



2025 Media Guide

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

Updated: 1/31/25



Empowering Engineers to Create a **Better Future**

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

165 team members worldwide supporting our customers



Influencing Decision Makers in the Electronics Industry

A comprehensive suite of solutions, purpose-built for leaders across electronics



Media & Marketing

Data-driven targeting
Lead generation & ABM
Content & video creation
Digital events and webinars
SEM, SEO, programmatic



Digital Presence

Custom website design & tools
Enterprise grade
Product findability focus
eCommerce
Marketplace



Research

Focus groups
Quantitative surveys
Qualitative surveys
Individual interviews
Custom research



Data

VDI platform
Professional services

- Product data
- Data normalization
- Custom projects

Custom reporting
AI technology & digital FAE

An Innovative Digital Organization

Leading the industry in media and marketing



7 Industry Leading Brands

Focused on technical content
and solutions

18.5M+

Pageviews
per month

8M+

Unique users per
month

2.5M+

Member database

76K+

Organizations
reached per year

55 Industry Focused

Professionals delivering results

385M+

Impressions
per year

12M+

Clicks

25M+

Newsletter sends
47% open rate

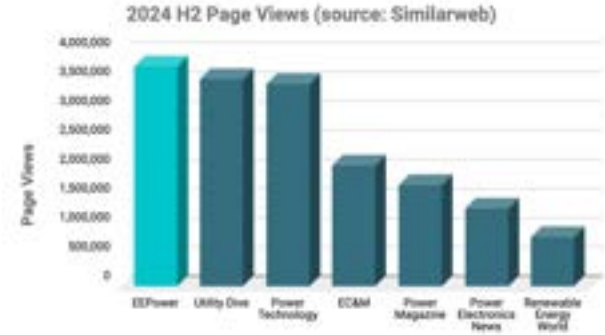
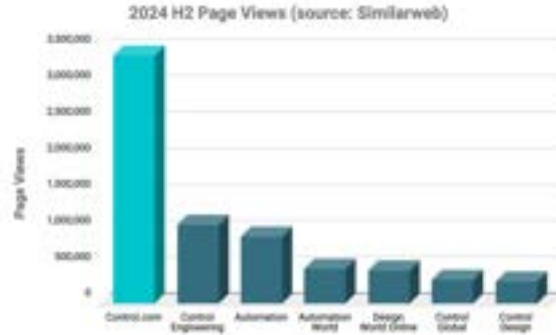
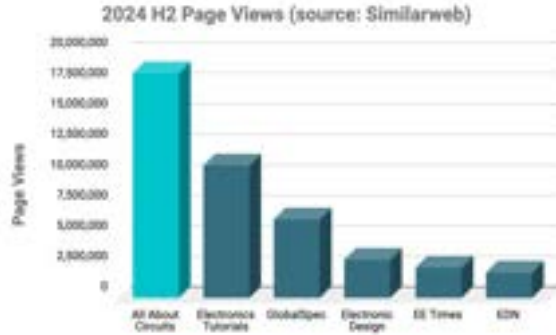
45.5K+

Leads
generated

700+

Content
and video
projects

The Industry's Largest Digital Audience



Index

Media Brands



Banners and Newsletters



Performance Marketing



Video Production, Webinars, and Photography



Content Creation and Promotion



Events and Engagement



Research Services



Media Brands & Communities



All About Circuits is the premier **digital publication** and **community forum** for **electronics engineers** and technologies. Our rich offerings include technical articles, industry news, textbooks, videos, peer discussions, and more—all crafted for career engineers and students. We are the go-to site for the latest news on processors, sensors, analog components, and other electronics aimed at applications, in consumer devices, automove, IoT, wireless, and AI.

2.6M+

Pageviews
per month

1.4M+

Unique users
per month

900K+

Members

690K+

Newsletter
subscribers

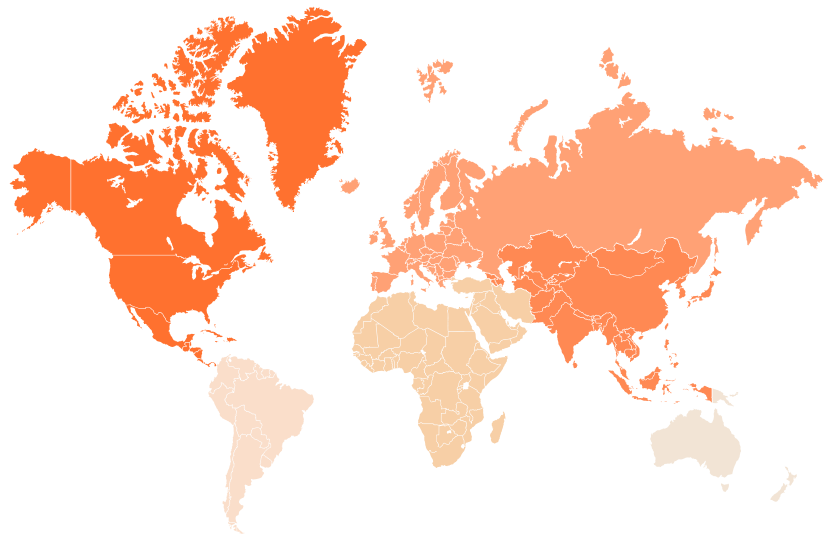


30+ yrs experience 13%

6-29 yrs in field 47%

≤5 yrs in field 25%

In college 15%



Americas

North America..... 42%

South America..... 3%

EMEA

Europe..... 21%

Mid East/Africa.. 9%

APAC

Asia..... 27%

Pacific.. 3%

Audience Targeting & Editorial Focus



Zero in on your target audience by combining geo-targeting with your product type and one or more application focus. All About Circuits provides daily coverage of the latest products, news, and events throughout the year.

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

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	\$2,400	-	-
Weekly Update native ad - Content from partners - Webinar - White paper/eBook - Giveaway - Video	\$2,400	-	-
Dedicated newsletter/ePostcard/list rental	\$325CPM	+\$25	+\$15
Webinar newsletter	\$1500	-	-



All About Circuits is the premier **digital publication and community forum** for electronics engineers and technologies.



Control Automation is a **robust automation-focused digital publication and 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.

587K+

Pageviews
per month

348K+

Unique users
per month

70K+

Members

65K+

Newsletter
subscribers

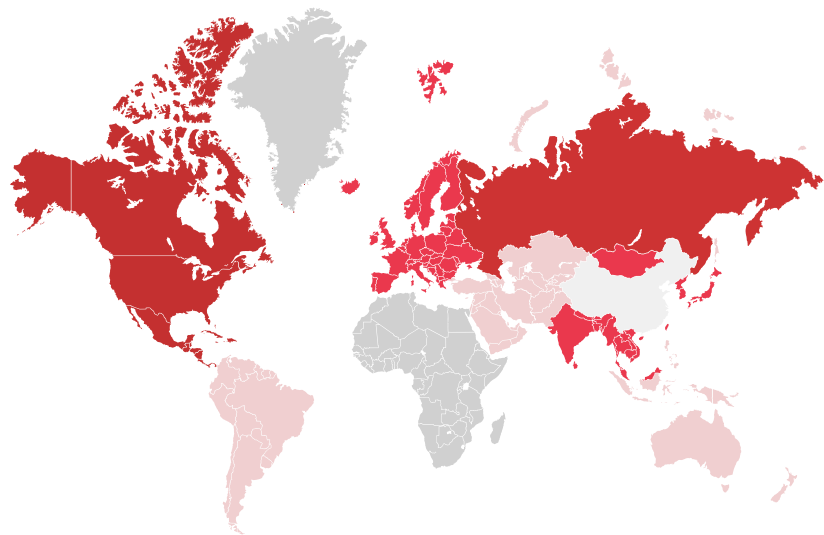


30+ yrs experience 19%

6-29 yrs in field 51%

≤5 yrs in field 27%

In college 3%



Americas

North America..... 31%

South America..... 3%

EMEA

Europe..... 25%

Mid East/Africa.. 7%

APAC

Asia..... 32%

Pacific.. 2%

Audience Targeting & Editorial Focus



Zero in on your target audience by combining geo-targeting with your product type and one or more application focus. Control.com provides **daily coverage** of the latest products, news, and events throughout the year.

Products

- Cabinets & Panel Components
- CNC Machines
- Communication & Security
- Connectors, Wire & Cable
- Data Analytics & Simulation
- Electrical Power Control
- HMI's & SCADA
- Motors & Controls
- PLCs & PACs
- Pneumatics & Hydraulics
- Robotics
- Safety
- Sensors & Instruments

Industries

- Advanced Manufacturing
- Agriculture
- Automotive
- Building
- Chemical
- Electronics
- Energy & Infrastructure
- Food & Beverage
- Forest Products
- Logistics
- Medical & Pharma
- Metal
- Military & Aerospace
- Natural Resources
- Plastics & Polymers
- Product Manufacturing

Control Automation

On-Site Banner Advertising	Rate Card Pricing (CPM)	Geo-Targeting Upgrade	Product-Targeting Upgrade
Billboard (BB)	\$75	+\$15	+\$10
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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 - White paper/eBook - Giveaway - Video	\$1,200	-	-
Dedicated newsletter/ePostcard/list rental	\$325CPM	+\$25	+\$15



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.

EE POWER

The leading digital publication for **power and energy engineers**, providing technical articles, industry insights, news and analysis, and education resources for career growth. EEPower covers the energy transition, renewable energy, EVs, smart grid, and power electronics. EEPower is also the exclusive digital partner publication for Bodo's Power Systems.

439K+

Pageviews
per month

297K+

Unique users
per month

48K+

Members

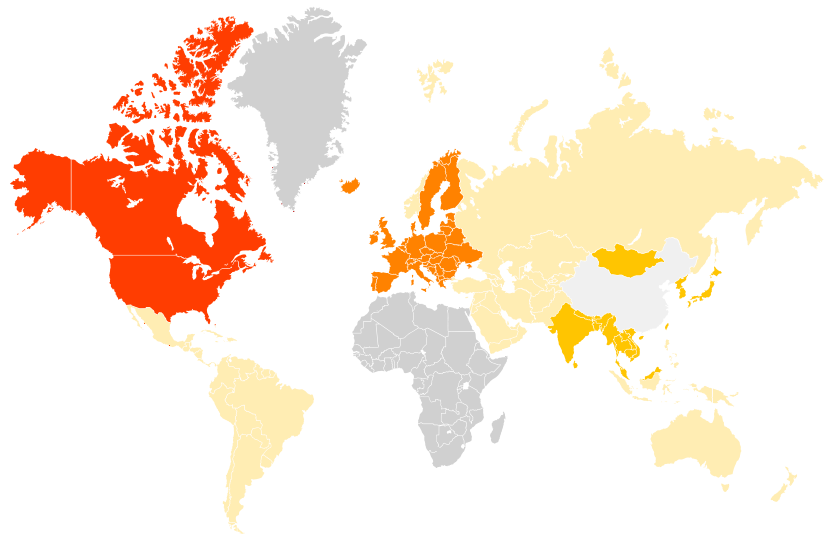


30+ yrs experience **24%**

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

≤5 yrs in field **22%**

In college **14%**



Americas

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

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

EMEA

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

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

APAC

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

Pacific.. **3%**

Audience Targeting & Editorial Focus **EE POWER**

Zero in on your target audience by combining geo-targeting with your product type and one or more application focus. EEPower provides **daily coverage** of the latest products, news, and events throughout the year.

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

On-Site Banner Advertising	Rate Card Pricing (CPM)	Geo-Targeting Upgrade	Product-Targeting Upgrade
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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 - White paper/eBook - Giveaway - Video	\$1,100	-	-
Dedicated newsletter/ePostcard/list rental	\$325CPM	+\$25	+\$15

EE POWER

The premier digital publication for **power and energy engineers**, providing technical articles, industry insights, news and analysis, and education resources for career growth.



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.

332K+

Pageviews
per month

226K+

Unique users
per month

80K+

Members

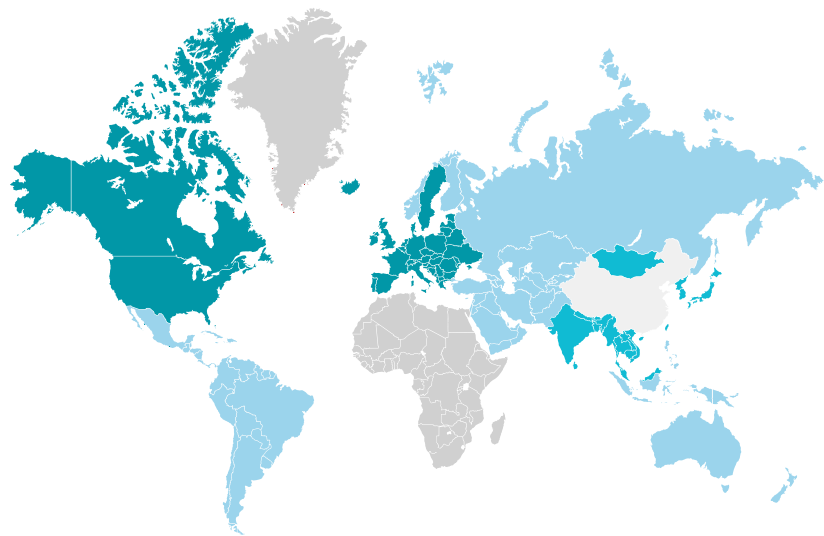


30+ yrs experience 14%

6-29 yrs in field 25%

≤5 yrs in field 30%

In college 31%



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

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 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.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.

2.3M+

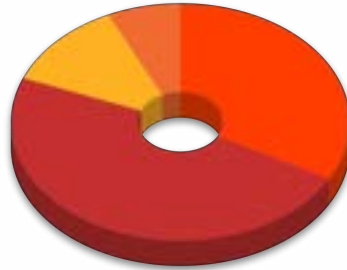
Pageviews
per month

712K+

Unique users
per month

100K+

Members

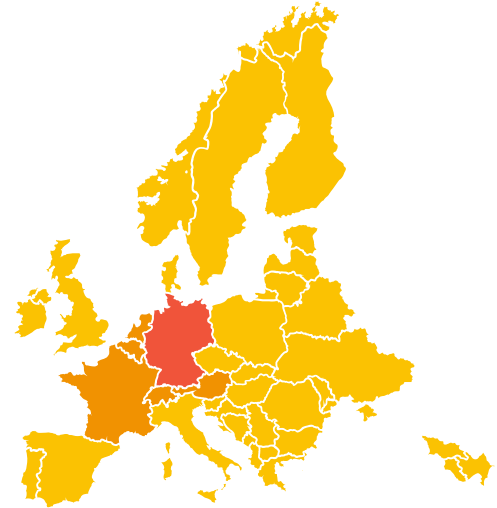


30+ yrs experience **33%**

6-29 yrs in field **48%**

≤5 yrs in field **12%**

In college **7%**



Europe

Germany.....

41%

Austria.....

2%

Switzerland.....

4.5%

Rest of world

Rest of world.....

6.5%

Audience Categories

mikrocontroller.net

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

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.



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.

100K

Pageviews
per month

14.6K

PDF downloads
per month

30K+

Unique newsletter
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 19,500

Additional products are available, such as banners and newsletters.
Please contact your Account Director to explore additional products.



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 newsletter	\$1,900	



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.

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+

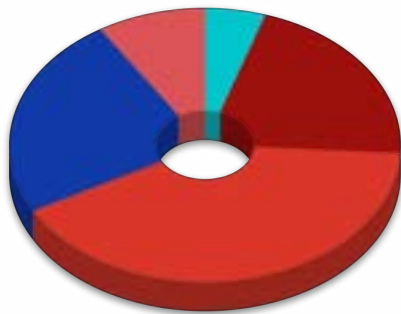
Unique users
per month

1.5M+

Members

350K+

WeChat followers



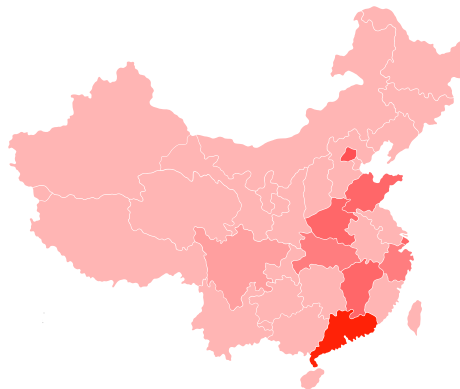
30+ yrs experience 5%

15-29 yrs in field 21%

6-14 yrs in field 41%

≤5 yrs in field 24%

In college 9%



Top Provinces

Guangdong..... 23%

Beijing..... 9%

Shanghai..... 8%

Jiangsu..... 8%

Zhejiang..... 7%

Shaanxi..... 5%

Shandong..... 4%

Rest of China

Rest of China..... 36%

On-Site Banner Advertising	Rate Card Pricing
Premium roadblock Size: 950 × 450	\$5000 per week
Premium skyscraper Size: 140 × 500	\$5000 per week
Standard homepage banners - above the scroll - various sizes	\$4300 to \$6500 per month
Standard homepage banners - below the scroll - various sizes	\$4300 to \$6500 per month

Newsletter Advertising	Rate Card Pricing
Weekly Update banner advertising - Size: 468 × 60 px	\$800 to \$1000 per unit
Dedicated newsletter/ePostcard/list rental	\$350CPM

WeChat	Rate Card Pricing
Headline article	\$2500 per Article
Secondary article	\$1800 per Article

Speak with your EETech Account Director for a comprehensive 21ic media guide



21ic provides the **Chinese electrical engineering community** valuable content across 18 industry verticals, covering news, products, applications, and trends.

Promote your message to our audience. 21ic weekly update goes out to a circulation of **535K+ active engineers**.

The 21ic official WeChat account publishes first hand industry information everyday to more than **350,000 followers**

Banners & Newsletters



Banner Advertising



1 Wallpaper Ad

Immersive page design

Size: 1420 × 640 & 320 × 480 px (specs)

Maximum file size: 100KB

2 Medium Rectangle Ad

"Sticky" format

Size: 300 × 250 px

Maximum File Size: 100KB

3 Leaderboard Ad

Run of site position

Size: 728 × 90 px

Maximum File Size: 100KB

4 Native Ad

Promote content

Size: 315 × 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 × 480 px and 300 × 250 px

Maximum File Size: 100KB



6 HTML5 Product Ad

Promote a group of 6 products

Ad Size: 300 × 600 px

Product Image Size: 80 × 80 px

Title Size: 25 characters max

Summary Size: 50 characters max

URL: One for each product

7 Billboard Ad

Prominent placement

Size: 800 × 250 px

Maximum File Size: 100KB

8 Page Takeover

Size Option: Wallpaper + leaderboard + medium rectangle

Size option: Wallpaper + billboard + medium rectangle

[View ad format spec sheet](#)

[Download wallpaper template](#)



= High Demand Placement



Newsletter Advertising



1 Native Ad

Image: 800 × 450

*No text or CTA overlaid on the image; logos are okay

Title: 70 Characters max including spaces

Summary/Preview Text: 150 characters max

Link: Tracking links are allowed but not necessary

Maximum File Size: 40KB

2 Medium Rectangle Ad

Image: 350 × 200 px

*All copy should be included within the image as the ad type does not include a title

Link: Tracking links are allowed but not necessary

Maximum File Size: 40KB



= High Demand Placement

[View newsletter example](#)



Newsletter Marketing

Dedicated Newsletter

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

[View newsletter example](#)

ePostcard

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

[View ePostcard example](#)

List Rental

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

[View newsletter example](#)



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: 600×400, 315×220, 1200×600
- 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

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: 600×400, 315×220, 1200×600
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Promotion Elements Utilized

- Onsite native ads
- Social media promotions
- Email marketing

Specific promotion will depend on campaign goals

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: 1200×628
- Headline: 50 characters or fewer
- Description: 100 characters or fewer

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.

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 (315×220)
 - ☐ Headline: 50 characters or fewer
 - ☐ Description: 80 characters or fewer
- Medium rectangle (300×250) max file size: 100KB
- Leaderboard (728×90) 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.

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: 600×400, 315×220, 1200×600
- Leads are delivered within a 60 day window
- 50 accounts minimum (exceptions possible depending on size of companies targeted)

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: 1200×1200
- Headline: 50 characters or fewer
- Description: 100 characters or fewer
- 25 accounts minimum (exceptions possible depending on size of companies targeted)

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: 1200×1200
- Headline: 50 characters or fewer
- Description: 100 characters or fewer
- 25 accounts minimum (exceptions possible depending on size of companies targeted)

Google Ads Audit & SEM Management

We provide a comprehensive approach to approach to maximizing your campaign performance. Our process includes in-depth audits, data-driven recommendations, and ongoing management to maximize your return on investment.

Google Ads Audit

We conduct a thorough examination of your Google Ads account to identify areas for improvement. Our audit covers keyword performance, ad copy effectiveness, landing page optimization, bid strategies, conversion tracking, and overall account structure.

Comprehensive analysis of your Google Ads account to identify areas for improvement.

- Keyword research and optimization
- Ad copy and landing page alignment
- Bid strategy and budget allocation
- Conversion tracking and goal setting
- Account structure and organization

Provide recommendations: Data-driven insights and actionable strategies to enhance performance.

- Improve click-through rates (CTRs)
- Increase conversions and lower cost per acquisition (CPA)
- Enhance ad relevancy and quality scores
- Optimize bidding strategies
- Leverage advanced features (e.g., extensions, remarketing)

SEM Management

We provide ongoing optimization and management to ensure your campaigns deliver maximum ROI. Our services include regular performance monitoring, A/B testing, budget allocation adjustments, and staying up-to-date with the latest Google Ads best practices. By continuously analyzing campaign data, we make data-driven decisions to improve ad performance and drive sustainable growth.

Management: Ongoing optimization and campaign management to drive results.

- Regular performance monitoring and reporting
- A/B testing and experimentation
- Campaign structure optimization
- Budget allocation adjustments
- Stay updated on Google Ads best practices

Pricing: Based on audit findings

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.

Program Details

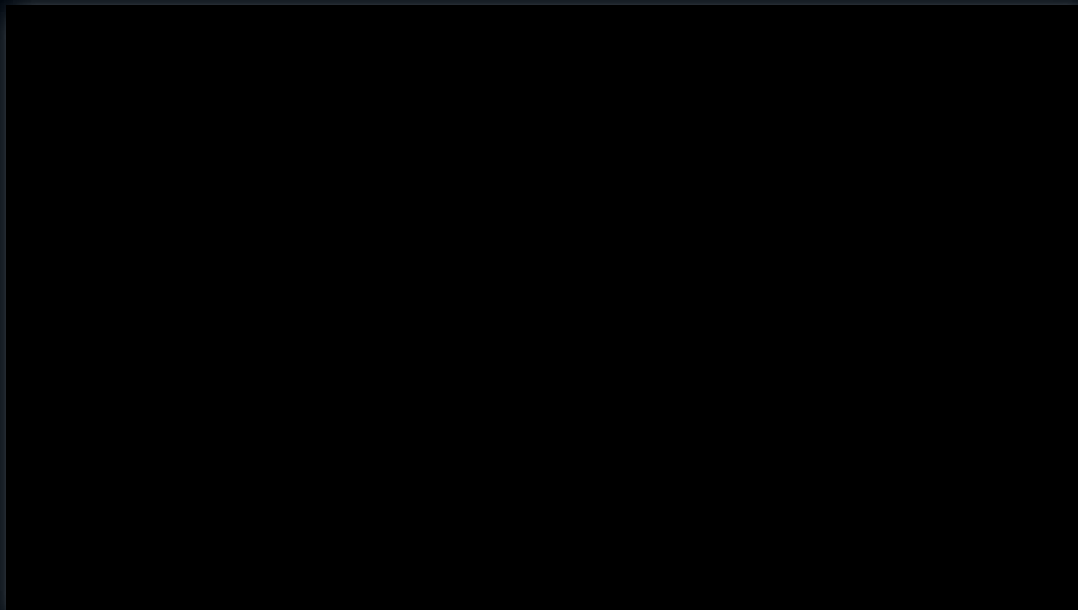
- Reach of around 65M+ contacts for CPL & ABM campaigns on top of our O & O readership
- Utilize a team of 250 analysts to design specific campaign strategy
- Identify and eliminate BOT leads
- Deliver results through a 3 step quality process
 - Verify every prospect on LinkedIn
 - Email validation through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

Video Production, Webinars, & Photography



EETech Video

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

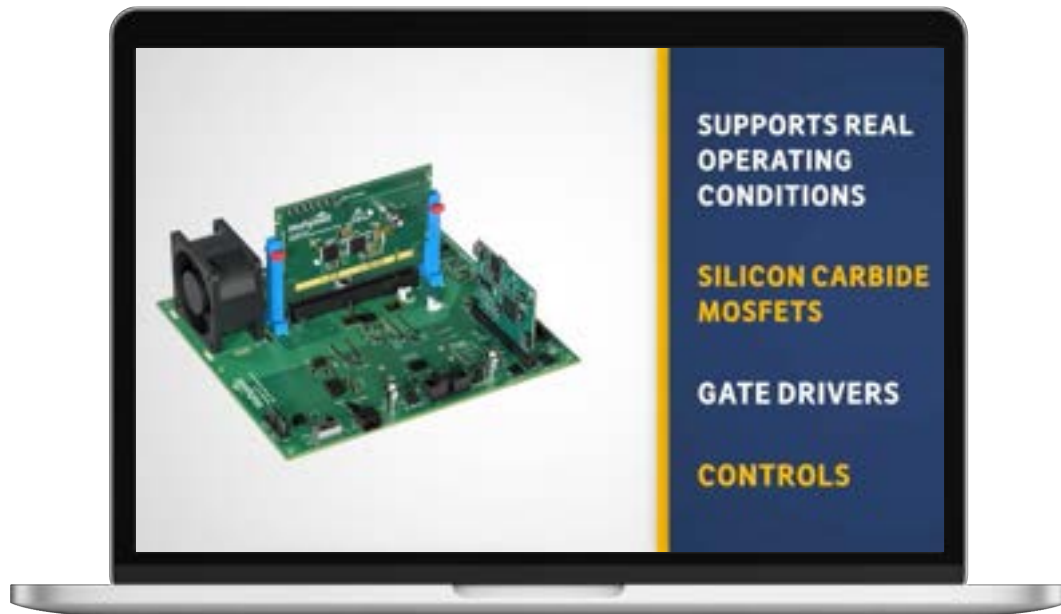
Fast Facts videos are a **budget-friendly** marketing presentation that highlight key data points about a new product. This video provides a clear and rapid overview of a product's innovative features that propel its performance and functionality to exceptional levels.



Purpose:	Product introduction
Category:	Marketing
Guaranteed Views*:	3,000
Outlet:	Client channel
Components:	<ul style="list-style-type: none">■ Branded skin■ Basic 3D model■ 60 seconds
Starting at \$2,500	View video example

Datasheet 2.0

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.

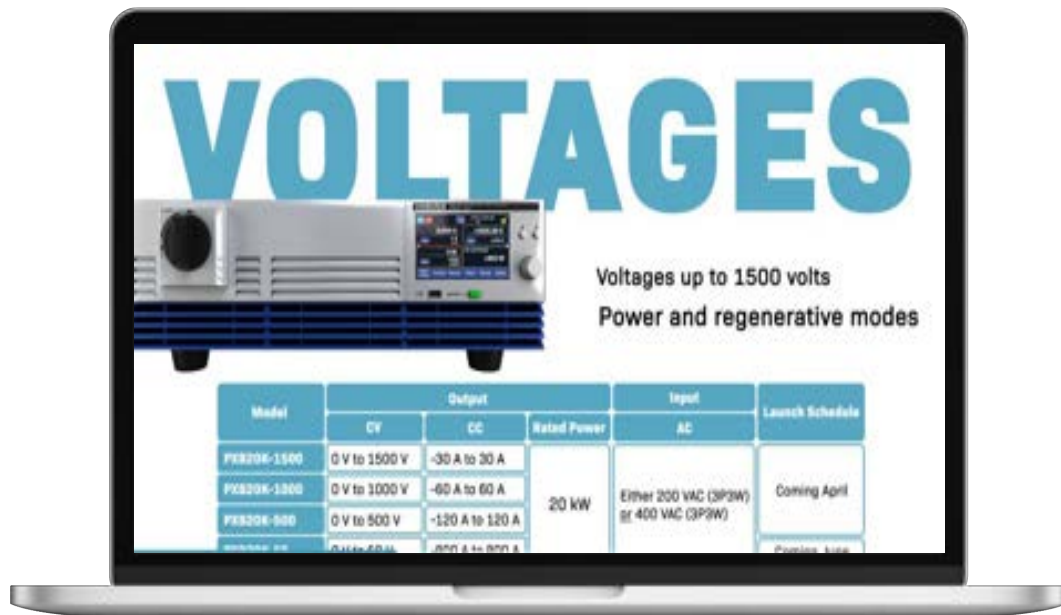


Purpose:	Detailed and informative product marketing
Category:	Marketing
Guaranteed Views*:	6,000
Outlet:	Client channel
Components:	<ul style="list-style-type: none">■ Customized skin■ 3D model■ Subtitles■ Voice over■ Graphs and charts■ Up to 90 seconds
Starting at \$5,000	View video example

**Requires publication on a YouTube channel*

Activated!

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:

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

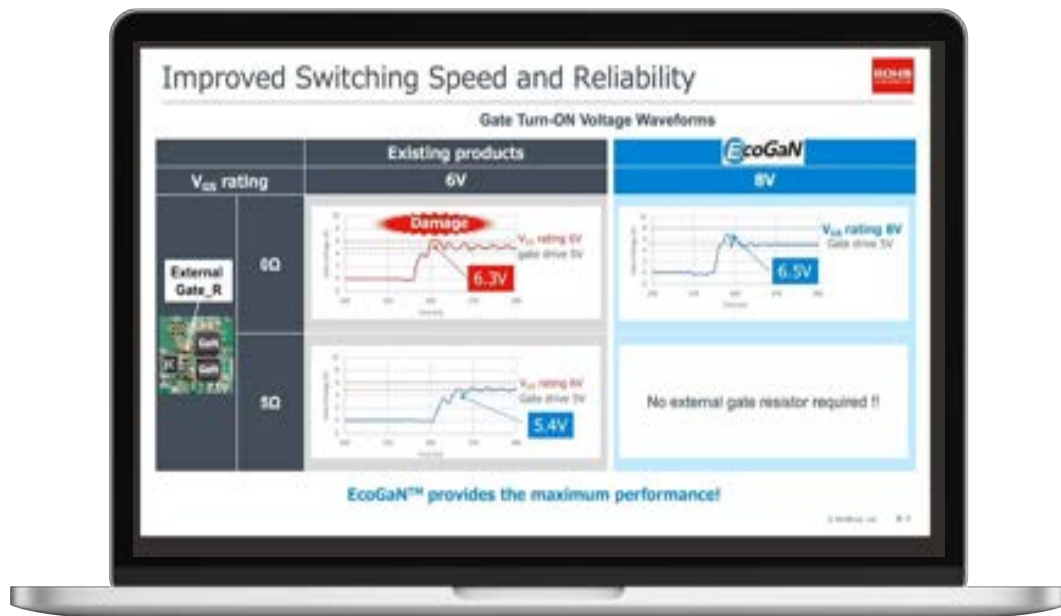
Starting at \$8,000

[View 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: Any EETech YouTube channel, website and/or client channel

Components:

- Live guests
- Custom graphics
- Guest slides
- Subtitles
- 20-40 minutes

Starting at \$12,000

[View 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:

Any EETech YouTube channel, website and/or client channel

Components:

- Live action host (optional)
- Voice over
- Custom graphics
- Advanced 3D model
- Subtitles
- Graphs and charts
- 4-6 minutes

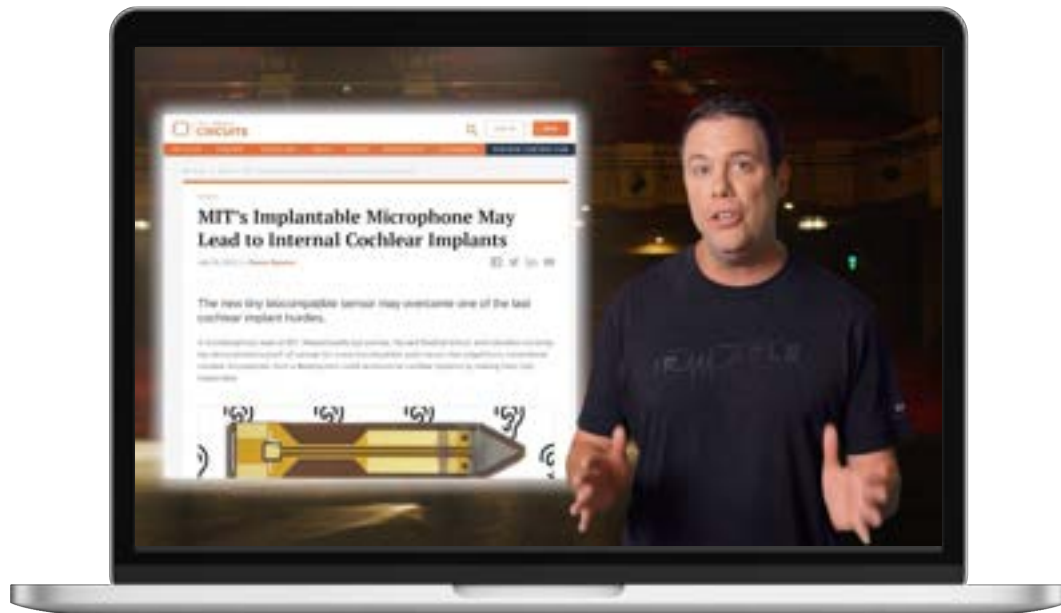
Starting at \$10,000

[View 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:	<ul style="list-style-type: none">■ Key sponsorship■ Product spotlight■ Live action host■ Custom graphics■ 3D model■ 2-3 minutes
Starting at \$2,000	View video example

**Requires publication on a YouTube channel*

Industry Events

Engage new audiences beyond the tradeshow floor through interviews, product highlights, and demonstrations.

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:

Any EETech YouTube channel, website and/or client channel

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

Starting at \$13,750

[View video example](#)

**Requires publication on a YouTube channel*

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. Our production and moderation teams focus on directly connecting you with a **targeted audience of professional engineers**.

LIVE Webinar Production and Promotion

Webinar Creation Specifications:

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

Pre-Event Promotion Includes:

- 2 webinar newsletter placements
- 2 weekly newsletter placements
- 2 social media posts
- 5K dedicated newsletter deployment

Deliverables:

- Bigmarker reporting and analytics from the live webinar session
- Lead generation metrics leading up to the live date

Price: \$7,000

Lead Focused Webinar Production and Promotion

Webinar Creation Specifications:

- Content creation collaboration with EETech's editorial and content teams
- 30 - 45 min. presentation using client-provided PowerPoint with audio or webcam recording

Purpose:

- The asset will be used as on-demand collateral for lead generation campaigns

Lead Generation:

- Minimum 100 lead buy
- Leads start at \$35 per lead

Price: **Webinar creation: \$3,500**
Lead generation (100 MOQ): \$3,500
Base Price Total: \$7,000

Product Photography

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

Specifications

- High resolution 3000 × 3000 px (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



Product Photography	Per Image
1 - 100 images	Starting at \$70
100 - 400 images	Starting at \$60
400 images or more	Starting at \$50

[View high resolution photo examples](#)

Content Creation & Promotion



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 Basic Article 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 Technical White Paper 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 Advanced White Paper 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

- Engineering-focused
- 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 Industry Article example](#)

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 1,250 words)
- Blogs (300 - 500 words)
- Case study (750 - 1500 words)
- Datasheet
- How-to (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

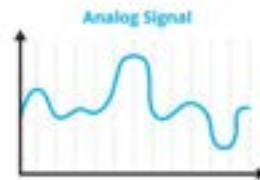
Analog and Digital Signals

Signals represent and transfer data based on time (often referred to in terms of frequency) and amplitude. Systems need signal connectors to use the information transmitted by signals, whether these signals represent video, audio, **sensor data**, or control instructions.

Analog Signals

Analog signals utilize a continuous electrical signal to convey data and more complex information such as voice, image, and video. Analog signals work well with audio and video recordings, physical sensors, image sensors, amplification devices, radio systems, and control systems.

Changes in parameters such as light, sound, **temperature**, pressure, position, or other physical phenomena generate analog signals. These signals then represent a time-varying quantity (e.g., pressure, change in light) using another time-based variable, such as current or voltage.



Recent Posts

- [Understanding Different Types of Electrical Signals: Analog & Digital](#)
- [Find Your Solution With PCB Termination](#)
- [Introducing 3 New Connector Solutions From PEI-Genesis](#)
- [Understanding M8-Spec D-Sub and M8-Spec Micro D-Sub Connectors](#)
- [Meet Cristina Camisa, Inside Sales Manager of Italy](#)

Connector Assembly Instructional Guide

Read about how you can avoid making mistakes that



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 product or application pages (or other page types), we can deliver the content that will resonate with your engineering audience and **boost your SEO standing**.

Including

- Product profile pages
- Product category pages
- Application pages
- Services pages
- Custom needs

Our Process

- Identify the content gaps on your site
- Prioritize the most important pages that need content first
- SMEs research the topic to ensure we include the most compelling points to support your message and tell your story
- Includes keywords to optimize SEO
- A QA process ensures high-quality writing
- 4 overviews per week (50-100 words per overview), based on the volume of work and available sourcing material



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.

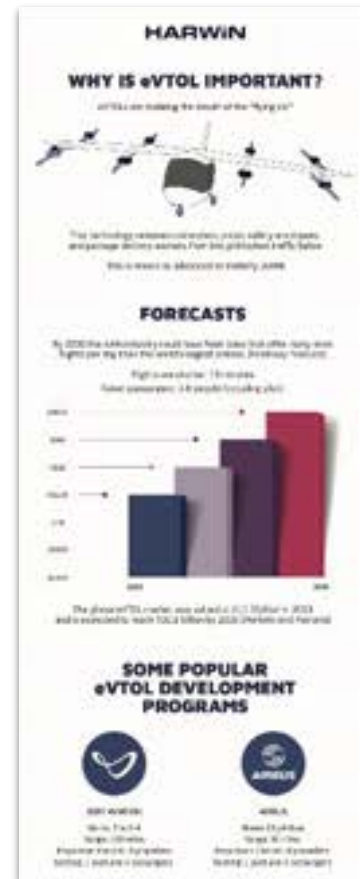
Symmetry will meet your cutting-edge design needs, today and tomorrow, with a vast portfolio from the industry's leading manufacturers. Browse our selection of amplifier ICs, audio ICs, chipsets, clock and timer ICs, communication and networking ICs, counter ICs, data converter ICs, discrete semiconductors, 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 graphic 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



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% turnkey

[View eBook example](#)

Promotion

- 1 newsletter native ad - 25K+ circulation
- 1 dedicated ePostcard - 10K circulation
- 25K native ad impressions
- 50K Audience Extension impressions



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).

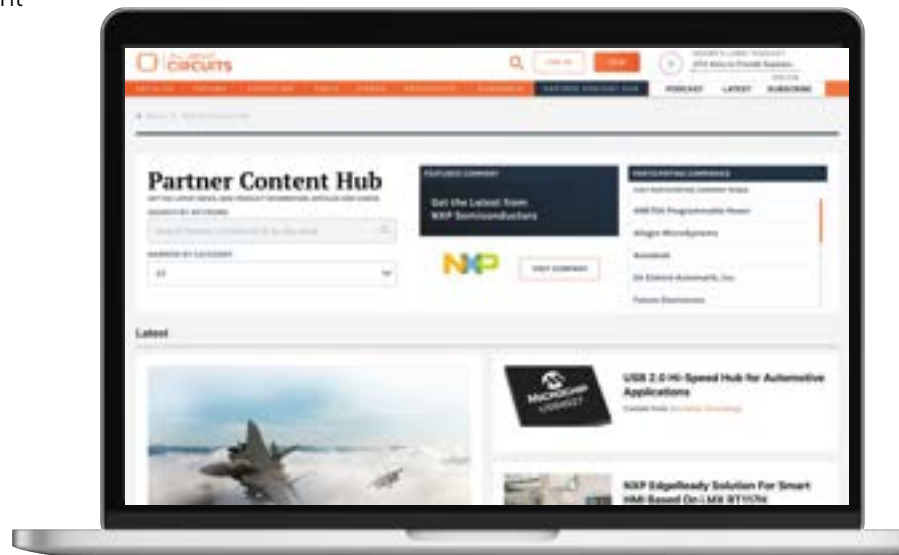
Standard Package \$2,000 per month, 3 month minimum
Content + Promotion + Reporting

- 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 \$3,500 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 Content Hub Example](#)



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 1,250 words)	\$1,500	\$375
Blogs (300 - 500 words)	\$1,500	\$750
Case Study (750 - 1,500 words)	\$750	\$375
Datasheet	Custom pricing	\$375
How To (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 <ul style="list-style-type: none"> - 1 weekly native ad - 100K Audience Extension - 25K site native ads 	\$4,250	Included	Included
White Paper and Article Promotion Package <ul style="list-style-type: none"> - 1 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 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**.

Events & Engagement



Custom Virtual Events

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

Benefits

- Best in class platform and development support
- Goal-driven promotion and lead generation
- Content consultation and creation
- Content includes: live events, technical content, video, product information
- Single day or multi-day production capacity
- Keynote and live session moderation
- Performance analytics and custom reporting
- Live custom reporting
- Giveaway and prize coordination
- Post-event survey deployment

[View custom event pricing](#)



Summit Series

An evolution of Industry Tech Days, our Summit Series will focus on a specific engineering theme to deliver more relevant content for engineers featuring live keynote discussions with industry leaders, live technical sessions, interactive Q&A, and access to premium content.

2024 ITD Review

- 45,000 attendees over 5 days
- 2,000 pageviews (avg.) per exhibitor booth
- 30% live attendance ratio
- 330 leads (avg.) per exhibitor
- 28 live sessions + 5 keynote speakers
- 25 companies represented

2025 Event

- 6 days of focused engineering topics
- Hosted on All About Circuits, which brings an audience of 890K+ members
- Multiple opportunities to participate as a presenter or sponsor
- Save the date: October 2025

[View event homepage](#)



In partnership with



electronica

Control Automation Day

Back for its 4th year, Control Automation Day is a 1 day virtual summit for control and automation engineers. The entire week of the event, Control.com will publish exciting, innovative news updates, education, and technical content.

2024 Review

- Theme: Robotics
- 11,000+ attendees
- Live sessions collected an average of 300 qualified leads per session
- 100% of attendees plan to attend the 2025 event

[View event homepage](#)

2025 Event

- Theme: Sensors
- Save the date: August 20, 2025
- Presenter package:
Starting at **\$4,000**
 - Simulive session
 - Live Q & A
 - Promotion
 - Unlimited lead generation
 - Partner Content Hub



EEPower Day

Back for its 2nd year - EEPower Day, a premier virtual summit dedicated to delivering top-notch content for power engineers—will explore the technologies driving the EV revolution.

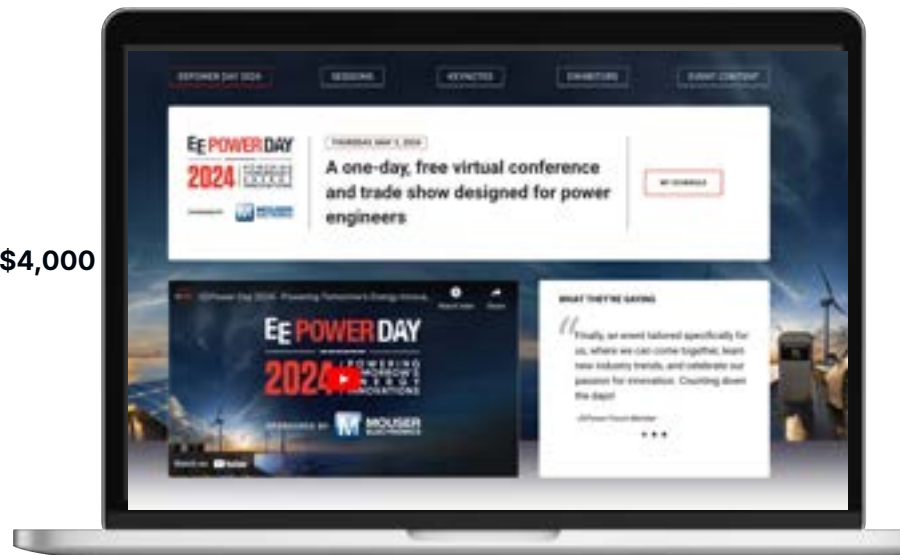
2024 Review

- 5k+ attendees
- An average of 150 qualified leads per session
- 100% of attendees plan to attend the 2025 event

[View event homepage](#)

2025 Event

- Theme: EVs and Charging Infrastructure
- Save the Date: May 21, 2025
- Presenter package: Starting at **\$4,000**
 - Simulive session
 - Live Q & A
 - Promotion
 - Unlimited lead generation



Industry Event Promotion

Featured Event Content: Supercharge your company's event presence with unique editorial engagement at premier industry shows

Enhanced Editorial Coverage, Placement, and Promotion

- (1) Featured Editorial News Article | NPI, Booth Highlights or Company Profile
- (1) Interview Video from the Show Floor | Short form, lightly produced [social video](#)
- Content Promotion | (1) Social posting , (25k) Onsite native ads, (25k) Audience extension impressions across EETech's network.

\$5,500

Special Edition Newsletter: [Pre-show](#) and [post-show](#) event promotion

Limited to 8 per newsletter

- Global distribution | All About Circuits, EEPower, or Control.com
- Native ad unit | 800 × 450, no text or CTA overlaid on the image (logos are okay)
 - Title – 70 characters max including spaces | Body – 150 characters max
 - URL – Tracking links are allowed but not necessary

\$2,400

2025 Editorial Schedule:

- | | | |
|------------------|---------------------------------------|----------------------------------|
| ■ Designcon | ■ PCIM Europe | ■ Sensors Converge |
| ■ Embedded World | ■ Automate | ■ Pack Expo Las Vegas |
| ■ APEC | ■ Embedded Vision Summit | ■ The Battery Show North America |
| ■ PROMAT | ■ IEEE Transportation Electrification | |



Giveaways

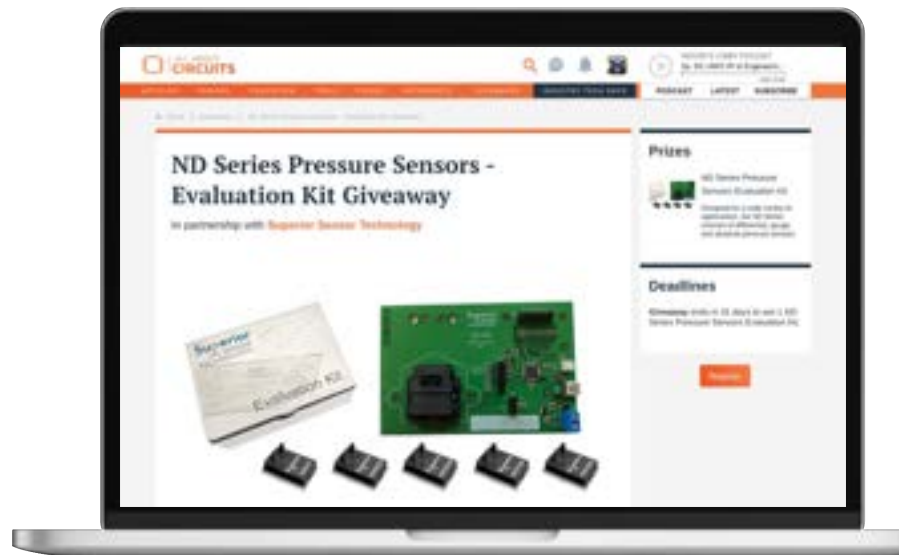
Our **Giveaways Program** is one of the best ways to engage with our audience. These programs offer an outside-the-box approach for your products to end up in the hands of **engineers excited to create their next great idea**.

Giveaway Program

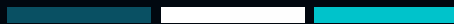
- 50K native ad impressions
- 25K medium rectangle impressions
- 25K wallpaper impressions
- Advertising in two weekly newsletters
- Custom landing page
- Social media promotion
- 5 week program
- Leads included
- 100% turnkey

\$7,500

[View giveaways example](#)



Research Services



Excellence in Research

Our Audience

With over 2.5 million registered users across the globe, **we engage the largest and most active registered user-base** of engineers and professionals in the world.

Our Platform

Qualtrics is a best-in-class platform used by 75 of the Fortune 100 companies. EETech's research services offer precision and efficiency in alignment with the high standards set by top-tier organizations.

Our Team

EETech executes a diverse range of research projects. You benefit from an aggregator of knowledge that only **years of dedicated research and industry experience** can provide.

Sample Research Capabilities

Brand Affinity Study	How the general market feels about your brand
VOC Study	How your customers feel about your brand
User Journey Analysis (UX)	How users navigate and interact with your site
Site Performance Study	The overall health and performance of your website code
SEO Audit	Identifying foundational issues potentially affecting organic search performance
Channel Partner Evaluation	How your partners are marketing your company on their sites
Competitive Website Analysis	How your website compares to your competitors
Competitive Tool Value Evaluation	Comparing your tools against your competitors
Competitive Brand Study	How your brand compares against your competitors
UI/UX and Content Site Analysis	How users navigate, interact with, and consume information on your site

Engineering Insights Report

- Released annually in Q4
- Insights into how engineers design, purchase, and view your brand
- Entering our 8th year
- 10,000+ respondents in 2023
- 100+ questions offering a range of unique views

[View the 2024 Report](#)



The logo for EE Tech group is centered within a white rectangular border. It features the letters 'EE' in a bold, sans-serif font, followed by 'Tech' in a larger, elegant serif font, and the word 'group' in a smaller, lowercase sans-serif font positioned directly below 'Tech'.

EETech
group



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 a **targeted audience of professional engineers**.

Specifications

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

Analytics

- Registrant reporting
- Live & on-demand summary
- Average duration
- Conversion rate
- Q & A summary
- Poll summary

Recommended Promo Package

Pre-Event Promo

- 2 webinar newsletter placements
- 2 weekly newsletter placements
- 2 social media posts
- 5K dedicated newsletter deployment

Price:
\$7,000

[View webinar example](#)

