EETech

2024 Media Guide

VERSION 24.8 Updated: 1/18/24

Contact Us: info@eetech.com | EETech.com

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- Media Brands
- Banners and Newsletters
- Performance Marketing
- Video Production, Webinars, Photography
- Content Creation
- Community Engagement
- Research & Insights
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Empowering Engineers to Create a Better Future

EETech is a digital-first organization founded in 2015, built upon deeply engaged **online engineering communities**

Content & Communities

- 7 Industry Leading Digital Communities
- Largest Global Registered User-Base of Engineers
- Content Written by Engineers, for Engineers
- Focus on Technical Articles and Solutions
- 4:38 Average Time on Page (All About Circuits)
- The Industry's Top Network of Technical Writers

NASA GE Micron SONOS BROADCOM

Our Writers Work Across the Worlds Most Innovative Organizations

ALL ABOUT CIRCUITS
CONTROL AUTOMATION
EE POWER
MAKER PRO
21ic 电子网 .com
Bodo's Power Systems®
mikrocontroller.net

ALL ABOUT CIRCUITS

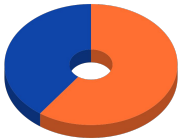
All About Circuits is the fastest-growing community of electrical engineers with **250+ new members every day** seeking technical articles, advanced education, tools, and peer-to-peer discussions.

2.6M+
Pageviews per month

1.4M+
Unique Users per month

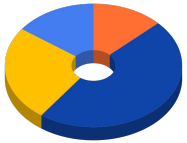
820K+
Members

599K+
Newsletter Subscribers



60% Prime of Career Engineers

40% Next Generation Engineers

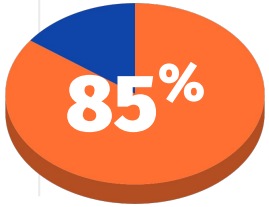


30+ yrs Experience **13%**

6-29 yrs in Field **47%**

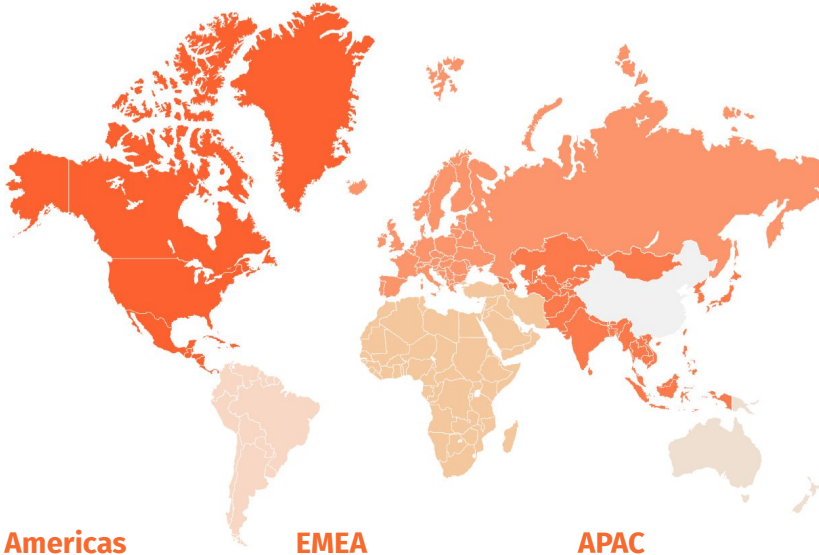
≤5 yrs in Field **25%**

In College **15%**



Buying Power

85% of All About Circuits users are involved in their company's buying decisions.



Americas

North America..... **36%**

South America..... **2%**

EMEA

Europe..... **18%**

Mid East/Africa.. **9%**

APAC

Asia..... **32%**

Pacific.. **3%**

Audience Targeting

Zero in on your target audience by combining geo-targeting with your product type and one or more application focus.

Applications

- AI/Neural Networks
- Audio
- Automotive
- Cloud Computing
- Consumer Electronics
- Cybersecurity/Identification
- Digital Signal Processing
- Drones
- Industrial Automation
- IoT
- IT/Networking
- Lighting
- Medical & Fitness
- Military/Aerospace
- Mobile
- Motor Control
- Security/Identification
- Smart Grid/Energy
- Telecom
- Wearables

Products

- Analog
- Computers & Peripherals
- Connectors
- Cooling
- Digital ICs
- EDA Tools
- Electromechanical
- Embedded
- IC Design
- Memory
- Optoelectronics
- Passives
- PCBs
- Power
- RISC-V
- Sensors
- Test & Measurement
- Wireless/RF

2024 Editorial Calendar

ALL ABOUT CIRCUITS

Month	Featured Technologies and Apps	Key Events
Q1 Special Report: AI/ML and Their New Roles in ICs for Consumer Products		
Jan	Automotive Electronics ○ AEC qualified components ○ ICs and passives	CES
Feb	Connectors ○ PCB, RF, harsh/rugged	DesignCon, MWC
Mar	Analog ICs and Timing Circuits ○ Op amps, data converters (ADC/DAC), amplifiers ○ Crystals, oscillators, ICs	ISSCC
Q2 Special Report: Data Centers: New Driver of IC Performance Demand		
Apr	Embedded Technology ○ RTOS, Security ○ AI/ML ○ Embedded Computers	Embedded World
May	Test & Measurement ○ Equipment ○ Techniques	SID Display Week, Embedded Vision Summit
June	Sensors ○ Environmental, industrial, wearable	DAC, Sensors Converge

Month	Featured Technologies and Apps	Key Events
Q3 Special Report: RISC-V and Its Growing Sphere of Influence		
Jul	PCB Manufacturing and Assembly ○ Flex, rigid-flex ○ Materials, coatings, pastes	Semicon West, Flex@West
Aug	Optoelectronics ○ LEDs, lighting, displays	Flash Memory Summit
Sep	Military and Aerospace ○ Rad-hard ○ Ruggedized	PCB West
Q4 Special Report: ICs Drive the Next-Gen of Vehicle Electrification		
Oct	Passives ○ Resistors, inductors, caps ○ Relays, switches ○ Buttons	Embedded World North America, IMAPS
Nov	ICs for Power Supplies ○ Power FETs, gate drivers ○ Wide bandgap (SiC, GaN)	Electronica
Dec	Emerging Technologies	RISC-V Summit

The featured technology sub-categories are representative, not comprehensive

CONTROL AUTOMATION

Control Automation is a **robust automation-focused community** that provides engineers with professional development and peer-to-peer interactions through technical articles, industry news, tools, and active forums for collaboratively troubleshooting real-world challenges.

411K+
Pageviews per month

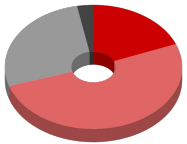
235K+
Unique Users per month

60K+
Members

41K+
Newsletter Subscribers

70% Prime of Career Engineers

30% Next Generation Engineers

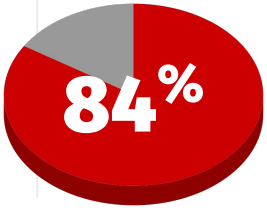


30+ yrs Experience **19%**

6-29 yrs in Field **51%**

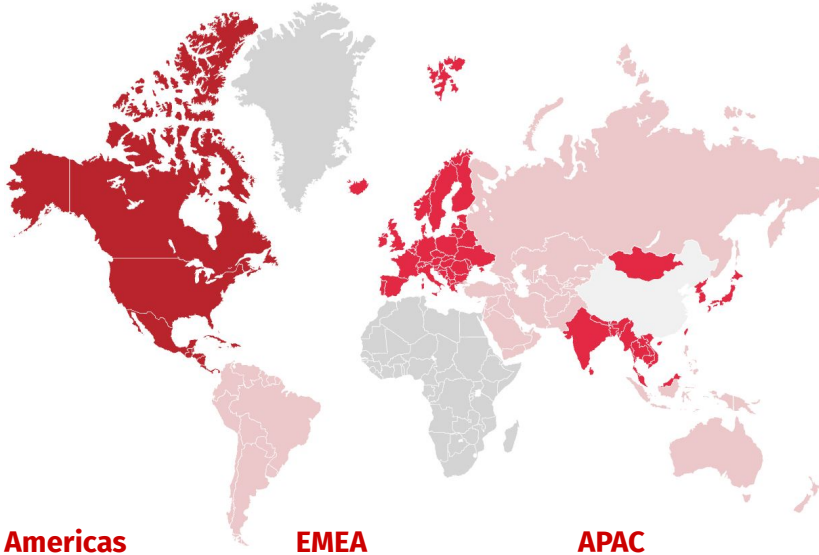
≤5 yrs in Field **27%**

In College **3%**



Buying Power

84% of Control users are involved in their company's buying decisions.



Americas

North America..... **30%**

South America..... **3%**

EMEA

Europe..... **22%**

Mid East/Africa.. **5%**

APAC

Asia..... **36%**

Pacific.. **4%**

Audience Categories

Products

- Circuit Protection
- Connectors
- Control Panel
- Control Systems & HMIs
- Enclosures, Racks & Cabinets
- Industrial Controls
- Motors
- Networking
- Pneumatics & Hydraulics
- Power
- Robotics
- Safety
- Test & Measurement
- Wire & Cable

Industries

- Agriculture
- Automotive
- Building
- Cement
- Chemical
- Electronics
- Food & Beverage
- Glass
- Metal
- Military/Aerospace
- Mining
- Nuclear
- Oil & Gas
- Pharmaceutical
- Pulp & Paper
- Rail
- Robotics
- Rubber & Plastics
- Transportation
- Utilities

2024 Editorial Calendar

CONTROL AUTOMATION

Month	Featured Technologies and Apps	Key Events
Jan	Robotics and Autonomous Systems	
Feb	Life Sciences and Pharmaceuticals	ATX, Medical Design & Manufacturing
Mar	Material Handling and Logistics	Control Automation Day
Apr	Automotive Manufacturing and Assembly	Hannover Fair
May	Advanced Manufacturing	Automate
June	Energy, Grid, and Utility Automation	

Month	Featured Technologies and Applications	Key Events
Jul	Military and Aerospace Systems	
Aug	Electronics Fabrication and Assembly	
Sep	Metal Fabrication and Manufacture	IMTS
Oct	Food and Beverage	
Nov	Packaging	PackExpo, SPS Fair, Rockwell Automation
Dec	Industry 4.0 Migration	

EE POWER

The premier digital community for electrical power engineers and technologists. We provide technical articles, industry news, market insights, and tools for career growth, with coverage of the energy transition, renewable energy, EVs, smart grid, and power electronics.
EEPower is also the exclusive digital partner publication for Bodo's Power Systems.

415K+
Pageviews per month

273K+
Unique Users per month

32K+
Members

64% Prime of Career Engineers

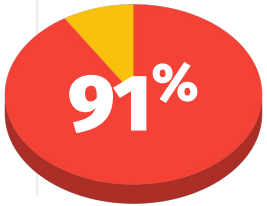
36% Next Generation Engineers

30+ yrs Experience **24%**

6-29 yrs in Field **40%**

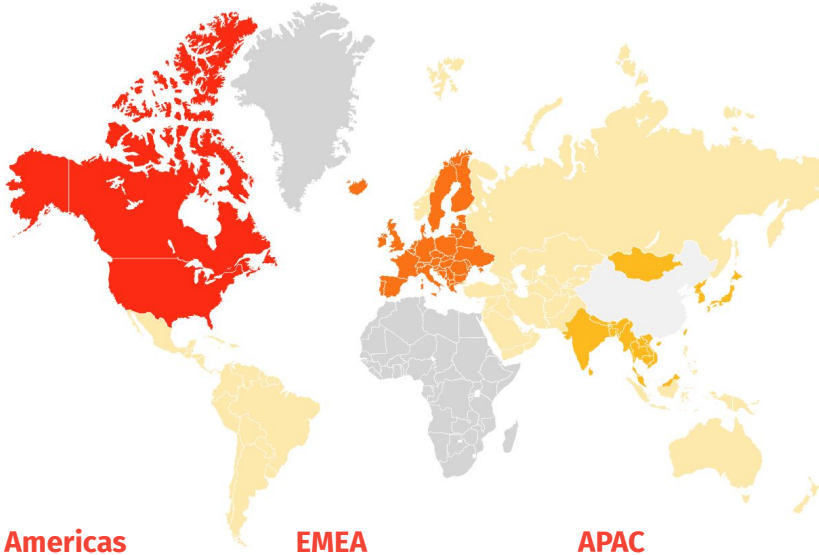
≤5 yrs in Field **22%**

In College **14%**



Buying Power

91% of EEPower users are involved in their company's buying decisions



Americas

North America..... **41%**

South America..... **2%**

EMEA

Europe..... **21%**

Mid East/Africa.. **4%**

APAC

Asia..... **29%**

Pacific.. **3%**

Audience Categories

EE POWER

Applications

- Automotive
- Distributed Energy
- Electrification
- Industrial
- Infrastructure
- Medical
- Military/Aerospace
- Non-Renewable Energy
- Recycling
- Renewable Energy
- Transportation
- Smart Grid
- Utilities

Products

- Batteries
- Charging
- Components & Materials
- Electric Vehicles
- Energy Storage
- Generation
- Microgrid
- Power Supplies
- Semiconductors & ICs
- Test & Measurement
- Transmission & Distribution
- Wide Bandgap Semiconductors

2024 Editorial Calendar

EE POWER

Month	Featured Technologies and Apps	Key Events
Jan	Electricity Generation ○ Renewable, non-renewable Consumer Electronics ○ Charging, power supplies	CES, PowerGen International
Feb	Components and Materials ○ Cables, connectors, meters, passives Smart Grids ○ Comm, data, analytics, management	Distributech, APEC
Mar	Energy Storage ○ Batteries, supercapacitors, thermal, next-gen	EPRI Electrification, Energy Storage Summit
Apr	Power Supply Design and Manufacturing ○ Assemblies, enclosures, PCBs, thermal	IPC Apex Expo
May	Transmission and Distribution ○ Converters, transformers, substations, data, analytics, load management	IEEE PES T&D
June	Semiconductors ○ Power FETs, ICs, and modules ○ Wide bandgap (SiC and GaN)	PCIM Europe, The Battery Show Europe

Month	Featured Technologies and Apps	Key Events
Jul	Microgrids ○ Controllers, energy storage systems, bidirectional power	Inter. Conf on Power and Smart Grid, ACEEE 2024
Aug	Military and Aerospace ○ Drones, eVTOL, space, satellites	Energy Expo
Sep	Batteries ○ Materials, technology, management, safety, recycling	The Battery Show
Oct	Transportation ○ Air, rail, marine, trucking Test & Measurement ○ EMI/EMC, simulation, meters	IEEE Energy Conversion Congress and Exposition
Nov	Electric Vehicles ○ Batteries, charging, infrastructure	EV Fleets
Dec	Industrial Power ○ Backup power, co-generation, manufacturing, ag, mining	Inter. Conf. on Energy, Power and Electrical Engr.

The featured technology sub-categories are representative, not comprehensive

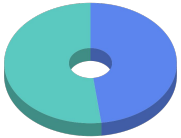
MAKER PRO

Maker Pro is one of the fastest-growing electronics maker communities, providing a global platform for maker professionals to engage in design contests, local hack-a-thons, and project collaboration.

505K+
Pageviews per month

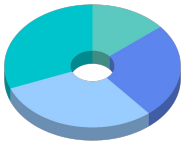
340K+
Unique Users per month

72K+
Members



39% Prime of Career Engineers

61% Next Generation Engineers

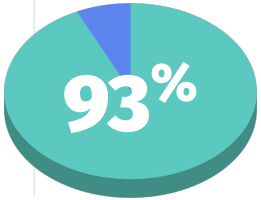


30+ yrs Experience 14%

6-29 yrs in Field 25%

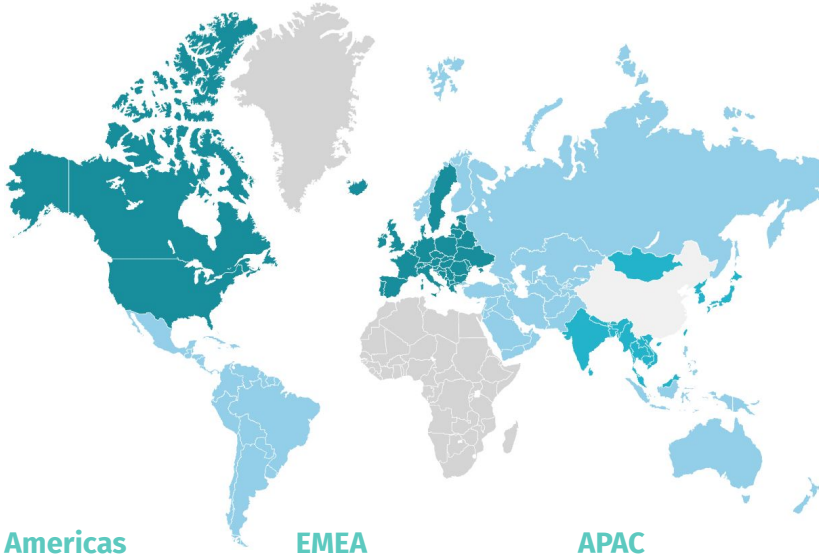
≤5 yrs in Field 30%

In College 31%



Buying Power

93% of Maker Pro users are involved in their company's buying decisions



Americas

North America..... 25%

South America..... 4%

EMEA

Europe..... 25%

Mid East/Africa.. 9%

APAC

Asia..... 34%

Pacific.. 3%

Audience Categories

Applications

- 3D Printing
- Arduino
- Audio
- Automation
- Automotive
- Cloud Computing
- Consumer Electronics
- Drones
- Electronics Basics
- Industrial
- IoT
- IT/Networking
- Lighting
- Medical & Fitness
- Military/Aerospace
- Mobile
- Motor Control
- Raspberry Pi
- Robotics
- Security/Identification
- Smart Grid/Energy
- Telecom
- Wearables

Products

- Analog
- Computers & Peripherals
- Connectors
- Development Boards
- Digital ICs
- EDA Tools
- Electromechanical
- Embedded Software
- Memory
- Microcontrollers
- Optoelectronics
- Passives
- PCBs
- Power
- Robotics Kits
- Sensors
- Test & Measurement
- Wireless/RF

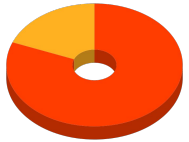
mikrocontroller.net

Mikrocontroller.net is the largest European electronics engineering community focused on German-speaking design engineers, where discussions from embedded to analog to power and everything in-between are created every day.

2.1M+
Pageviews per month

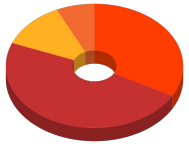
640K+
Unique Users per month

93.5K+
Members

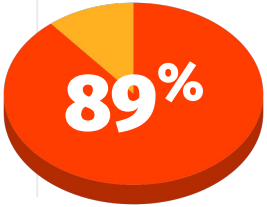


81% Prime of Career Engineers

19% Next Generation Engineers



- **30+ yrs** Experience 33%
- **6-29 yrs** in Field 48%
- **≤5 yrs** in Field 12%
- **In College** 7%



Buying Power

89% of Mikrocontroller users are involved in their company's buying decisions

Europe

Germany.....	41%
Austria.....	2%
Switzerland.....	4.5%

Rest of World

Rest of World.....	6.5%

mikrocontroller.net

Audience Categories

Applications

- Automotive
- Digital Signal Processing
- Engineering Consulting
- IoT
- IT/Networking

Products

- Analog
- Computers & Peripherals
- Digital ICs
- EDA Tools
- Embedded
- Embedded Software
- Field Programmable Gate Arrays
- PCBs
- Power
- Wireless/RF

Bodo´s Power Systems®

Launched in June 2006, Bodo's Power Systems is a monthly magazine that serves as the premier power electronics, power management, power conversion, intelligent and embedded motion control publication worldwide for systems design engineers.

300K
Page Views per month

12.5K
PDF Downloads per month

30K+
Unique eNewsletter subscribers

Global Print Circulation

Germany	6,139	Benelux	1,354
United Kingdom	1,259	Eastern Europe	11,212
France	1,087	Rest of Europe	1,198
Spain	1,190	USA / Canada	4,977
Italy	1,232	Far East VIP only	1,311
Scandinavia	1,220		

Print Readers Total 21,000

Additional products are available, such as banners and eNewsletters.

Please contact your rep to explore additional products.

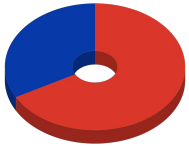
21ic.com is the largest Chinese electronics engineering community, providing a platform for leading online resources across 15 industry verticals. Each one houses valuable content covering news, products, applications, and trends provided by editorial teams and industry leaders.

12M+
Pageviews per month

4.5M+
Unique Users per month

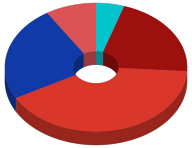
1.3M+
Members

327K+
WeChat Followers



67% Prime of Career Engineers

33% Next Generation Engineers



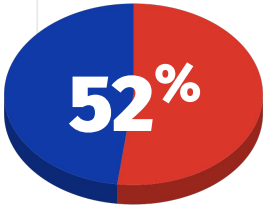
30+ yrs Experience 5%

15-29 yrs in Field 21%

6-14 yrs in Field 41%

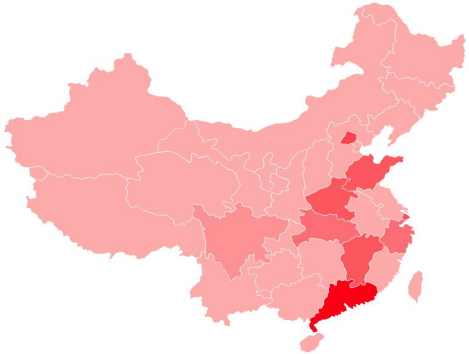
≤5 yrs in Field 24%

In College 9%



Buying Power

52% of 21ic users are involved in their company's buying decisions.



Top Provinces		Rest of China	
Guangdong.....	23%	Rest of China.....	36%
Beijing.....	9%		
Shanghai.....	8%		
Jiangsu.....	8%		
Zhejiang.....	7%		
Shaanxi.....	5%		
Shandong.....	4%		

EETech

Banners & Newsletters

Banner Advertising

1 Wallpaper Ad

Immersive page design
Size: 1420 x 640 & 320 x 480 px **(specs)**
Maximum File Size: 100KB

2 Medium Rectangle Ad

“Sticky” format
Size: 300 x 250 px
Maximum File Size: 100KB

3 Leaderboard Ad

Run of site position
Size: 728 x 90 px
Maximum File Size: 100KB

4 Native Ad

Promote content
Size: 315 x 220 px (no text on the image)
Title Size: 70 Characters Max
Summary Size: 80 Characters Max

5 Welcome Ad

Focused on unique users
Size: 640 x 480 px and 300 x 250 px
Maximum File Size: 100KB

6 HTML5 Product Ad

Promote a group of 6 products
Ad Size: 300 x 600 px
Product Image Size: 80 x 80 px
Title Size: 25 Characters Max
Summary Size: 50 Characters Max
URL: one for each product

7 Billboard Ad

Prominent Placement
Size: 800 x 250 px
Maximum File Size: 100KB

8 Page Takeover

Size Option: Wallpaper + Leaderboard + Medium Rectangle

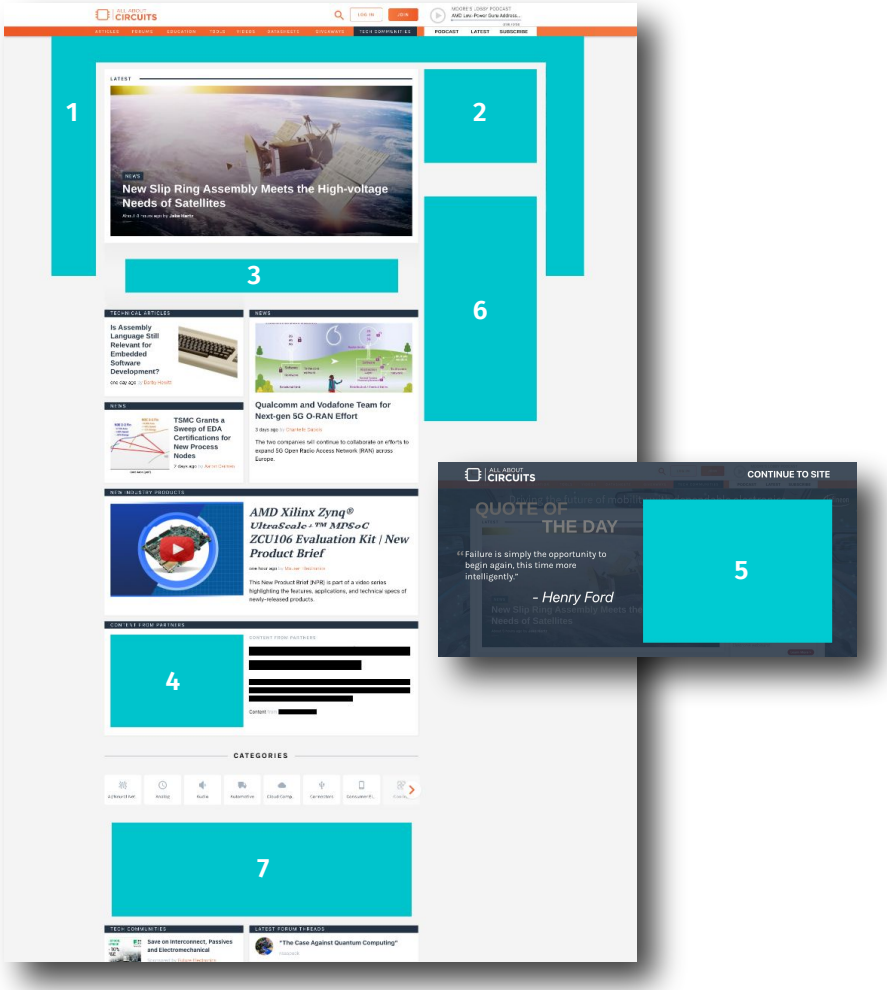
Size option: Wallpaper + Billboard + Medium Rectangle

Ad Format Spec Sheet

Download Wallpaper Template

View Pricing

= High Demand Placement



Newsletter Advertising

View Sample Newsletter

View Pricing

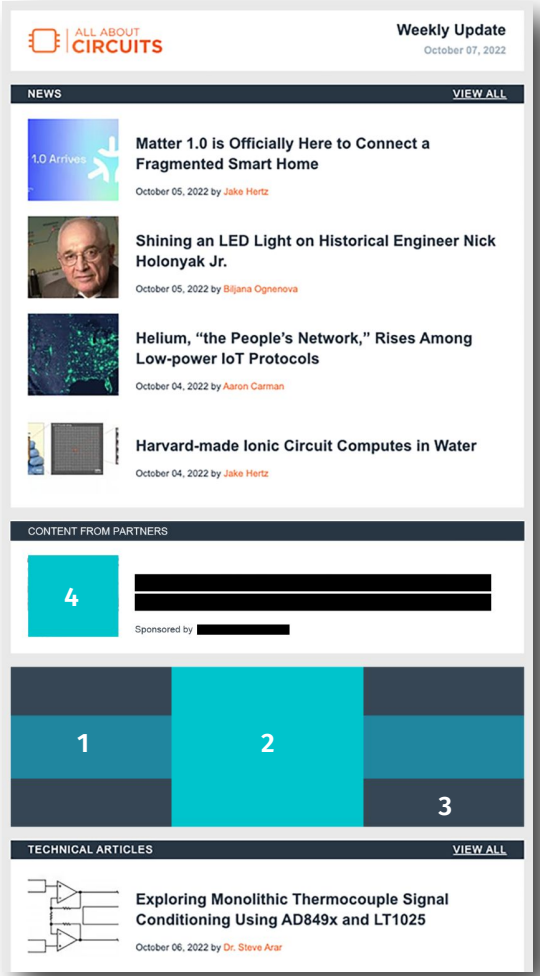
= High Demand Placement

1 Medium Rectangle Ad

Size: 300 x 250 px
Maximum File Size: 40KB

4 Native Ad

Size: 315 x 220 px (no text on the image)
Title Character Limit: 70 Characters Max
Maximum File Size: 40KB



Newsletter Marketing

Dedicated Newsletter

A custom dedicated eNewsletter sent to our audience. You provide the materials (text, images & URLs) and we will custom build a eNewsletter to fit your content using our tried and proven templates.

View Sample Newsletter

ePostcard

A custom dedicated ePostcard focusing on a single product or service sent to our audience. You provide the materials (text, images & URLs) and we will custom build an ePostcard to fit your content using our tried and proven templates.

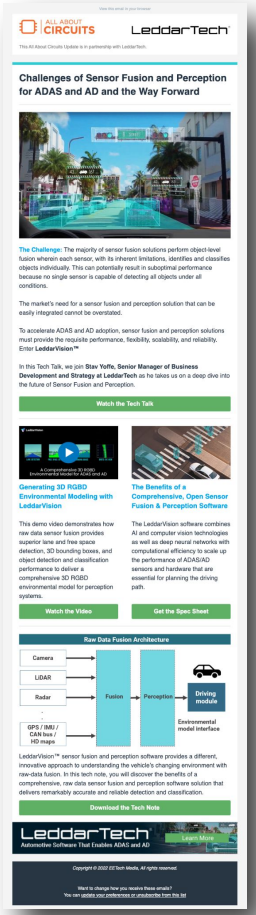
View Sample Newsletter

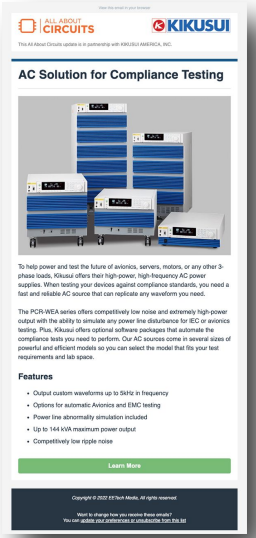
List Rental

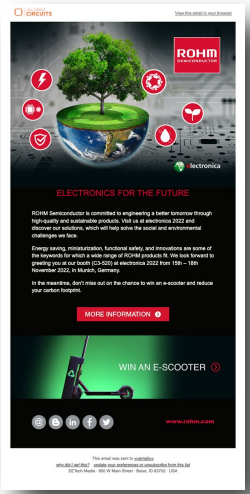
Your HTML mailings sent to our audience. A great way to get your message in front of our members.

View Sample Newsletter

View Pricing







EETech

Performance Marketing

Lead Generation Programs

Performance metrics that matter. Our lead generation programs remain live until we have executed on your lead goals in their entirety, and all leads are quality-checked to ensure you are receiving the best potential customers.

Cost Per Lead (CPL)

Promote your Whitepapers, Webinars and App Notes on our sites. Using your content, we build a landing page where visitors fill out lead information, and view your content. We collect standard lead information, including the following: First Name, Last Name, Email, Job Title, Company, and Country. Additional lead information may be collected upon request.

Requirement

Asset must not be available ungated (no registration required) elsewhere online.
**Selection guides, brochures, or general marketing materials are not appropriate content, and will be rejected.*

Specifications

- Minimum of 2 Assets: Whitepaper, Webinar, App Note
- Images: 600x400, 315x220, 1200x600
- Leads are delivered within a 60 day window

Promotion Elements Utilized

- Onsite Native Ads
- Social Media Promotions
- Email Marketing

Specific promotion will depend on campaign goals

View Pricing

Market Qualified Lead (MQL)

Similar to our CPL campaigns, we promote your content on our sites through the development of landing pages, where we are able to collect lead information. MQLs allow us to ask a qualifying question to better understand where the user might be within a buying cycle. Standard lead fields apply, with additional lead information available on request.

Requirement

Asset must not be available ungated (no registration required) elsewhere online.
**Selection guides, brochures, or general marketing materials are not appropriate content, and will be rejected.*

Specifications

- Minimum of 2 Assets: Whitepaper, Webinar, App Note
- Images: 600x400, 315x220, 1200x600
- Leads are delivered within a 60 day window

Promotion Elements Utilized

- Onsite Native Ads
- Social Media Promotions
- Email Marketing

Specific promotion will depend on campaign goals

View Pricing

Audience Targeting

Audience Extension and CPC campaigns are designed to promote your content to the most relevant audience. These placements are designed to drive awareness and allow users to click through to content within your site.

Audience Extension

Audience Extension delivers ads to users who have regularly viewed content on our sites. The main goal of the campaign is to drive awareness for your company and products.

Specifications

- Ad sizes: 1200x628
- Headline: 50 Characters or less
- Description: 100 Characters or Less

Promotion

- 25K, 50K, 100K, 150K, or 200K impressions delivered 1/mo.

If your goal is to generate leads, a CPL campaign is a better alternative, as the goal of this placement is to deliver impressions to the most relevant audiences.

View Pricing

Cost Per Click (CPC)

CPC campaigns are an effective way to drive users to your site. These placements are delivered both on our sites, and to users off-site after they have engaged with our content. Drive success by targeting specific product applications or geography.

Specifications

- Native Ad (315x220)
  - Headline: 50 Characters or Less
  - Description: 80 Characters or less
- Medium Rectangle (300x250) Max File Size: 100KB
- Leaderboard (728x90) Max File Size 100KB
- Destination URL

If your goal is to generate leads, a CPL campaign is a better alternative, as the goal of this placement is to deliver clicks to your desired landing page.

View Pricing

Account Based Marketing

Account Based Marketing (ABM) allows advertisers to focus marketing budget on specific target accounts. EETech offers multiple tactics for reaching specified account lists with a targeted approach. Help us understand the goals of your ABM efforts and our Marketing Team will tailor an Account Based Marketing campaign that achieves your marketing KPIs and aligns with your account acquisition strategy. **Targeting Based on Job Title and/or Company/Industry.**

Cost Per Lead (ABM - CPL)

Like our standard CPL and MQL campaigns, Account Based Marketing CPL guarantees results. We collect standard lead information, including the following: First Name, Last Name, Email, Job Title, Company, and Country. Additional lead information may be collected upon request. **With large lists, we can also identify and target intent data.**

Specifications

- Minimum of 2 Assets: Whitepaper, Webinar, App Note
- Images: 600x400, 315x220, 1200x600
- Leads are delivered within a 60 day window
- 50 accounts minimum (exceptions possible depending on size of companies targeted)

View Pricing

Cost Per Click (ABM - CPC)

Account Based Marketing CPC campaigns are an effective way to drive users from targeted companies to your site and encourage a specific action. Each campaign is optimized to ensure maximum conversions from the most engaged audience segments.

Specifications

- Ad sizes: 1200x1200
- Headline: 50 Characters or less
- Description: 100 Characters or Less
- 25 accounts minimum (exceptions possible depending on size of companies targeted)

View Pricing

Audience Extension (ABM - CPM)

Account Based Marketing Audience Extension campaigns are a great tactic for increasing your brand awareness and shaping brand perception within a targeted list of business accounts. Our ABM - CPM model allows you to achieve brand awareness in a highly targeted yet cost effective way with the accounts that matter most.

Specifications

- Ad sizes: 1200x1200
- Headline: 50 Characters or less
- Description: 100 Characters or Less
- 25 accounts minimum (exceptions possible depending on size of companies targeted)

View Pricing

Program Details

- Reach of around 65M+ contacts for CPL & ABM campaigns on top of our O&O Readership
- Utilize a team of 250 analysts to design specific campaign strategy
- Identify and eliminate BOT leads
- Deliver Results Through a 3 Step Quality Process
  - Verify every prospect on LinkedIn
  - Email validation through third party email verification tools
  - Verify phone numbers of every prospect through operator, if required
- ABM & CPL campaigns certified GDPR and CASL compliant and do GDPR, CASL compliant email promotions

EE Tech

Video Production, Webinars & Photography

Show Reel

Reach the next generation of electrical engineers through effective video content. Showcase your products with spec-focused Digital Data Sheets. Tailor your message for social channels with digestible Product Sociables. Show your products in action with application-centric How-To videos. **Or design your perfect program from scratch with our Custom Video Programs.**

Fast Facts

EE Tech

Fast Facts videos are a budget-friendly marketing presentation that highlight key data points about a new product. This video provides a clear and rapid overview of a product's innovative features that propel its performance and functionality to exceptional levels.

Purpose:	Product introduction
Category:	Marketing
Guaranteed Views*:	3,000
Outlet:	Client Channel
Components:	■ Branded Skin ■ Basic 3D Model ■ 60 seconds

View Pricing

*Requires publication on a youtube channel

Datasheet 2.0

EE Tech

With a focus on clarity and details, this marketing video will engage viewers with an in-depth explanation of a product's functionality, performance, and design. To enhance the viewer's grasp of a product's essential value proposition, visual elements such as text annotations, 3D models, and voiceovers can be integrated. Upon the video's conclusion, viewers will possess a comprehensive understanding of the product's specifications and its effective utilization across various applications.

Purpose:	Detailed and informative product marketing
Category:	Marketing
Guaranteed Views*:	6,000
Outlet:	Client Channel
Components:	■ Customized Skin ■ 3D Model ■ Subtitles ■ Voice Over ■ Graphs and Charts ■ Up to 90 seconds

View Pricing

Video Example

**Requires publication on a youtube channel*

Activated!

EE Tech

An engaging live action product application video where viewers discover the use cases and benefits of a specific product in real-world scenarios. The video begins by introducing the product and its key features while highlighting how it addresses specific industry challenges. The studio host then explores the functionality and value of the product through a combination of educational visuals, 3D animations, and physical demonstrations. By its end, viewers will have gained a clear understanding of how the product can be utilized in their own projects - inspiring them to explore its potential applications.

Purpose:	Demonstrate a product's capabilities, benefits, and characteristics
Category:	Content and Marketing
Guaranteed Views*:	10,000
Outlet:	Client Channel
Components:	■ Live Action Host ■ Custom Graphics ■ 3D Model ■ Subtitles ■ 6-8 Minutes

View Pricing

Video Example

*Requires publication on a youtube channel

Tech Chats

An engaging and insightful podcast style video discussion showcasing industry experts as they share their expertise and exchange ideas on the latest innovations, products, and challenges from the world of electrical engineering. Using a combination of the guest's slide deck, custom graphics and long form discussion *Tech Chats* are a must-have to satisfy the EE's desire for more information.

Purpose:	Education, Entertainment and extended brand exposure
Category:	Content
Guaranteed Views*:	30,000
Outlet:	All About Circuits YouTube, AllAboutCircuits.com and or Client Channel
Components:	■ Live Guests ■ Custom Graphics ■ Guest Slides ■ Subtitles ■ 20-40 Minutes

View Pricing

Video Example

**Requires publication on a youtube channel*

Tech Explainer

In this content-first Tech Explainer video, viewers will be educated on a technology, product, or service. Through concise explanations, accompanied by engaging visuals such as high quality models, graphs, and animation, this offering explores various technical components of the latest cutting-edge technologies and how they operate. This video provides the choice between a hosted format or voiceover narration. Upon reaching the conclusion of the Tech Explainer, the audience will have gained insights into the product's technology, background, benefits, and use cases. To enhance personalization and create a lasting impact, opting for a host is recommended.

Purpose:	Technical education and awareness around a tech, service or product
Category:	Content
Guaranteed Views*:	15,000
Outlet:	Client Channel, All About Circuits, or Control YouTube
Components:	■ Live Action Host (optional) ■ Voice Over ■ Custom Graphics ■ Advanced 3D Model ■ Subtitles ■ Graphs and Charts ■ 4-6 Minutes

View Pricing

Video Example

**Requires publication on a youtube channel*

All About Circuits Spotlight

Featuring trending technologies, the latest electrical engineering news, and groundbreaking innovations, this show delivers comprehensive coverage of the rapidly evolving world of electrical engineering. Whether a student or seasoned electrical engineer, this news show is the go-to source for staying up-to-date with the dynamic world of electrical engineering. The expanding and committed YouTube viewership of All About Circuits presents a perfect opportunity to connect, educate, and captivate inquisitive electrical engineers through sponsorships or single-product spotlights.

Purpose:	News, Entertainment and Brand Exposure
Category:	Content
Guaranteed Views*:	20,000
Outlet:	All About Circuits YouTube, AllAboutCircuits.com and or Client Channel
Components:	■ Key Sponsorship ■ Product Spotlight ■ Live Action Host ■ Custom Graphics ■ 3D Model ■ 2-3 Minutes

View Pricing

Video Example

**Requires publication on a youtube channel*

Industry Events

Engage new audiences beyond the tradeshow floor through interviews, product highlights, and demonstrations from the event
Program Includes:

- 8-10 minute booth interview about your latest product releases. 5k guaranteed youtube views
- 2 minute highlight of the event, highlighting your feature product. 10k guaranteed youtube views
- 30-60 second social media edit. 15k guaranteed youtube views

Purpose:	Event or Conference video to build brand recognition, introduce new products and solutions, extend reach and engagement
Category:	Content and Marketing
Guaranteed Views*:	30,000
Outlet:	Client Channel, All About Circuits, or Control YouTube
Components:	■ 8 hours of filming on-site ■ 2 Crew Members for filming ■ 1 Host for interviewing ■ 3 video versions ■ Guaranteed views ■ Original media via dropbox

Video Example **View Pricing**

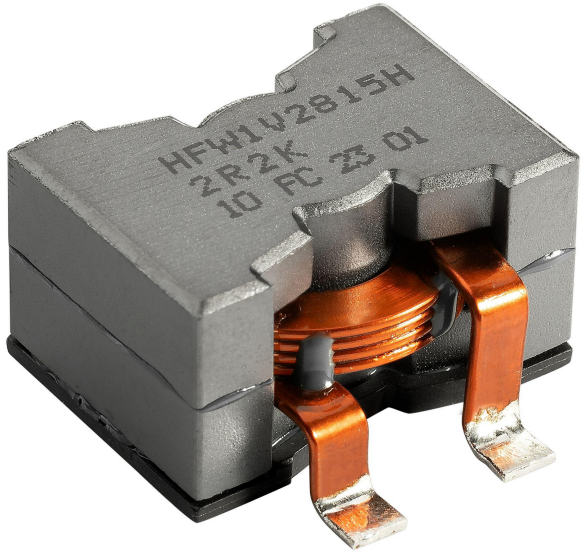
**Requires publication on a youtube channel*

Product Photography

Showcase your New Product Introductions using professional photography for video assets or website product pages. Choose from multiple photos packages that visually enhances small products through professional photography and photo editing. We can make any product meet your photo quality expectation!

Specifications

- High resolution 3000 x 3000 pixel (before crop) jpeg image at 300 DPI.
- Pure white background with grounding shadow or reflection.
- Web Optimized Formats – JPG, TIFF and PNG are available.
- Practical Group Arrangements up to 5 items.
- Large Products– no upcharge for products 5ft and under.
- Product Prep – we'll clean, prep and style your products.
- Optimized Lighting.
- Basic Retouching and Editing – clean up of blemishes & manufacturing defects.
- Natural Shadow & Reflections – allows us to emulate matte or reflective surfaces.
- No shadow option.
- Fix any noticeable photo imperfections.



View Pricing | High Resolution Examples

Content Creation

Content Creation & Promotion

With a network of experienced electrical engineering writers, EETech provides a variety of custom content to fit your needs. Let us create your blog posts, whitepapers, and research articles to help you introduce new products and technological advances in an engaging and informative voice.

Basic Article

An excellent way to build your web presence and introduce your newest products and projects.

Specifications

- Technical editor
- 500-750 words
- Images/Graphics
- Layout with branding

Promotions

- 25K Audience Extension Impressions

View Example

Technical White Paper

Dive deeper into products and concepts with design details, studies, tables, and images requiring engineering expertise.

Specifications

- Engineer editor
- 750-1,500 words
- Images/Graphics
- Layout with branding

Promotions

- 25K Audience Extension Impressions

View Example

Advanced White Paper

Educate readers about highly technical concepts and product information.

Specifications

- Engineer editor
- 1,500+ words
- Images/Graphics
- Layout with branding

Promotions

- 1 Newsletter Native Ad - 25K+ circulation
- 25K Native Ad impressions
- 25K Audience Extension impressions

View Example

Industry Article

Submit your own article to our editorial staff, or work with our client content team to create a technical industry article that is submitted for publication. All content must still be reviewed and approved by our editorial staff.

Specifications

- Engineer editor
- 700-1500 words
- Images/graphics provided by client
- Content must be first published on our domain
- Problem/solution format (technical, not promotional)

Promotions

- 25K Audience Extension Impressions

View Example

View Pricing

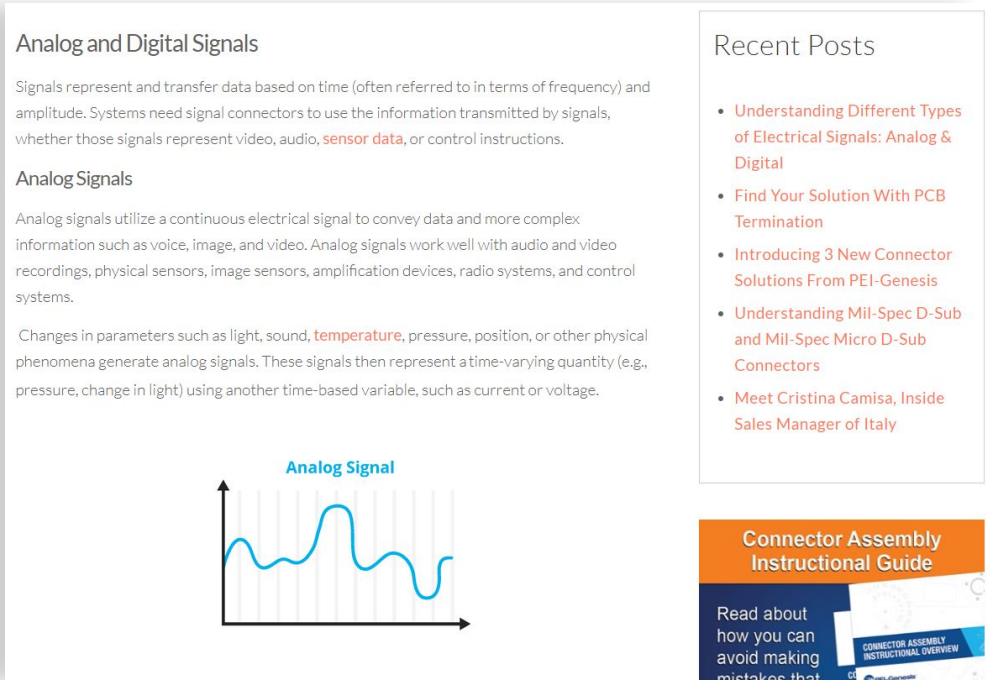
Content Creation & Promotion

With a network of experienced electrical engineering writers, EETech provides a variety of custom content to fit your needs. Let us create your blog posts, whitepapers, and research articles to help you introduce new products and technological advances in an engaging and informative voice.

Custom Content Creation Services

- Application Note (750 to 1250 Words)
- Blogs (300 - 500 Words)
- Case Study (750 - 1500 Words)
- Datasheet
- How To's (500 to 750 Words)
- Infographic
- Product Aid (Up to 250 Words)
- Project Write Ups (1000+ Words)
- Sales Note (Up to 500 Words)
- Selection Guide
- Custom Graphic Creation

View Pricing



EE Tech

Website Content Copywriting

Our team of technical writers has the experience and subject matter expertise to create website marketing content for manufacturers and distributors in the electronics industry. When you need to fill content gaps on Products or Applications pages (or other page types), we can deliver the content that will resonate with your engineering audience and boost your SEO standing.

Our Process

- We help you identify the content gaps on your site
- We prioritize the most important pages that need content first
- Our SMEs research the topic to ensure we include the most compelling points to support your messaging and tell your story
- We include keywords to optimize SEO
- Our QA process ensures high-quality writing
- Though the timeline depends on the volume of work and available sourcing material, we generally can deliver 4 overviews per week (50 to 100 words per overview)

View Pricing

Symmetry Electronics offers a diverse range of semiconductors that will meet the constantly changing requirements of electronics design across the applications spectrum. From power management to medical technology, and robotics to sound systems, Symmetry supplies semiconductors for projects that are simple or complex, and everything in between.

Symmetry will meet your cutting-edge design needs, today and tomorrow, with a vast portfolio from the industry's leading manufacturers. Browse our selection of amplifier ICs, audio ICs, chipsets, clock and timer ICs, communication and networking ICs, counter ICs, data converter ICs, discrete semiconductors, driver ICs, embedded processors and controllers, equalizers, interface ICs, logic ICs, memory ICs, multimedia ICs, power management ICs, security ICs / authentication ICs, switch ICs, and wireless and RF integrated circuits.

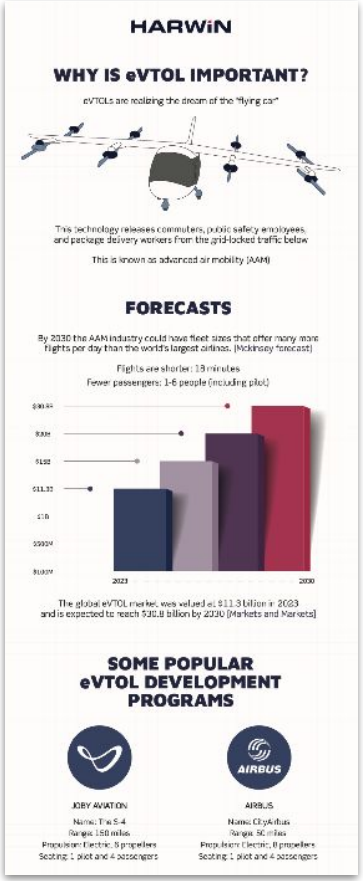
Infographics

Combining technical writing and graphics design expertise, we build infographics that deliver key data points in an aesthetically pleasing and easy-to-digest format. We can write the content for you or use the content you provide.

Our Process

- Submit the data, information and images you would like to include in the infographic
- We'll show you a set of templated modules and help you decide which ones would meet your specific information needs
- Our client content and graphics teams work together to create the visual
- Typical timeline: 4 weeks

View Pricing



eBook Download

eBooks are a tried-and-true way to reach a large audience interested in delving deeper into a topic. Capture your target audience's attention with eBooks containing popular articles, advertising for your company, and an introduction written by our editor

Specifications

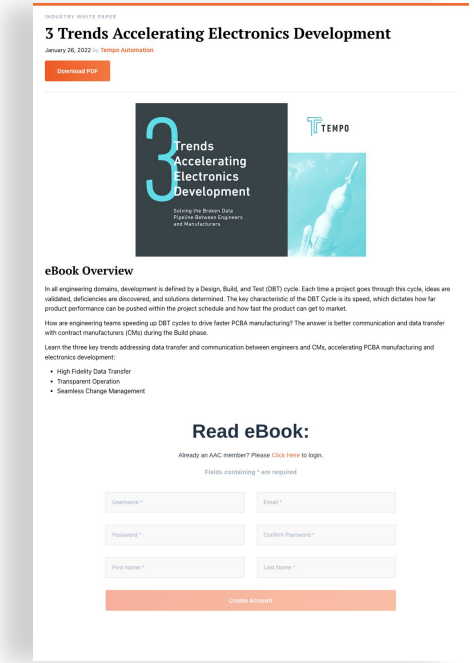
- Advertiser chooses high level topic
- 5 articles collated by editor with written intro
- 2 third-page ad units from advertiser
- 1 advertorial full page from advertiser
- Custom lead-generation page
- Reporting
- Leads included
- 100% turn-key

View Pricing

View Example

Promotion

- 1 Newsletter Native Ad - 25K+ circulation
- 1 Dedicated ePostcard - 10K circulation
- 25K Native Ad impressions
- 50K Audience Extension impressions



Webinar Production and Promo

EETech uses BigMarker - an industry-leading webinar production platform - to produce your highly personalized and customizable, engagement-driven products from start to finish. Our production and moderation teams focus on directly connecting you with our always-growing audience of professional engineers.

Specifications

- 30 - 45 min. Client provided PowerPoint with audio or webcam recording
- 15 min. O&A session (live or simulated)
- In-webinar poll & post-webinar survey option

Analytics

- Registrant reporting
- Live & On-demand Summarv
- Average Duration
- Conversion Rate
- Q&A Summary
- Poll Summary

Recommended Promo Package

Pre-Event Promo

- 750 Click CPC campaign
- 1 WebInar Newsletter Placement
- 1 Weekly Newsletter Placement
- 25k Native Ads
- Social Media Post (x2)
- 20% off Dedicated Newsletters and Additional Pre-Event Promotion

Post-Event Promo

- 1 Webinar Newsletter Placement
- 1 Weekly Newsletter Placement

View Example

View Pricing

Community Engagement

All About Circuits and Control.com Content Hubs

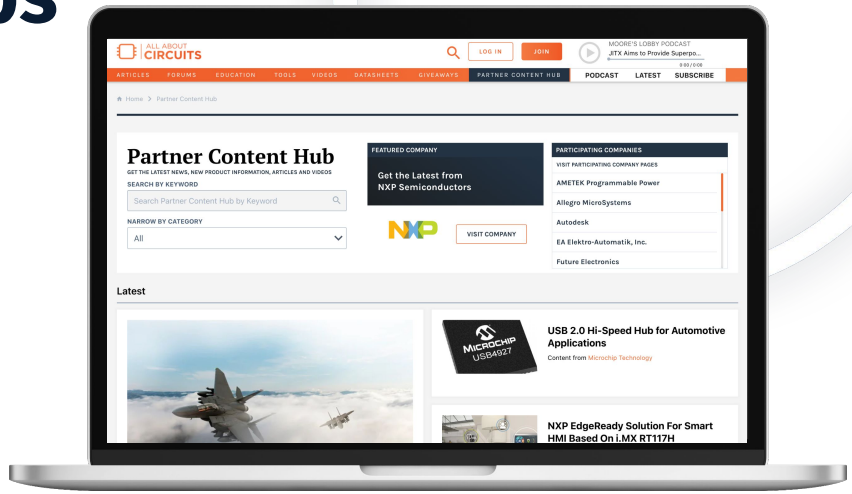
Be part of the Engineering Community! Supercharge your company's listing with a premium content hub that includes your brand messaging and relevant resources that will be propagated throughout the All About Circuits (Partner Content Hub) or Control website (Company Directory).

Standard Package $2000 per month, 3 month minimum
Content + Promotion + Reporting

- 5 posts per month or 15 per quarter (video, whitepapers, press releases, and articles)
- Reporting on pageviews, clicks
- Includes $500 in Cost per Click advertising to directory page
- Includes 25K on-site native ad impressions per month

Boost Package $3500 per month, 3 month minimum
Content + Promotion + Reporting

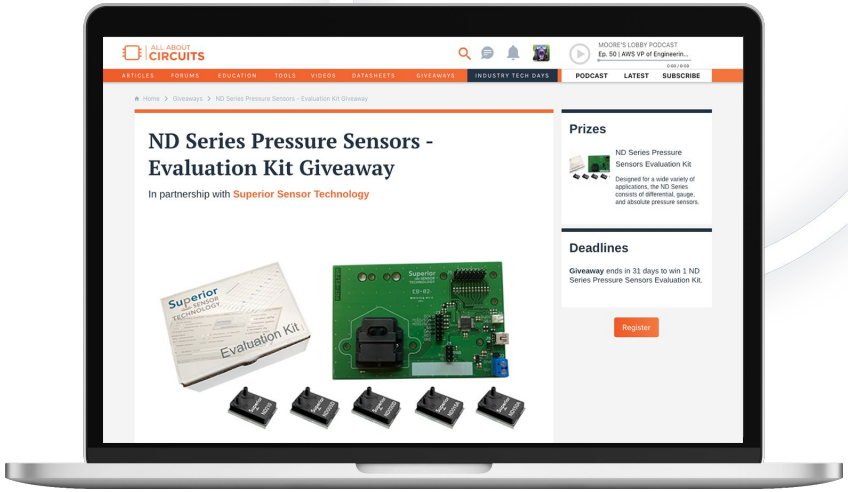
- 10 posts per month or 30 per quarter
- Reporting on pageviews, clicks, ad impressions
- Includes $1,500 in Cost per Click advertising to directory page
- Includes 50K on-site native ad impressions per month



View Example

Giveaways

Our **Giveaways Program** is one of the best ways to engage with our audience. These programs offer an outside-the-box approach for your products to end up in the hands of **engineers excited to create their next great idea**.



Giveaway Program

- 50K Native Ad impressions
- 25K Medium Rectangle impressions
- 25K Wallpaper impressions
- Advertising in two Weekly Newsletters
- Custom Landing Page
- Social Media Promotion
- 5-week program
- Leads included
- 100% turn-key

$7,500

View Example

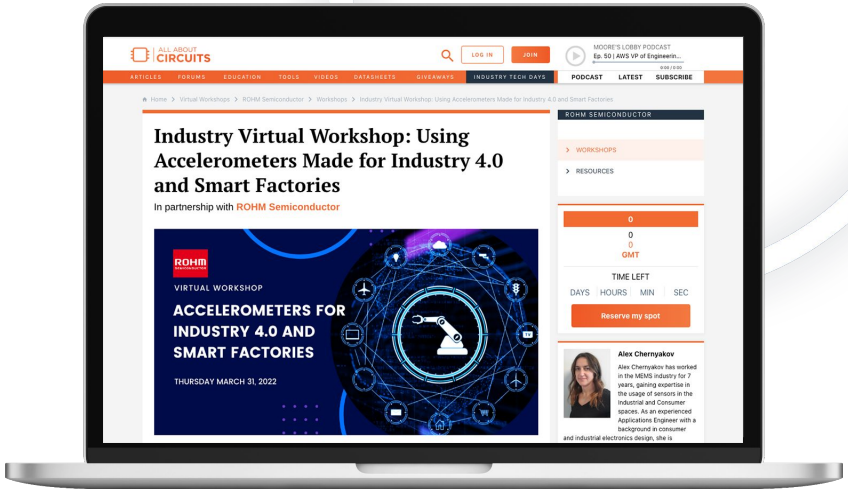
Virtual Events

Virtual events are a proven, effective alternative to in-person events. Our 100% custom turnkey virtual events are a great way to showcase your latest product offerings and technical content.

Specifications

- Sponsor chosen topic
- Content comes from various sources
- All marketing/promo/lead capture/analytics in 5-6 week turnaround
- Content types include: Live Events, Technical Content, Video, etc.
- Live Custom Reporting

Custom Pricing



Industry Tech Days

Industry Tech Days is a **five day virtual trade show and conference** hosted on All About Circuits featuring live keynote discussions with industry leaders, live technical sessions, and access to premium content.

2023 Review

- **60,000** attendees over 5 days
- **3,000** pageviews (avg.) per exhibitor booth
- **450** qualified leads (avg.) per exhibitor
- **39** live sessions + **7** keynote speakers
- **32** companies represented

2024 Event

- Back for its **5th year**, ITD has evolved into the industry's largest virtual trade show and conference for electronics
- Hosted on All About Circuits, which brings an audience of **830K+** members
- Multiple opportunities to participate as an exhibitor or sponsor
- Save the date: **Monday, September 30th - Friday, October 4th, 2024**

Visit for Details

In Partnership With

electronica

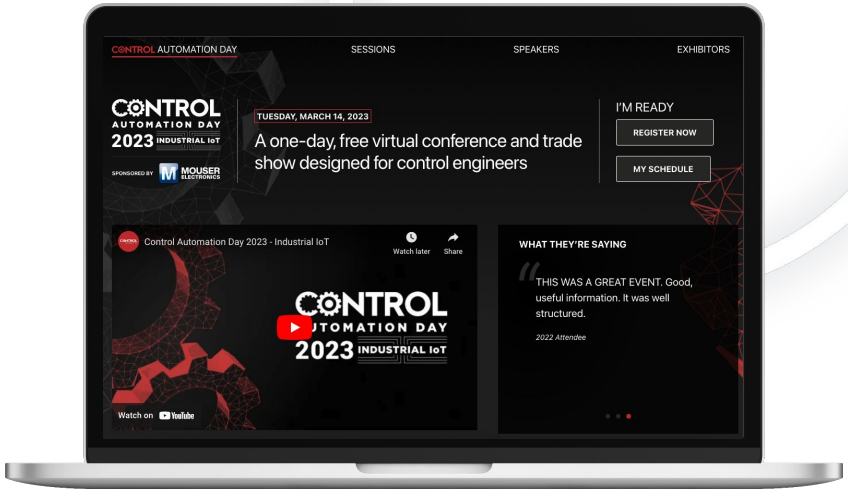
Control Automation Day

2024 Event

- Theme: **Robotics** *voted for by attendees
- Save the Date: **Tuesday, March 26th, 2024**
- Keynotes from **Universal Robots, FANUC, and MiR**

2023 Review

- Theme: **Industrial IoT**
- **11,000+** Attendees
- Live sessions collected an average of **300 qualified leads**
- **100%** of attendees plan to attend 2024
- #1 theme for 2024 voted on by attendees was **Robotics**



EEPower Day

EETech is thrilled to announce EEPower's inaugural event, EEPower Day!

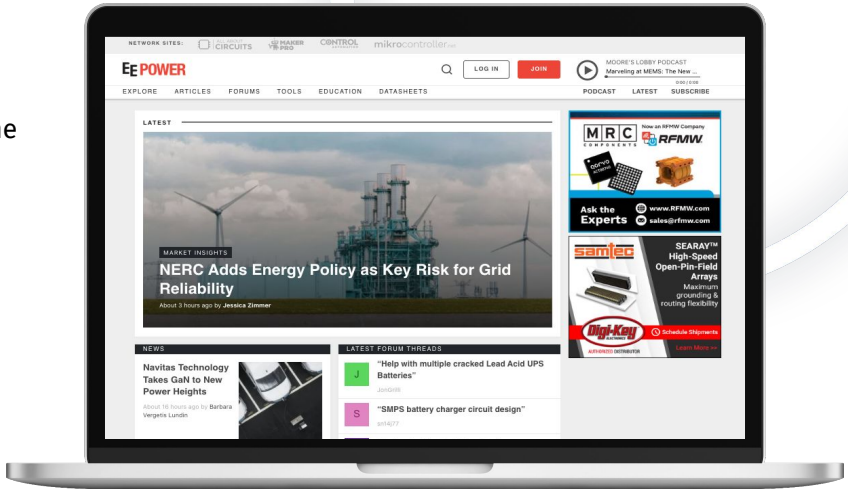
The week of the event, EEPower will publish all the news, analysis, and insights you need so you can explore more of the technologies driving the Energy Transition.

2024 Event

- Theme: **Powering the Energy Transition**
- Save the Date: **Thursday, May 2nd, 2024**

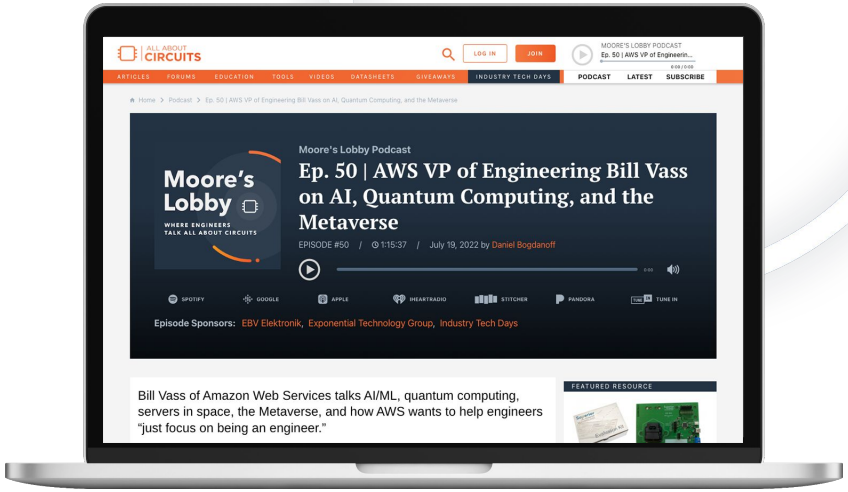
Power Content Tracks:

- Power FETs and ICs
- Wide Bandgap Semiconductors (SiC, GaN)
- Power Passives
- Power Supplies and Conversion
- Electrical Power Generation
- EV Charging
- Batteries
- Smart Grids and Microgrids



Moore’s Lobby Podcast

Moore's Lobby Podcast serves an **elite global audience of engineers**, technologists, and executives with a goal to educate, empower, and entertain. We discuss the technologies and engineering behind the hottest industry trends. Moore’s Lobby is a highly-engaging medium to promote your brand and receive long-term marketing exposure.



Listen Now

Podcast Sponsorship

Three Sponsorship Reads Per Episode

- 45-Second Ad Read
- 450 Max characters to ensure copy can be read within allotted 45 second ad spot.
- 1st Read (10-15 minute mark)
- 2nd Read (before the 30-minute mark)
- 3rd Read (before the 45-minute mark)

Exclusive Episode Sponsorship *(Priority Placement)*
1st, 2nd, and 3rd Read:

Technical Sponsorship

Get the most out of your sponsorship as the TECHNICAL sponsor of an industry relevant episode of the Moore’s Lobby Podcast.

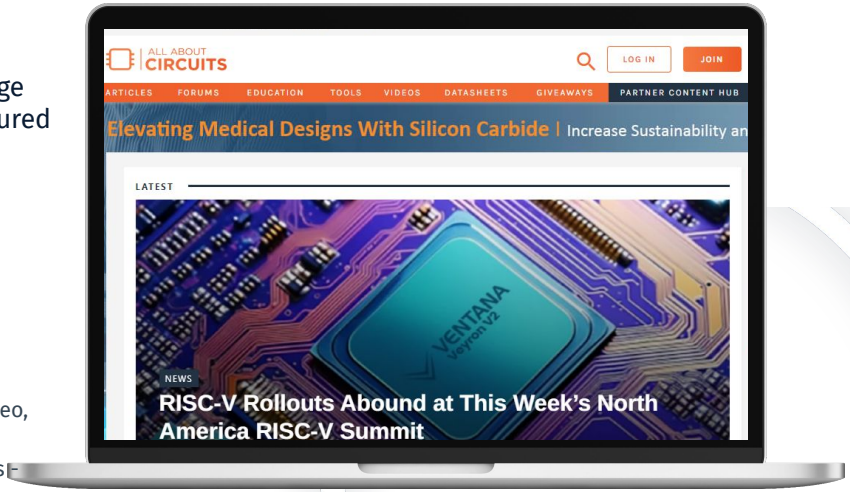
- Episode’s 1st ad-read, a 75-Second “interview” conducted by Daniel Bogdanoff
- Company Branding on Podcast Landing Page
- 1 Weekly Newsletter Ad - 250K-300K+ circulation
- 25K Audience Extension Impressions of “interview”

View Pricing

Embedded World

Featured Event Content

Be part of All About Circuits special Embedded World coverage! Supercharge your company's event presence with content in our Embedded World Featured Section that includes your brand messaging and relevant resources....



Content & Promotion Package $4,000 (3 weeks of coverage)

- 2 pieces of content posted in the All About Circuits Embedded World content section (video, whitepapers, press releases, and articles)
- Featured Event Newsletter Ad (800x400) in 2 special edition Embedded World newsletters– 153,000 global distribution
- 50K Audience Extension ad impressions
- 100+ Clicks
- Includes site and social media promotion
- Additional content posts available at $500 per piece of content
- Limited inventory available

EETech

Engineering Research & Insights

EETech

Unlocking Engineering Insights

In a world driven by innovation and technology, the heartbeat of progress lies within the minds of engineers. At EETech, we've perfected the art of conducting research studies within this dynamic field, enabling you to tap into the vast potential of engineering excellence.

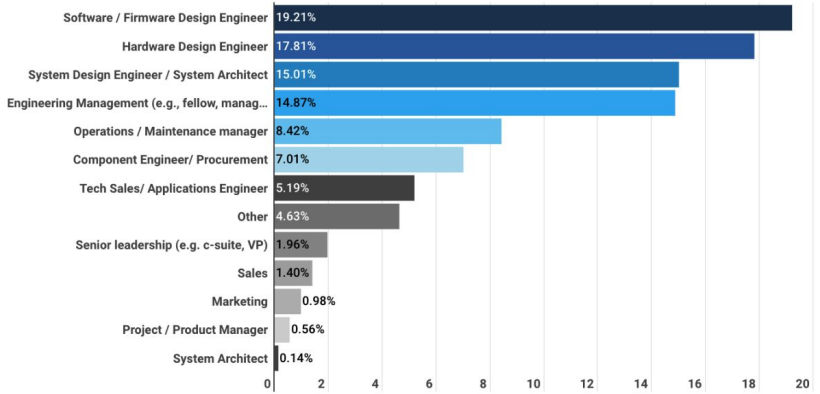
Discover how EETech can transform your approach to engineering research studies, unlocking a world of possibilities for your business.

Expertise

With over three decades of experience conducting research studies with engineers, our team comprises leading experts in various engineering disciplines to understand the intricate nuances of the industry, ensuring that our studies yield actionable insights that drive your business forward.

Audience

Our engineering audience encompasses a diverse spectrum of professionals whose expertise spans a multitude of fields and industries. We have the capability to precisely target this audience based on their specific product and application interests, role, industry, and geographic location.



Process

Harnessing the power of advanced data analytics and state-of-the-art tools, we deliver research studies that are comprehensive and provide you with invaluable industry insights and actionable recommendations.

Discovery: We discuss your needs and goals and determine the best solution.

Build: We work with you to craft your questions and build your survey.

Deploy: With a database of over 1 million engineers, we deploy your study to your target audience.

Quality: We manually review each respondent's answers to ensure only qualified responses are being analyzed.

Analyze: We review all data for key takeaways and actionable insights.

Present: We create an interactive presentation of your data and walk you through the findings.

EE Tech

Research and Survey Offerings

Focus Groups

A focus group of engineers provides a forum for diverse expertise and perspectives to collaboratively address complex engineering challenges and provide valuable insight.

Quantitative Surveys

A quantitative survey for engineers enables the systematic collection of data from a large and diverse sample, allowing for statistically significant insights, trends, and patterns to inform evidence-based engineering decisions and solutions.

Qualitative Surveys

A qualitative survey for engineers facilitates in-depth exploration of nuanced engineering issues, capturing rich insights, experiences, and perspectives that can uncover hidden complexities and inform context-specific solutions.

Individual Interviews

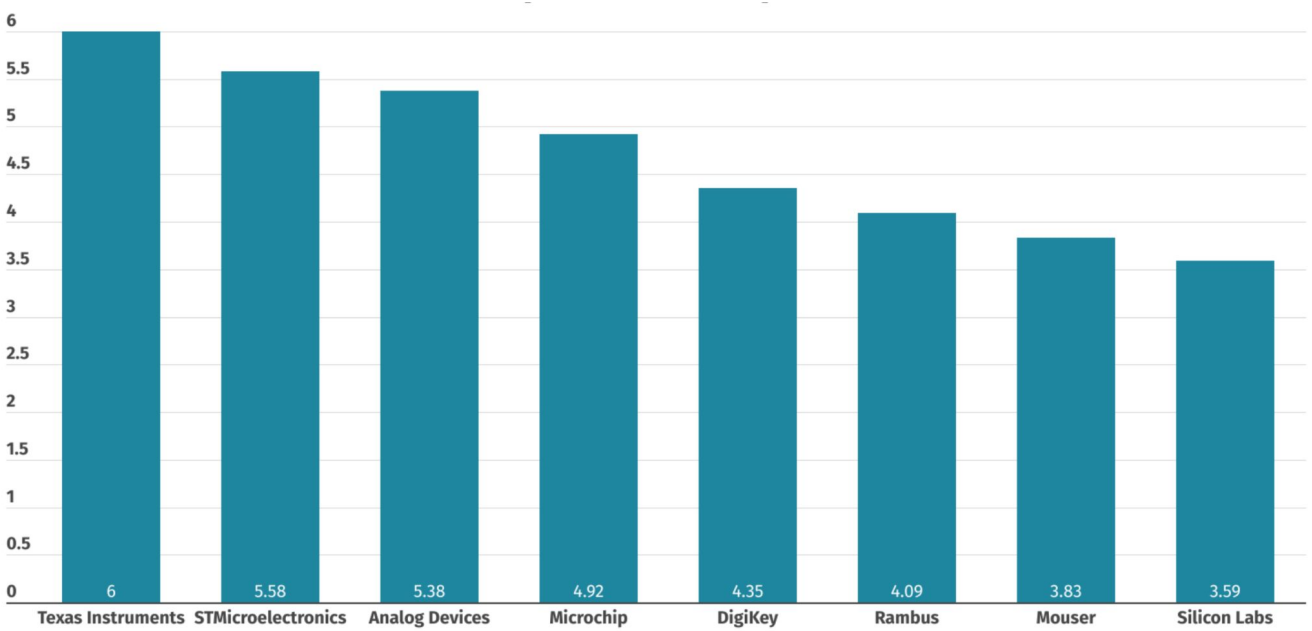
One-on-one interview provide a personalized and in-depth approach to gather comprehensive insights and experiences, allowing for a detailed exploration of engineering topics and a deeper understanding of an engineer's perspective.

Custom Research

No two engineering studies are the same. We tailor our research solutions to your unique needs, delivering solutions that align with your goals and objectives.

Quantitative Example

Which of these websites have you previously used to research, evaluate or purchase products?



Qualitative Example

In your own words, what is the biggest challenge you face when it comes to researching and evaluating potential components for your designs?

Tight deadlines. Trying to make the design affordable for the public and trying to know which component will work better for my designs and where to get it.

I face a problem of authenticity, there are not many product reviews out there for particular components and the reviews available do not include possible set-backs that may be encountered as a result of working with a company with a particular type of manufacturing style.

Balancing performance of design with the availability of finance and the flexibility of the designed required.

One of the challenges that I face is trusting new components over known ones.

Comparing and contrasting different components that can be used for the design.

Finding reliable and relevant sources of information that can support the design goals and criteria.

Interviews & Focus Groups Example

ELI ENGINEER

Geo: USA (Colorado)
Experience: 21+ years
Role: Hardware Engineer
Industry: Industrial Manufacturing
Decision Maker: Me

THE BIGGEST CHALLENGE WHEN RESEARCHING AND EVALUATING POTENTIAL COMPONENTS:

"Finding older product information or locating info about replacement parts."

- DigiKey
- Silicon Labs
- Analog Devices
- Texas Instruments
- Mouser
- STMicroelectronics
- Microchip
- Rambus

- Researching a product
- Purchasing a product(s) for my design/ production
- Researching a solution
- Looking for product support
- Reading/viewing tech articles, webinars, or videos
- Reading news and industry trend articles

EE Tech

Price Guide

All About Circuits

On-Site Banner Advertising	Rate Card Pricing (CPM)	Geo-Targeting Upgrade	Product-Targeting Upgrade
Billboard (BB)	$75	+$15	+$10
Half Page Ad (HTML or Non - HTML Format)	$110	+$15	+$10
Leaderboard (LB)	$65	+$15	+$10
Medium Rectangle (MR)	$75	+$15	+$10
Native Ad	$75	+$15	+$10
Page Takeover (WP, MR, BB)	$125	+$15	+$10
Page Takeover (WP, MR, LB)	$125	+$15	+$10
Wallpaper (WP)	$110	+$15	+$10
Welcome Ad	$115	+$15	+$10

Newsletter Advertising	Rate Card Pricing	Geo-Targeting Upgrade	Product-Targeting Upgrade
Weekly Update Banner Advertising - Medium Rectangle	$1,800	-	-
Weekly Update Native Ad - Content from Partners - Webinar - Whitepaper/eBook - Giveaway - Video	$1,800	-	-
Dedicated Newsletter/ePostcard/List Rental	$325CPM	+$25	+$15

ALL ABOUT CIRCUITS

All About Circuits is the fastest-growing community of electrical engineers with **250+ new members every day** seeking technical articles, advanced education, tools, and peer-to-peer discussions.

Control Automation

On-Site Banner Advertising	Rate Card Pricing (CPM)	Geo-Targeting Upgrade	Product-Targeting Upgrade
Billboard (BB)	$75	+$15	+$10
Half Page Ad (HTML or Non - HTML Format)	$110	+$15	+$10
Leaderboard (LB)	$65	+$15	+$10
Medium Rectangle (MR)	$75	+$15	+$10
Native Ad	$75	+$15	+$10
Page Takeover (WP, MR, BB)	$125	+$15	+$10
Page Takeover (WP, MR, LB)	$125	+$15	+$10
Wallpaper (WP)	$110	+$15	+$10
Welcome Ad	$115	+$15	+$10

Newsletter Advertising	Rate Card Pricing	Geo-Targeting Upgrade	Product-Targeting Upgrade
Weekly Update Banner Advertising - Medium Rectangle	$1,200	-	-
Weekly Update Native Ad - Content from Partners - Webinar - Whitepaper/eBook - Giveaway - Video	$1,200	-	-
Dedicated Newsletter/ePostcard/List Rental	$325CPM	+$25	+$15

CONTROL AUTOMATION

Control Automation is a **robust automation-focused community** that provides engineers with professional development and peer-to-peer interactions through technical articles, industry news, tools, and active forums for collaboratively troubleshooting real-world challenges.

EEPower

On-Site Banner Advertising	Rate Card Pricing (CPM)	Geo-Targeting Upgrade	Product-Targeting Upgrade
Billboard (BB)	$75	+$15	+$10
Half Page Ad (HTML or Non - HTML Format)	$110	+$15	+$10
Leaderboard (LB)	$65	+$15	+$10
Medium Rectangle (MR)	$75	+$15	+$10
Native Ad	$75	+$15	+$10
Page Takeover (WP, MR, BB)	$125	+$15	+$10
Page Takeover (WP, MR, LB)	$125	+$15	+$10
Wallpaper (WP)	$110	+$15	+$10
Welcome Ad	$115	+$15	+$10

Newsletter Advertising	Rate Card Pricing	Geo-Targeting Upgrade	Product-Targeting Upgrade
Weekly Update Banner Advertising - Leaderboard - Medium Rectangle - Billboard	$1,100	-	-
Weekly Update Native Ad - Content from Partners - Webinar - Whitepaper/eBook - Giveaway - Video	$1,100	-	-
Dedicated Newsletter/ePostcard/List Rental	$325CPM	+$25	+$15

EE POWER

EEPower.com is the **exclusive digital publication** for Bodo's Power content. Readers learn about all things power through technical articles, product release announcements, and market insights.

Maker Pro

On-Site Banner Advertising	Rate Card Pricing (CPM)	Geo-Targeting Upgrade	Product-Targeting Upgrade
Billboard (BB)	$75	+$15	+$10
Half Page Ad (HTML or Non - HTML Format)	$80	+$15	+$10
Leaderboard (LB)	$35	+$15	+$10
Medium Rectangle (MR)	$45	+$15	+$10
Native Ad	$45	+$15	+$10
Wallpaper (WP)	$75	+$15	+$10
Welcome Ad	$95	+$15	+$10

Newsletter Advertising	Rate Card Pricing	Geo-Targeting Upgrade	Product-Targeting Upgrade
Monthly Update Banner Advertising - Leaderboard - Medium Rectangle - Billboard	$1,100	-	-
Monthly Update Native Ad - Content from Partners	$1,100	-	-
Dedicated Newsletter/ePostcard/List Rental	$325	+$25	+$15

MAKER PRO

Maker Pro is one of the fastest-growing electronics maker communities, providing a global platform for maker professionals to engage in design contests, local hack-a-thons, and project collaboration.

Mikrocontroller

On-Site Banner Advertising	Rate Card Pricing (CPM)
Half Page Ad (HTML or Non - HTML Format)	$110
Medium Rectangle (MR)	$65
Skyscraper	$75

Newsletter Advertising	Rate Card Pricing (Flat Rate)
Monthly Update Leaderboard / Billboard	$650
Monthly Update Medium Rectangle	$850
Monthly Update Native Ad	$950

mikrocontroller.net

Mikrocontroller.net is the largest European electronics engineering community focused on German-speaking design engineers, where discussions from embedded to analog to power and everything in-between are created every day.

Bodo's Power Systems

Print	Rate Card Pricing	Rate Card Pricing 7+ issues
Full page	$7,013	$4,455
Half page	$4,675	$2,970
Third page	$3,025	$1,980
Quarter page	$2,338	$1,403
Eighth page	$1,238	$990

Online Advertising	Rate Card Pricing (Flat Rate)	
Newsletter Banner	$1,100	
Online Banner	$2,090	
Private eNewsletter	$1,900	

Bodo's Power Systems®

Launched in June 2006, Bodo's Power Systems is a monthly magazine that serves as the premier power electronics, power management, power conversion, intelligent and embedded motion control publication worldwide for systems design engineers.

Performance Marketing Products	Rate Card Pricing	Geo-Targeting Upgrade	Product-Targeting Upgrade
Request Quote for all PM Products			
Audience Extension (AE)	$25 cpm	-	-
Cost Per Click (CPC)	$4 per click	$1	$1
Standard Cost Per Lead (CPL) *Subject to Rate Approval	Starting at $35 per lead	Included	+$10
Premium Cost Per Lead (CPL) 100% business emails *Subject to Rate Approval	Starting at $55 per lead	Included	+$10
Marketing Qualified Lead (MQL) **Account Based Marketing Leads (ABM - CPL)** *Subject to approval of qualifying questions	Starting at $60 per lead	Included	$10
Account Based or Job Title Audience Extension	Starting at $40 cpm	-	-
Account Based CPC	Starting at $10 per click	-	-

Performance Marketing

Performance metrics that matter. Whether it's leads, clicks or audience reach, our Performance Marketing programs guarantee results.
Our lead and click generation programs remain live until we have executed on your click/lead goals in their entirety, and all leads are quality-checked to ensure you are receiving the best potential customers.

Promote your Whitepapers, Webinars and App Notes on our sites. Using your content, we build a landing page where visitors fill out lead information and view your content. We collect standard lead information, including the following: First Name, Last Name, Email, Job Title, Company, and Country. Additional leads available upon request.

Video Products	Rate Card Pricing
Fast Facts: Product introduction - 3K Guaranteed Views - 60 seconds	Starting at $2,500
Datasheet 2.0: Detailed and informative product marketing - 6K Guaranteed Views - Up to 90 Seconds	Starting at $5,000
Activated! - Demonstrate a product's capabilities, benefits, and characteristics - 10K Guaranteed Views - 6 to 8 minutes	Starting at $8,000
Tech Chats: Education, entertainment and extended brand exposure - 30K Guaranteed Views - 20 to 40 minutes	Starting at $12,000
Activated! - Demonstrate a product's capabilities, benefits, and characteristics - 10K Guaranteed Views - 6 to 8 minutes	Starting at $8,000
Tech Explainer Video - Technical education and awareness around a service or product - 15K Guaranteed Views - 4 to 6 minutes	Starting at $10,000
All About Circuits Spotlight Sponsorship - News, Entertainment and Brand Exposure - 20K Guaranteed Views - 2 to 3 minutes	Starting at $2,000
Industry Tradeshow and Conference Video - Interviews, product highlights, and demonstrations from the event. - 30K Guaranteed Views - 9 min, 2 minute, 60 second social	Starting at $13,750 US $18,250 Intl

Video Production & Promotion

Showcase your products with spec-focused Digital Data Sheets. Tailor your message for social channels with digestible Product Sociables. Show your products in action with application-centric How-To videos. Or design your perfect program from scratch with our Custom Video Programs.

Video Promotion - Extend the reach of your video with guaranteed views	Cost per 1000 views $150

Webinars	Rate Card Pricing
Webinar Creation - 750 Click CPC Campaign - 25K Native Ad - 1 Weekly Newsletter Placement - 1 Webinar Newsletter Placement - Social Media Post (x2) - 20% Off Dedicated Newsletters and Additional Pre-Event Promotion	$7,000

Webinar Production and Promotion

EETech uses BigMarker - an industry-leading webinar production platform - to produce your highly personalized and customizable, engagement-driven products from start to finish.

Product Photography	Per Image
1-100 Images	$70
100-400 Images	$60
400 or more	$50

Product Photography

Showcase your New Product Introductions using professional photography.

Products	Rate Card Pricing	Content Refresh
Advanced Whitepaper (1500+ Words) - 25K Native Ads - 25K Audience Extension	$4,000	$1,750
Basic Article (500 to 750 words) - 25K Audience Extension	$1,500	$750
eBook Creation - 25K Native Ads - 50K Audience Extension - 1 Newsletter Native Ad - 25K+ circulation - 1 Dedicated ePostcard - 10K circulation	$7,500	$2,500
Industry Article (750 to 1500 words) - 25K Audience Extension	$2,250	$350
Technical Whitepaper (750 to 1500 words) - 25K Audience Extension	$2,500	$1,250

Custom Content	Rate Card Pricing	Content Refresh
Application Note (750 to 1250 Words)	$1,500	$375
Blogs (300 - 500 Words)	$1,500	$750
Case Study (750 - 1500 Words)	$750	$375
Datasheet	Custom Pricing	$375
How To's (500 to 750 Words)	$2,750	$1,250
Infographic	$3,500	$1,500
Product Aid (Up to 250 Words)	$750	$375
Sales Note (Up to 500 Words)	$750	$375
Selection Guide	$750	$375

Content Creation

EETech helps clients to create critical content when they don't have **the time** or **the resources** to do so. We create content that can resonate with C-Suite executives, FAEs, marketing managers, salespeople, end-users, and consumers.

Written Content

Our experts create datasheets, app notes, product aids, use cases, whitepapers, technical blogs, infographics, and more, all with a keen eye for technical accuracy.

Content Promotion Packages	Rate Card Pricing	Geo-Targeting Upgrade	Product-Targeting Upgrade
Webinar Promotion Package - 25K Weekly Native Ad - 100K Audience Extension - 25K Site Native Ads	$4,250	Included	Included
White Paper and Article Promotion Package - 25K Weekly Native Ad - 50K Audience Extension - 25K Site Native Ads	$3,500	Included	Included
Cost per Guaranteed View - Reach a targeted audience with your video message	Cost per 1000 views $150		

Content Calendar Packages	Rate Card Value	Cost
Partner Content Hub - 3 Months - 5 pieces of content per month (15 total)	$3000	$1500
Click Engagement - 125 Clicks	$750	$375
Promotion - 25K Native Ads - 100K Audience Extension Impressions	$4375	$2187
TOTAL	$8125	$4062.5

Content Promotion

EETech helps clients to create critical content when they don't have **the time** or **the resources** to do so. We create content that can resonate with C-Suite executives, FAEs, marketing managers, salespeople, end-users, and consumers.

Written Content

Our experts create datasheets, app notes, product aids, use cases, whitepapers, technical blogs, infographics, and more, all with a keen eye for technical accuracy.

Moore's Lobby Podcast	Rate Card Pricing
Podcast Technical Sponsorship 75-second “interview” conducted by host 1 weekly newsletter ad - 120K+ circulation 25K audience extension impressions	$5,000
Podcast Full Episode Sponsorship -Exclusive across all three reads -Includes digital banner	$6,000
Podcast First Read -Includes digital banner	$3,000
Podcast Second Read -Includes digital banner	$2,500
Podcast Third Read -Includes digital banner	$2,000

Moore’s Lobby Podcast

Moore’s Lobby brings our “Story First” content mentality into the podcasting space. In 45 - 60 minutes of content, we offer entertainment, insight, and a unique perspective on the topics that matter to our engineering audience.