

Industry Resources is a response based programme so you will only pay for success.

The programme will deliver your marketing content to your customers and potential customers when they are most interested in receiving it. When is that? When they SEARCH for your products and services on Google, Yahoo! and MSN and when they READ about your products via the award winning editorial on Electronics Weekly. See the screen shots below as a visual, but please call and we'll create a FREE customized demonstration using your company information.

Electronics Weekly Industry Resources

1. A user clicks on an article which is of interest to them



2. Contextual related links appear next to the editorial article from advertisers with relevant marketing information. The user clicks on the advertiser's related link for additional information, products or services related to the article.



3. The advertiser's message related to the article is delivered to the user without having to leave Electronics Weekly.

4. Your customers and prospects will also be driven to your content via the searchable vertical directory. In addition, your content will benefit from SEO (Search Engine Optimisation).

5. Search Engine Optimisation (SEO)



The pages in your advertiser site can also be accessed through search engines. Search Engine Optimisation will help your advertiser site links to appear high in the organic results of search engines like Google, Yahoo, MSN etc.

Rates

Editorial related advertising can be purchased through two options	
6 months unlimited access	£5,000
Cost per click, minimum 500 clicks	£4 per click

Free demonstration

For a free demonstration of how this could work for your product, please contact the ElectronicsWeekly.com team on +44 (0)20 8652 3262 or email lee.delaruebrowne@rbi.co.uk

For further information and to book, contact the ElectronicsWeekly.com team on +44 (0)20 8652 3262 or email lee.delaruebrowne@rbi.co.uk

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