		6 weeks	\$4500	6 weeks
Downloadable assets		2,500 pageview guarantee + leads for 90 days		\$2,100	
Ezines/EBooks	TBD	Customized format and design conducive to your branding/company Customized format and design conducive to your branding/company		Starting \$6,000	Add-on custom marketing campaigns to promote your eZine and encourage downloads



EEDESIGNIT PODCAST

40

EPISODES

1,100

SUBSCRIBERS

2,000

DOWNLOADS PER MONTH



eeDesignIt is the place to go for a wealth of technology and electronics news. We'll keep you posted on the latest trends, new releases, and technology shaping the world we live in. We'll also bring you expert interviews from people in the industry who can guide you along your journey. Get the latest tech and engineering news here. #technology #engineering

Sponsorship opportunities include:

- Sponsored by Mention/Logo
 - 15-30 second verbal commercial
 - 15-30 second video commercial
- \$1,000 each**

LIVE CHATS

Let's pick a topic for your target audience. Supply a panelist from your company. Suggest other experts you'd like us to reach out to, or let us connect with industry thought leaders.

Provide logo, key takeaways, and a 15-second intro video (if desired). Webinar Includes eBlast promotion. Client receives leads from e-mails and webinar registrants. Full video recording sent to client after webinar.

Content Commercial level 1- 10-30 sec for unique social posts £250/commercial

Content Commercial level 2- 10-60 sec human videos add on to your content £500/commercial

2,000+

AVG LEADS

400+

AVG REGISTRATIONS

48%

ATTENDANCE

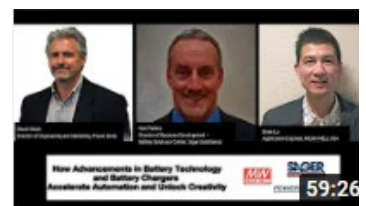


The Future of Manufacturing in the United States

1.8K views • 3 months ago



Optimizing Procurement by Embracing Digital...



Advancements in Battery Technology and Battery...



MOBILE MARKETING

How to approach acquisition of mobile numbers of engineers/procurement professionals:

- 5,000 registered numbers
- lead campaigns to acquire new numbers across audiences
- engaged with in a non-formal way. "we are your friend!" - No spam texts

2022 sponsorship opportunities available:

- Content promotion via text
- Sponsor a text series
- Promote live events
- Send images and videos
- Product Promotion
- Content Creation tailored for texting



INTERACTIVE CONTENT

Turnkey programming options allow you to create interactive information hubs without the need for a team of programmers. Simply embed like a YouTube video! (Or we'll provide HTML).

- New product introductions
- eBooks
- Content Hubs
- Quizzes
- Interactive Games
- Pop-out text
- Infographics
- Animation
- Social Media

Starting at £2,000

SOCIAL MEDIA

eeDesignIt Combined Over 18 Million Reach Each Month

Influencer Campaign-- go beyond our channels by accessing our network of influencers across

Average Influencer Campaign:
Over 3 Million Impressions

35 posts/month \$1,500 - 100 posts/month \$3,500

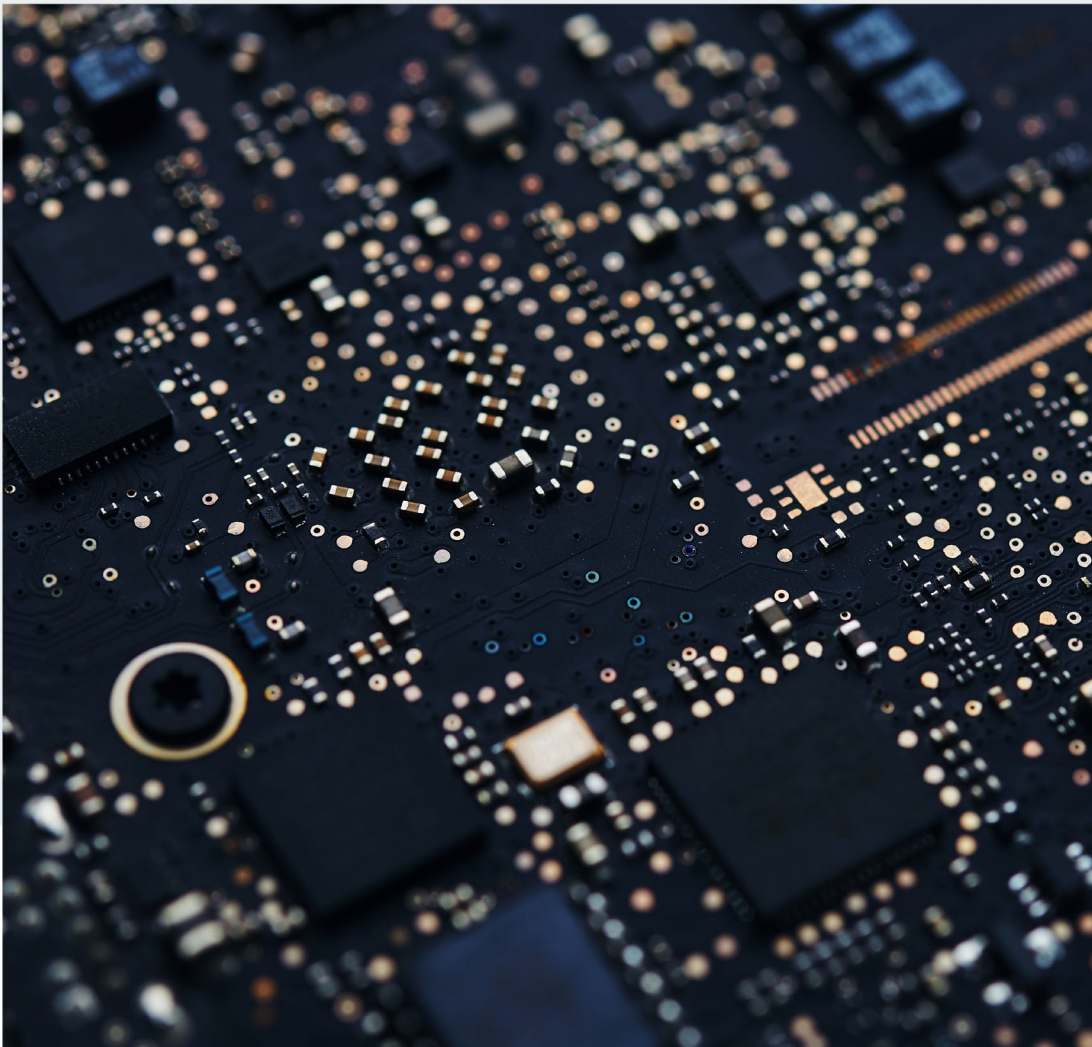




CONTACT JILL THIBERT FOR INQUIRIES

JILL@LHMEDIAINC.COM

(218) 280-2821



MEDIA KIT • 2022

www.eedesignit.com