Media Kit 2026

EMC Directory

The Leading Website for the EMC Testing Industry

www.emc-directory.com

Reach out to Engineers in the EMC Testing Industry

The leading website for the EMC Testing Industry

EMC Directory - www.EMC-Directory.com is a website for the EMC Testing Industry. We have created the largest online directory of EMC testing labs from all around the world and made them searchable by their location and capabilities - Emission Testing, Immunity Testing, CE/FCC Marking Certification etc. In addition to the directory, the website provides news, white papers, event coverage and has a unique product search tool for EMC Testing Equipment.

Website Activity

50,000+

Page views / Month

15,000+

Visitors / Month

Leads & Users

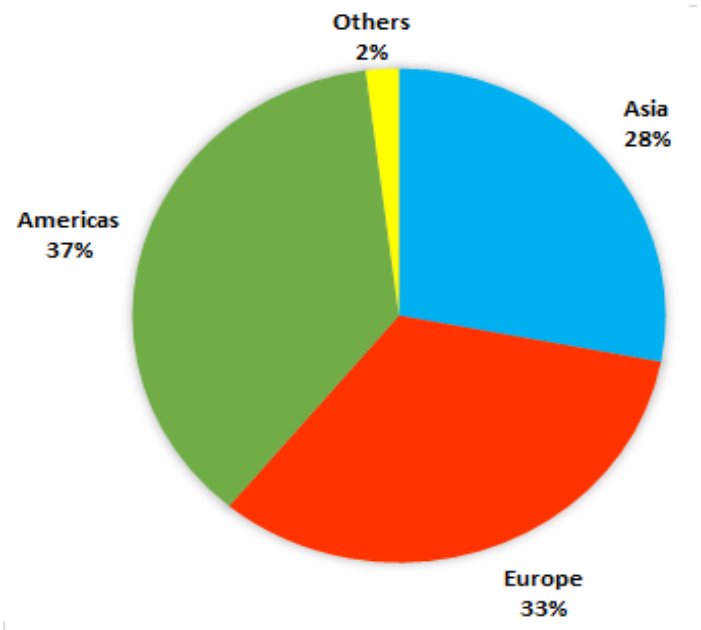
10,000+

Leads in 12 Months

5,000+

Registered Users

Geographic Breakup



EMC Equipment

15,000+

Products Listed

200+

Manufacturers Listed

The Website Provides

EMC Testing Lab Directory: Over 500 EMC testing labs from all over the world listed in an online searchable directory.

EMC Equipment / Product Search Tool: Find & compare products from the leading EMC Testing equipment manufacturers on EMC Directory. The search tool is an easy way to find products across multiple manufacturers based on your requirement. You can download datasheets, compare products and request quotes.

Product Details: View product specifications, download datasheets and get quotes on EMC Testing equipment / products from the leading manufacturers.

Latest Products & News: We keep users up to date with the latest news and products releases in the EMC Industry.

White Papers & Videos: Our technical content library lists White Papers, Application Notes, Videos and Webinars on various EMC and EMI related content. All content is sorted by tags and company making it easy to find.

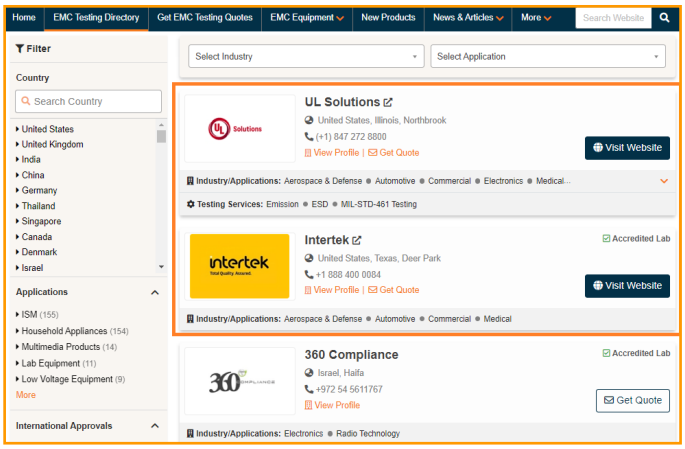
Upcoming Events We list all upcoming events in the EMC Industry and provide relevant coverage for the main ones.

EMC Testing Labs Directory

Cost Per Click (CPC) advertising is a great way to drive targeted traffic to your company website. You are only charged when a user clicks the link in the directory to visit your website. This is very targeted, as users only visit **EMC-directory.com** when they are looking for an EMC Testing lab. When a user search for a EMC testing lab in your location, your company will be shown higher in the list with a link to your website.

Price: $2/Click (*$500 Minimum*) - *Once you run out of balance you can top up.*

Note: As an advertiser your company will show up higher in list of companies - with a link to your website.

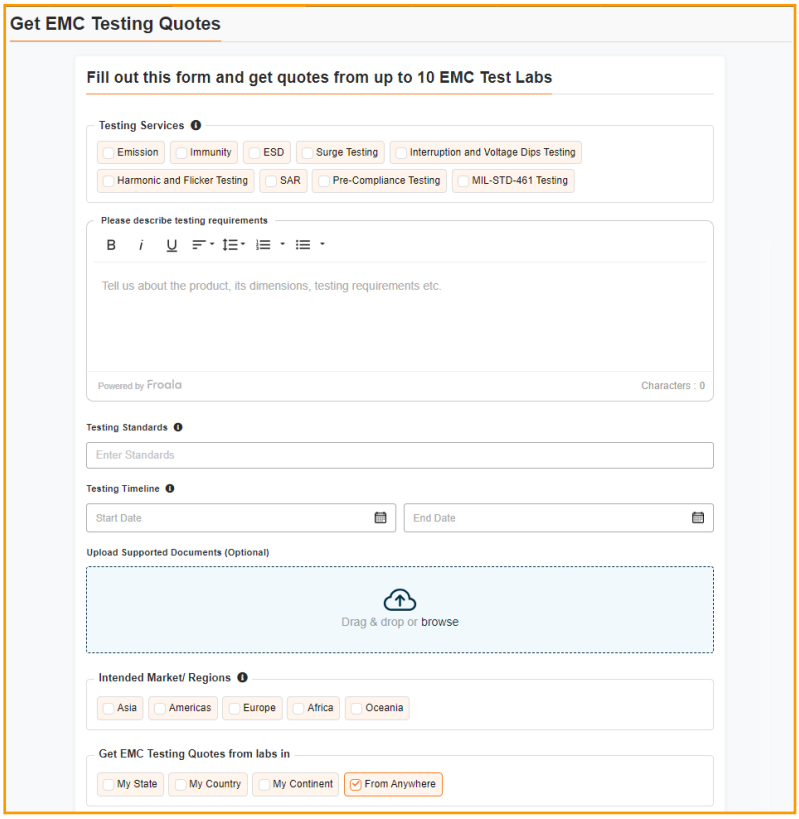


Lead Generation for EMC Testing Labs

The **Lead Generation Program** on EMC-Directory.com has been designed to get you EMC Testing inquiries from real users . We have created a Quotation Form which users fill out to request a quotation from multiple companies. The EMC Directory team will route relevant leads to your company.

Cost: $50/Lead (*$500 Minimum - Your balance keeps deducting as the leads are generated*)

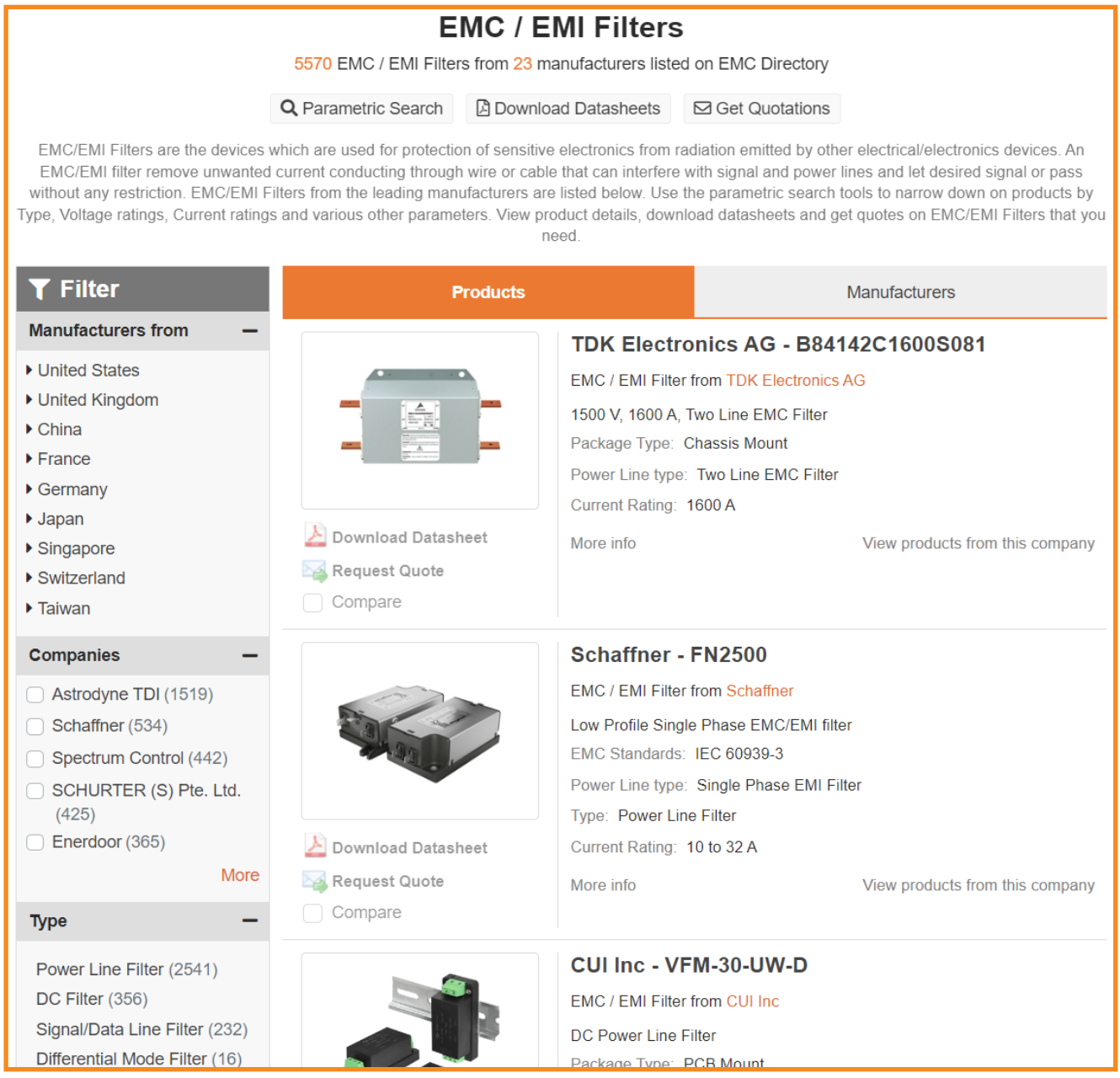
Targeting: You can choose from which countries you would like to get quotations.



EMC Testing Equipment

The parametric search tools on **EMC Directory** have been specially designed for the EMC Testing industry. Users no longer need to go to individual manufacturer websites to find products that they need. Once they enter their requirement, our search tool shows them all matching products. They can view product specs, download datasheets, compare products and request quotations.

For Example, in the EMC/EMI filters Category, users can search for the relevant filters by specifying the voltage rating, current rating and power line type of a filter. We have over 5,000 EMC/EMI filters from more than 20 manufacturers listed in our database. We have over 30 such categories.



Featured Listings & Lead Generation for EMC

The featured listing plan will ensure your company, products, articles and press releases are promoted across the EMC Directory 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.*

Product Promotion

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

- Addition of the product to EMC Directory
- 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 Ad Promotions (970 x 90, 728 x 90, 160 x 600, 300 x 250, 300 x 100 px) - 10,000+ Impressions

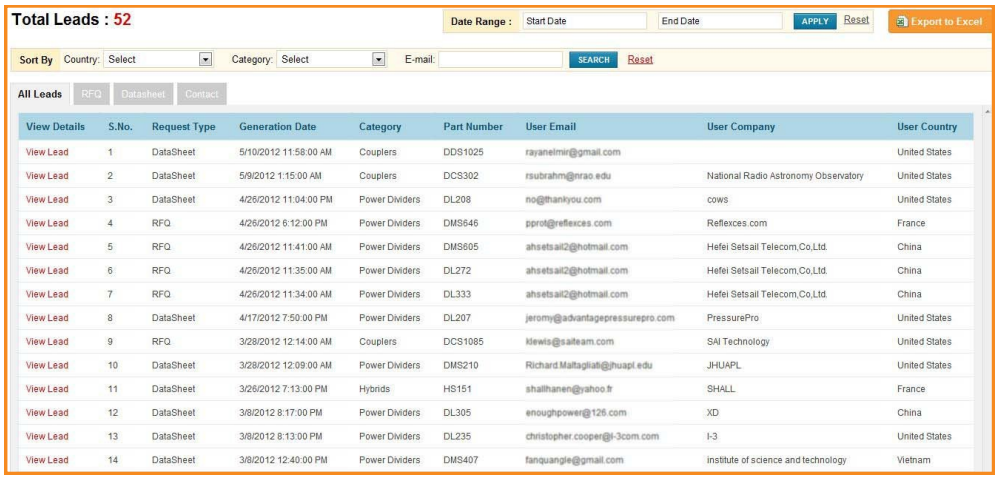
Price: **$5,000/Product** (60 day promotion)

Note: You have the option to replace the Banner Ad Promotions with High Impact Wall Paper Ad promotions. The price of the package is then $6,250/Product.

Lead Details on Product Datasheet Downloads

Lead information on EMC Directory is tracked with each quote request, inquiry and datasheet download. You will get a monthlyemail with lead information generated for your company. You will also get access to a lead management tool where you can review the details of leads that have been generated for your company.

Price: **$50 CPL (Cost Per Lead) | Min. 50 Leads**



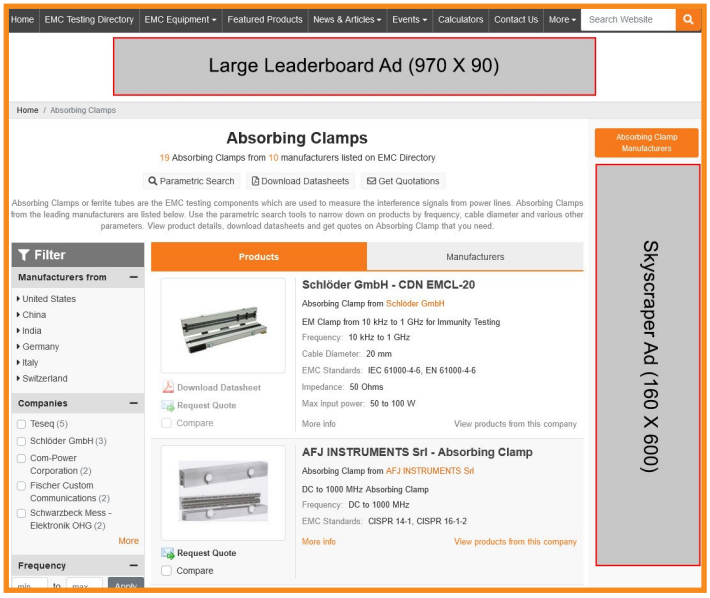
View Details	S.No.	Request Type	Generation Date	Category	Part Number	User Email	User Company	User Country
View Lead	1	DataSheet	5/10/2012 11:58:00 AM	Couplers	DDS1025	rayanelmir@gmail.com		United States
View Lead	2	DataSheet	5/9/2012 1:15:00 AM	Couplers	DCS302	rsubrahm@nrao.edu	National Radio Astronomy Observatory	United States
View Lead	3	DataSheet	4/26/2012 11:04:00 PM	Power Dividers	DL208	no@thankyou.com	cows	United States
View Lead	4	RFQ	4/26/2012 6:12:00 PM	Power Dividers	DMS646	pprot@reflexces.com	Reflexces.com	France
View Lead	5	RFQ	4/26/2012 11:41:00 AM	Power Dividers	DMS605	ahsetsail2@hotmail.com	Hefei Setsail Telecom,Co,Ltd.	China
View Lead	6	RFQ	4/26/2012 11:35:00 AM	Power Dividers	DL272	ahsetsail2@hotmail.com	Hefei Setsail Telecom,Co,Ltd.	China
View Lead	7	RFQ	4/26/2012 11:34:00 AM	Power Dividers	DL333	ahsetsail2@hotmail.com	Hefei Setsail Telecom,Co,Ltd.	China
View Lead	8	DataSheet	4/17/2012 7:50:00 PM	Power Dividers	DL207	jeromy@advantagepressurepro.com	PressurePro	United States
View Lead	9	RFQ	3/28/2012 12:14:00 AM	Couplers	DCS1085	klewis@saiteam.com	SAI Technology	United States
View Lead	10	DataSheet	3/28/2012 12:09:00 AM	Power Dividers	DMS210	Richard.Maltagliati@huapl.edu	JHUAPL	United States
View Lead	11	DataSheet	3/26/2012 7:13:00 PM	Hybrids	HS151	shallhanen@yahoo.fr	SHALL	France
View Lead	12	DataSheet	3/8/2012 8:17:00 PM	Power Dividers	DL305	enoughpower@126.com	XD	China
View Lead	13	DataSheet	3/8/2012 8:13:00 PM	Power Dividers	DL235	christopher.cooper@i-3com.com	I-3	United States
View Lead	14	DataSheet	3/8/2012 12:40:00 PM	Power Dividers	DMS407	fanquangle@gmail.com	institute of science and technology	Vietnam

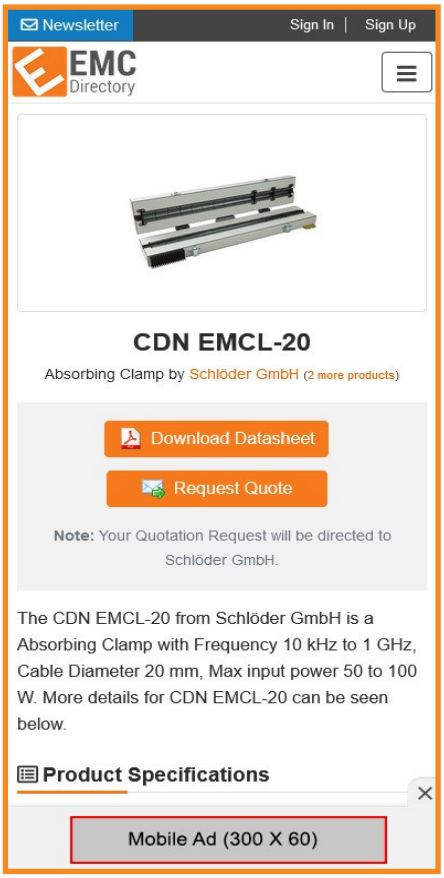
Banner Ads

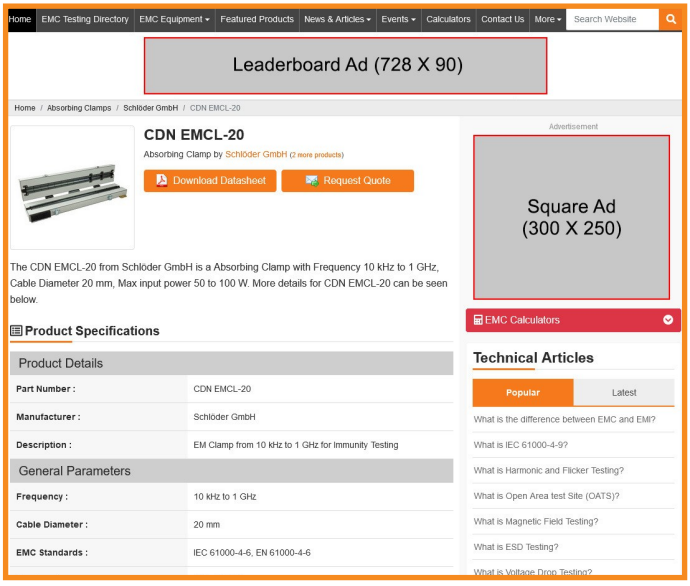
Banner Ad Pricing: $125 CPM (**CPM**: *Cost Per Metric i.e Cost per 1000 Impressions*)

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.

Ad Type	Dimension	Location
Large Leaderboard Ad	970 x 90 px	All Pages
Leaderboard Ad	728 x 90 px	All Pages
Skyscraper	160 x 600 px	Homepage, Equipment
Boom Box Ad (Square Ad)	300 x 250 px	All Content and product pages
Mobile Ads	300 x 60 px	All Mobile Pages





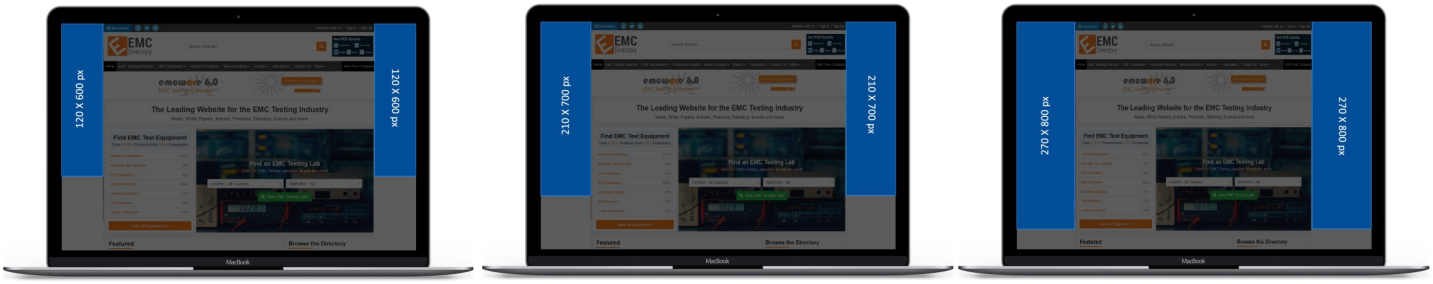


High-Impact Wall Paper Ad

This ad is very effective as it is visible to users on every page of the website.

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

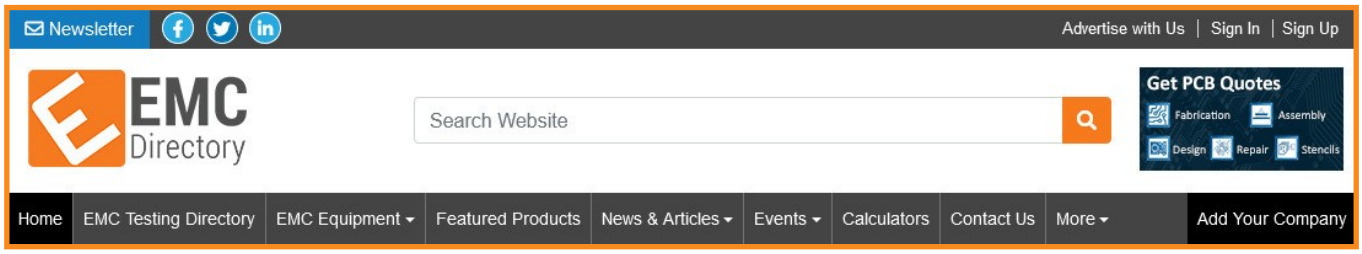
Cost: **$250 CPM** *(Cost per 1000 Impressions) | Minimum* **$2,500/Month** *for 10,000 Impressions*



Header Ad

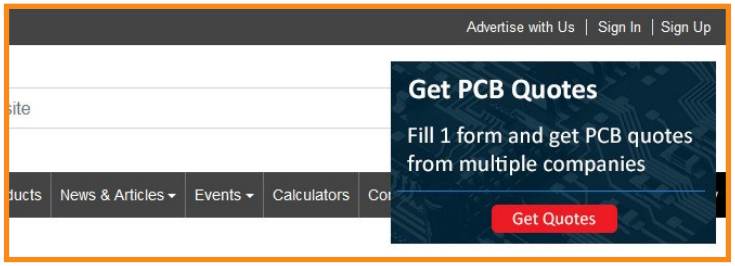
This ad shows on every page load of EMC Directory in the header.

Rate: **$3,500 / Month** | **Estimated Impressions: Over 20,000/Month**



Normal

This expandable ad shows in the header of EMC Directory. 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.

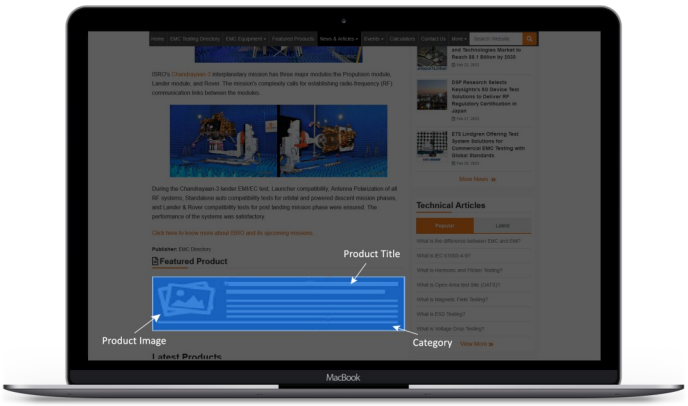


Expanded

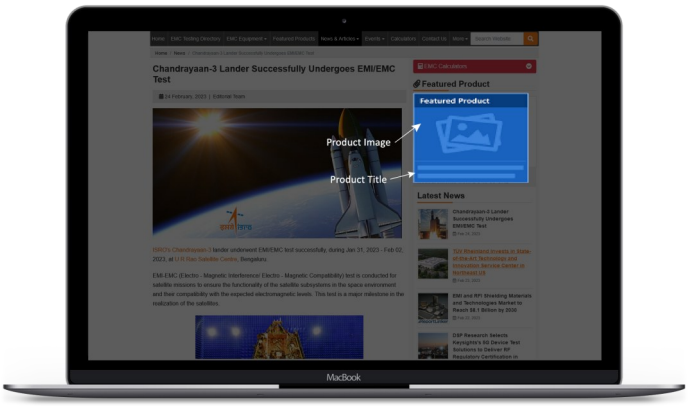
Native Ad

Native Ad Pricing: $125 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

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 in the EMC Industry. 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

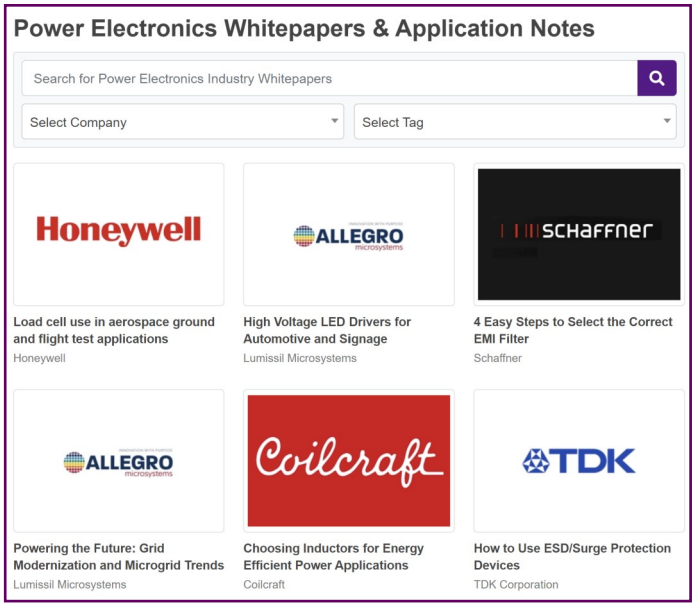
3 Newsletter Bundle: $4,200/Year

6 Newsletter Bundle: $7,500/Year

12 Newsletter Bundle: $12,000/Year

White Paper Lead Generation & Promotion Program

EMC Directory's White Paper Sponsorship is a highly effective program for companies interested in generating and following up on pre-qualified leads. There are over 250 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 EMC Directory 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 EMC Directory. 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 EMC Directory. The lead generation program lets you promote up to 10 different white papers at a time.

Advertising Contact

United States

Jill Thibert

E-mail: jill@lhmandco.com

Europe & Asia

Raghav Kapur

E-mail: raghav@EMC-directory.com

EMC Directory

Website: www.EMC-Directory.com

Email: info@emc-directory.com

Telephone: +1-312-436-0084

Our Network

everythingPE

Keep up to date with Power Electronics

www.everythingPE.com

everythingRF

www.everythingRF.com

GoPhotonics

wwwGoPhotonics.com

PCB Directory

www.PCBDirectory.com

SATNow

www.SatNow.com