

Your Guide to Online Advertising with Electronics Weekly

Why advertise online?

Online advertising is an important component of successful branding campaigns. Recent research* among B2B companies has shown that advertisers that use cross media (print and online) campaigns see an **uplift in lead generation** of almost **30%**, because it is:

Complementary – it provides you with another opportunity to reach your target audience.

Measurable – although never underestimate the power of branding online as well as in print.

Targeted – our audience includes executive management, board directors, overall technical management, senior engineering, design & development engineers and general management from the electronics industry. 99% are ABC1 and 84% of users are involved in the decision making process for purchase/leasing of products or services on behalf of their company.**

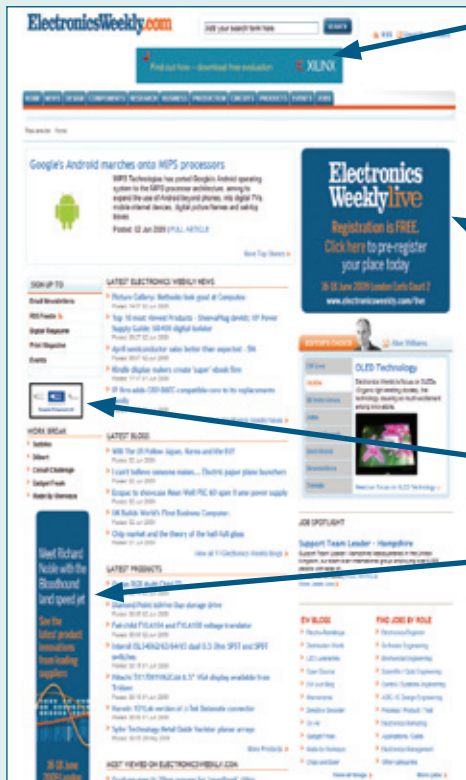
Adaptable – whether you are looking to drive traffic to your website or promote a specific product, we can provide an online creative solution tailored to your needs to ensure a competitive edge.

Controllable – from identifying your needs, customising the creative solution and providing feedback reports, the ElectronicsWeekly.com team will ensure that your campaign receives maximum exposure.

Sources: *Outsell 4th annual marketing & advertising study 2009; ** ElectronicsWeekly.com User Profile Research 2009

Online Advertising Opportunities

We have an unrivalled portfolio of creative options available to help you place your products, services, or brand in front of electronics industry professionals.



Leaderboard

Bigger than the normal banner, leaderboard banners allow advertisers to be able to deliver their message in a more visible position.

Specifications: 728 x 90 pixels; gif or rich media; max. 20k file size

MPU

This is a large and prominent advertising space set within the editorial copy, which enables advertisers to communicate their brand message extremely effectively.

Specifications: 336 x 280 pixels; gif or rich media; max. 15k file size

Button

Specifications: 120 x 60 pixels; gif or text; max. 4k file size

Skyscraper

These larger creatives run down the right hand side of the page on ElectronicsWeekly.com. Their size and proximity to content make them an excellent tool for creating purchase intent.

Specifications: 160 x 600 or 120 x 600 pixels; gif or rich media; max. 15k file size

For further information or to book an advertisement, please contact the ElectronicsWeekly.com team on 020 8652 3262, or email lee.delaruebrowne@rbi.co.uk

ElectronicsWeekly.com



Rich media

Rich Media provides a more sophisticated online creative, with an emphasis on entertaining the user. Rich media formats such as 'page peel' encourage the audience to interact with the advert and engage with the brand.

For specifications and specific ideas, please contact the team.



Sponsorship Opportunities

Make your marketing spend last longer, by opting for channel sponsorship. There are several options available on ElectronicsWeekly.com

Channel Sponsorship

In addition to our news pages, articles on electronicsweekly.com are divided into channels – Design, Components, Research, Business, Production and Products - each covering a specific area of electronics technology or management. You can sponsor one of these channels and benefit from being the dominant advertiser in an area with a self-selecting audience.

Bespoke Channel Sponsorship

Sponsor a new bespoke channel. You will benefit from:

- Dedicated ElectronicsWeekly.com journalist producing the content – 3 new stories uploaded per week.
- Signposting on the home page.
- Populating the channel with relevant case studies, white papers and educational information designed to promote your product.
- 30,000 page impressions per month using banners, buttons, text links and skyscrapers.

Desktop Alerts

Users can choose to receive breaking news from ElectronicsWeekly.com via desktop alerts. As a permission based promotion tool for the desktop, these provide a unique sponsorship opportunity which will ensure your priority messages are delivered with visibility and impact.

Webinars

ElectronicsWeekly.com webinars are free online events aimed at the electronics professional. These online seminars provide strategic advice, lively panel debate and business critical information. Users can register for webinars for free and are also able to access them online at ElectronicsWeekly.com after the event.

Webinars are highly interactive, enhancing the user experience, whilst generating research information and quality leads for the sponsor.

E-mail Advertising Opportunities

As well as online advertising opportunities, ElectronicsWeekly.com can offer you e-mail marketing direct to your targeted audience. There are two different types – product-led and content-led emails.

E-update

E-updates are targeted e-mail alerts of the latest products, services and events from key partners and suppliers to the electronics community. The opt-in database is targeted to provide relevant products and services to an appropriate audience.

Bespoke E-update

As above but you will benefit from a solus message.

Weekly News Bulletin

Weekly news bulletins are sent to our opt-in database of approx. 25,000 industry professionals with a weekly round up of news from the electronics industry. Slots are available for banners or buttons.

Content-led emails

Containing exclusive content written especially for the newsletter, content-led emails contain a mixture of up-to-date news, analysis, technology and product information. Emails are sent out to an opt-in database, all of which have design or management responsibility in the field covered by the newsletter.



Online Guide

Rates & Data

Below are listed some of the most requested rates. But please remember that the team are happy to help you create a bespoke campaign, using a variety of different online creatives. **Please contact us today** for advice and a personalised quotation.

Rates

Leaderboard	£80.00 CPM
Skyscraper	£80.00 CPM
MPU	£100.00 CPM
Richmedia advertising	£150.00 CPM
Button	£30.00 CPM
E-update (standard)	£1,000
Bespoke E-update	£2,000
Weekly news bulletin	£1,000
Channel Sponsorship From	£2,000
Bespoke Channel Sponsorship From	£5,000
Content-led Email, desktop Alerts and webinars are all priced individually. Please contact us for more information	

Our customer service commitment to you

- The duration of the campaign is entirely dependent on your requirements and ElectronicsWeekly.com availability.
- All customers will receive their own personal Traffic Manager to track the success of their online campaign. The report will track impressions delivered, how many users click on each ad, and will identify which ad is generating the best results.
- The reports will be delivered on a weekly basis and will include a screen grab of the creative used.
- ElectronicsWeekly.com will work with you to optimise your campaign to minimise wastage and maximise results.
- All campaigns are optimised based on the performance of each position and piece of creative.

Mechanical Data

Creative deadline:

GIF, JPEG, HTML and text

- 2 business days prior to start date

Flash/Rich media - 5 business days prior to start date

E-update - 2 business days prior to start date

E-update artwork requirements

- Maximum 100 words of text.
- Graphic image or company logo – this must be 120 x 90 pixels (4kb maximum file size). The quality of the image cannot be guaranteed if a different size is supplied.
- Only one image is accepted per e-update. Up to 3 web links can be tracked.

Terms and Conditions

- **Cancellation policy:** 2 weeks (10 working days) before 9am on the go-live date.
- Advertisers are reminded of their legal obligations under the Sex Discrimination Act 1975, Race Relations Act 1976 and the Disability Discrimination Act 1995.
- For further information www.reedbusiness.co.uk/guidelines.
- For full terms and conditions please visit www.reedbusiness.co.uk/adtermsandconditions

Creative support at competitive rates can be provided if required.

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