

MEDIA KIT • 2022
www.partprocurer.com

JILL@LHMEDIAINC.COM

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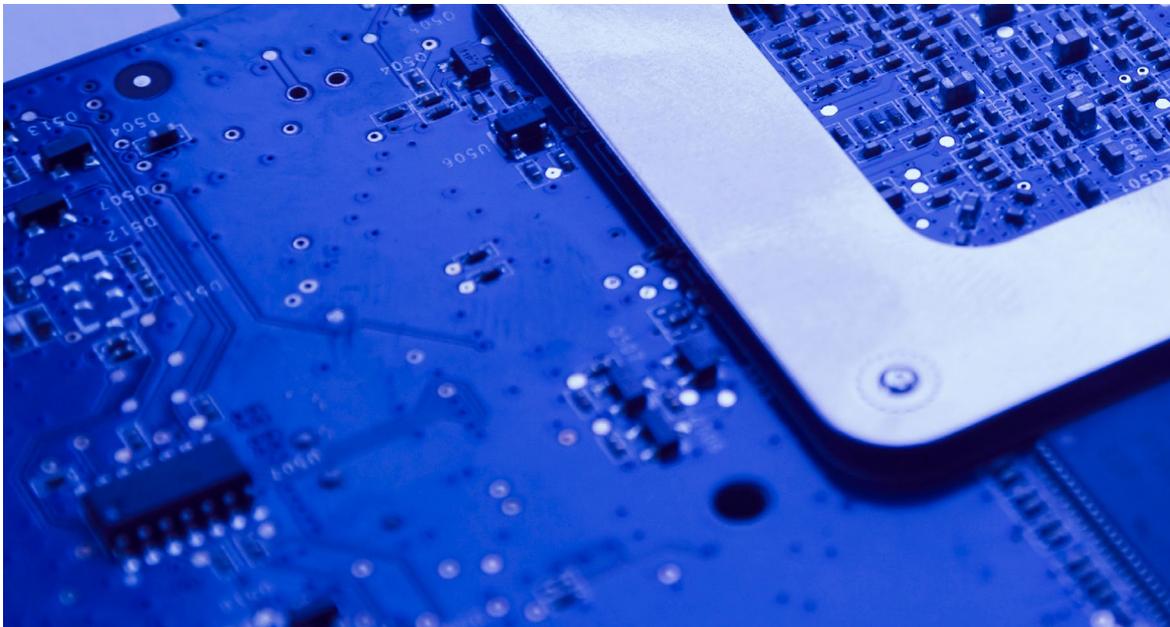
WEBSITE

NEWSLETTER

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CONTENT COMMERCIALS
& LIVE CHATS

EBOOKS &
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WWW.PARTPROCURER.COM

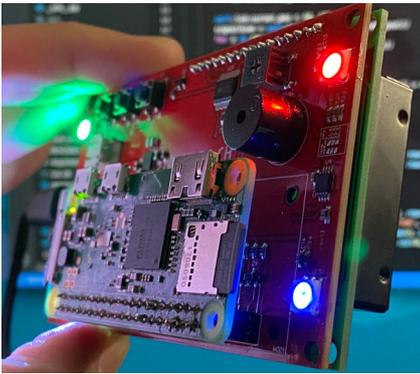
MEDIA KIT • 2022

30K+
MONTHLY PAGEVIEWS

97%
TRAFFIC FROM USA

75%
SENIOR JOB LEVEL

ABOUT US



PartProcurer is an online resource dedicated to electronics procurement professionals and engineers who procure their own parts.

PartProcurer equips professionals involved in the supply chain with buying, logistics, tech and product news, as well as tips, industry insights, market outlook, and all the resources needed to excel in the field.

CATEGORIES COVERED

NEWS



PRODUCTS



TECHNOLOGY



OPERATIONS



RESOURCES



INVENTORY



EBOOKS



	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
	Interactive ad	-	\$200	-

PARTPROCURER NEWSLETTER

MEDIA KIT • 2022

20K+
SUBSCRIBERS

16.5%
AVERAGE OPEN RATE

22.7%
AVERAGE
CLICK-THROUGH RATE

NEWSLETTER OPTIONS

Develop a relationship with your audience. Through content PartProcurer 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		



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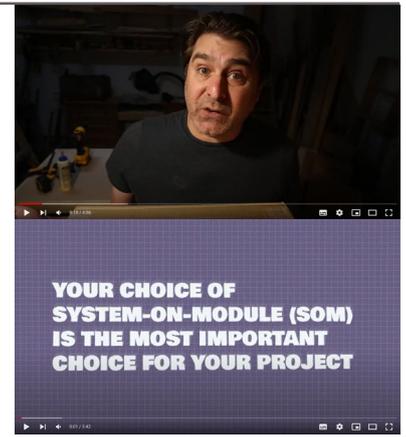
VIDEO CREATION

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

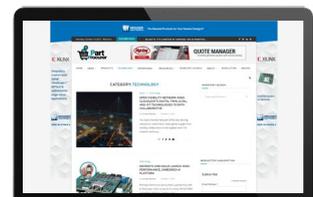


Video Briefs

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
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



LIVE CHATS & CONTENT COMMERCIALS

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.

2,000+
AVG LEADS

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.

400+
AVG REGISTRATIONS

CONTENT COMMERCIALS

LVL		COST
1	0-30 sec for unique social posts	\$250/commercial
2	0-60 sec human videos add on to your content	\$500/commercial
Interactive Content	Custom interactive graphics, quizzes, experiences, etc.	10 pages or less/ \$5,000 Up to 20 pages/\$12,000

48%
ATTENDANCE



Optimizing Procurement by Embracing Digital...



Advancements in Battery Technology and Battery...

LIVE CHATS

LVL		COST
1	Logo + Verbal Mention as sponsor + All webinar leads	\$5,000
2	Your logo + 15 or 30 second commercial + all webinar leads	\$7,500
Custom	Live Custom Chat	Custom

NEW PRODUCT INTRODUCTIONS

LVL		COST
Video Brief	30 seconds- 1 minute for social media	\$200-500
Engagement Hub	•30-second content commercial •Interactive engagement hub (up to 20 pages) filled with supplied videos, articles, and other content assets. •10,000 medium rectangle impressions on PartProcurer.com/ eeDesignIt.com	Starting at \$7,000
Interactive Infographic	Interactive image featuring key product details, videos, downloads, etc.	Starting at \$2,000
eBook (Standard)	Standard eBook 3-5 pages	Starting at \$3,000

EBOOK

Growing in popularity, eBooks are a great way to help manufacturers spread their message to your audience. With our expertise in content development, design, and project management, we bring this process to life in a simple manner

	PRICE	PROMOTION
eBook Sponsorship	-	Editorial eBook: Sponsorship mention on cover Featured ad or content All leads acquired from eBook downloads in a 3- month period
eBook Sponsorship 1/2 Page Ad	\$3,000	1/2 Page Ad: 1 Image and up to 100 words of text or pre-developed 1/2 page ad supplied in image format
eBook Sponsorship – Sponsored Content	\$3,500	(up to 1,000 words) supplied by client, featured in eBook



SOCIAL MEDIA

PartProcurer & 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

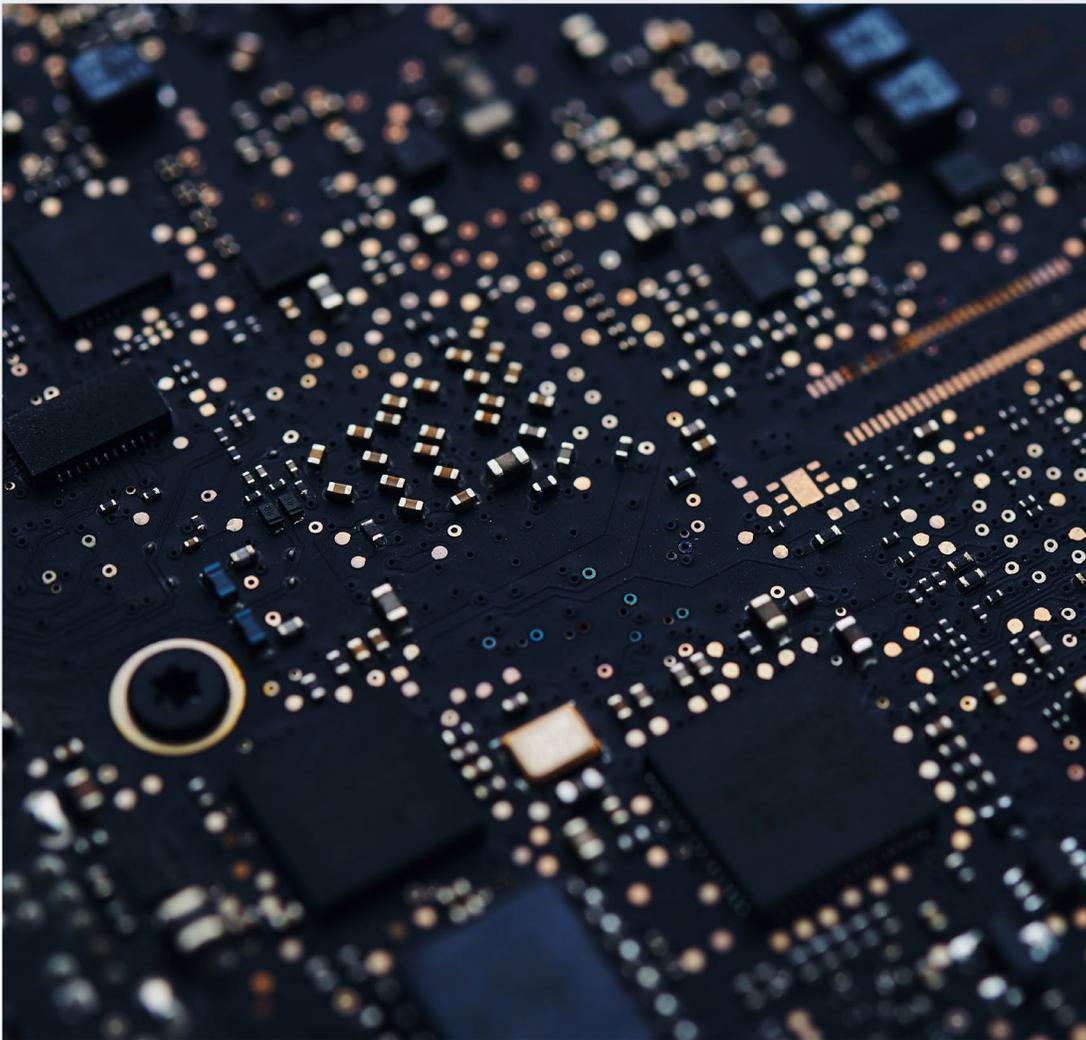




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