



Banner Advertising Positions

Standard Sizes	Dimensions (Pixels)	Monthly Rates
Welcome Banner	640 x 480	\$2675 (Homepage Only)
Full Banner (next to EPS logo)	468 x 60	\$935, Home Page
Top Leaderboard	728 x 90	\$1285, Home Page
Boombbox	300 x 250	\$1165, Home Page
Call-to-Action Box, Below Featured Articles	Call for specs.	\$925 (Home Page Only)
Wide Skyscraper	160 x 600	\$775, Home Page
Sponsored Links	Text Link	\$600, Home Page

Banner file size limit: 40Kbytes for image files (GIF, JPG, PNG, BMP); Clicktag style is clickTAG for welcome ads. Support for text links, rich media (HTML) and video ads.

NEWSLETTER SPONSORSHIP

Build brand awareness, drive prospects to your products and corporate sites, and generate leads with targeted EPSNews eNewsletters and Custom eNewsletters. Below are EPSNews newsletters and other list rental promotion opportunities:

List rental: Use of EPSNews mailing list of 50,000+ subscribers. **Price: \$300 per 1,000 names without lead-generation.**

Custom E-mail Blast: Single sponsor email blasts to EPSNews mailing list of 50,000+ subscribers. EPSNews premium content and/or content and promotional items to be provided by advertiser. **Frequency: On-Demand (Price: \$6,500 - sponsor content only; \$6,650 sponsor content + EPSNews premium content).**

Components – Innovation Hub: Custom e-newsletter showcasing your newest products. **Pricing: 4-new products - \$3,750; 6 new products - \$4,900**

EPSNews+Plus: Newsletter featuring news analyzing events that impact the electronics supply chain, including design trends, M&A, supplier-distribution agreements, finance, geo-politics, trade and regulation. **Frequency: Weekly. Pricing: \$1,700 per week**

Purchasing Now: News, analysis and information aimed primarily at components purchasing professionals. Content include pricing, lead times, rules and regulations and anti-counterfeiting programs. **Frequency: Monthly. Pricing: *See below.**

Distribution Dispatch: A detailed look developments, offerings and partnerships from the electronic component distribution world focusing on key players as well as supplier and customer relationships. **Frequency: Monthly. Pricing: *See below.**

IP&E Market Insider: IP&E news, corporate profiles and innovative new products. **Frequency: Monthly. Pricing: *See below.**

Featured Hot Products: Showcase of the hottest new electronic components. **Frequency: Monthly. Pricing: *See below.**

Semi News Today: News and data on the global semiconductor and foundry market. **Frequency: Monthly. Pricing: *See below.**

Power ICs & Supplies: Research and information on the power semiconductor and components market. **Frequency: Monthly. Pricing: *See below.**

*Monthly eNewsletter Pricing

Position #1 (728 x 90 pixels)	\$1480
Position #2 (728 x 90 pixels)	\$1250
Position #3 (728 x 90 pixels)	\$950

Vertical Market eNewsletters:

Single sponsor eNewsletters to EPSNews mailing list of 50,000+ subscribers. **Frequency: Monthly (Price: \$2,475).**

- Medical
- Automotive/Transportation
- Military/Aerospace
- Automation/Industrial
- Communications/Networking

Additional Marketing Opportunities

Sponsored Content: Engage targeted audiences to build brand awareness, drive prospects to your products and corporate sites, and generate leads with targeted content by reaching electronics components buyers who read EPSNews. For more information: <https://epsnews.com/native-advertising/>

Custom Content Creation: EPSNews editors, writers and contributors can create custom content on topics of interest to your customers and employees. The services include white papers, feature length articles for use in internal magazines and websites as well as full-service turnkey production of digital and print publications.

White Papers/Tech Library: We host white papers and tech papers. The white papers are promoted on EPSNews and in two quarterly eNewsletter blasts. Price per white paper: \$1075 per six month period.

EPSNews Section Sponsorship

Section Sponsorships includes "Sponsored by (company)" 728 x 90, 300 x 250 & 468 x 60 banner ads

All three ad units are exclusive on section home page and ROS in section. **Cost for all \$2785/mo.** Unlimited impressions. Blogs: **\$1175 per month.**

Sections:

- * **News Analysis:** News and analysis on the supply base, global economy, financial performance, mergers and acquisitions plus in-depth review of long-term financial viability.
- * **Distribution:** Suggestions on best practices from leading industry executives, OEMs, EMS providers and suppliers.
- * **Supply Chain:** Daily news impacting purchasing, procurement and supply chain functions in the electronics industry.

BLOGS:

- **Distribution Dispatch:** Issues and trends in components distribution.
- **Ojo Mojo Tech Report:** In-depth analysis on macro trends in the electronics industry.
- **Purchasing Today:** Buying strategies & best practices for component buyers/sellers from a components engineer's angle.
- **Component Trends:** Latest news and trends in the electronic components markets.
- **Supply Chain Analytics:** Data-driven analysis and tips on conditions and events impacting buyers & sellers of components.

Webinars

EPSNews produces 60-minute sponsored webinars, featuring a live presentation and audience Q&A. Webinars are promoted with banner ads, targeted eNewsletters and email blasts. EPS handles all the production and delivers complete contact leads. The event will be archived for six months. Pricing: \$8,125

2018 editorial webinars will focus on the following topics:

- Energy Efficiency Standards & External Power Supplies
- Global Logistics Strategies
- Counterfeit Detection and Prevention
- Outsourcing & the EMS Provider
- Top 50 Distributors
- Component Makers & the IoT

Please contact your regional sales representative for more information.

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Territory: TX, OK, AR, LA, TN, AL, MS, GA, FL, NC, SC, VA, WV, MD & DC

Territory: RI, CT, MA, VT, NH, ME, NY, NJ, PA, DE, Quebec & Provinces East of Quebec

Tom Boris: tom.boris@epsnews.com

Territory: Southern CA, AZ, NV, UT, CO

Territory: IL, IN, IA, KY, MI, MN, MO, NE, ND, OH, SD, WI and in Canada (MB & ON).

