

UBM Electronics | Fundamentals of Electronics Course Sponsorship

Educate buyers. Generate leads. Reach experienced engineers.

About the Fundamentals of Electronics Course Sponsorships— A Challenging Design Environment: An Opportunity for Marketers

Electronics engineers face a challenging design environment. An increasingly competitive global market has led to shortened design cycles and smaller design teams. This means that there is less time for engineers to gather information about new products and technologies. They are also often asked to work with unfamiliar technologies, placing them outside of their comfort zone.

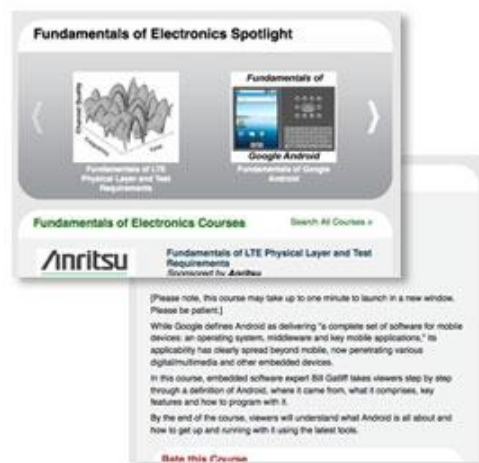
Electronics marketers have an opportunity to help educate these engineers and, in turn, build trust, thought leadership and generate leads among new, curious buyers.

The **Fundamentals of Electronics** course series provides engineers with the unbiased technology education that they require to complete designs. They allow you to introduce your products to a critical new market—engineers who are new to the technology and have not yet developed brand loyalty.

Details

Each course provides engineers with an objective introduction to critical technologies and concepts within a specific electronics domain.

- Your products are featured as examples of specific concepts and implementations taught in the course.
- You use an automated lead response email to drive leads directly to your product's specific training materials.



"I reviewed your Fundamentals of FPGAs course and thoroughly enjoyed it. Very clear and precise, with just enough history for relevance. I am new to FPGAs and the amount of information is daunting as to how best to get started and what platform and language to choose. Your course simplified the hardware overview to where I can relax and just get started."

— Cameron MacDonald,
Electrical Control Design Engineer

Why Sponsor the Fundamentals of Electronics Courses?

- Associate your brand with an educational initiative designed for experienced engineers
- Create the perception that your product is the *de facto* standard
- Generate leads
- Drive leads directly to your product's training materials

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.

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Each Fundamentals of Electronics Course Sponsorship Includes:

- Development of editorial course content, with your products featured in all examples
- Inclusion of your company name with the course title and in all course promotions
- Promotion via newsletters and website banner rotation, and a monthly inclusion in a relevant vertical newsletter
- Course attendance leads captured and reported to the course sponsor via <http://leads.eetimes.com>
- Course release and update announcements via online news distributions to 4,300 Web sites and 150 RSS feeds.
- An automated email sent to each course attendee, promoting your specific calls to action

Inventory and Pricing

New additions will be added to the series regularly. Visit <http://eetimes.com/electrical-engineers/education-training/courses> for a list of currently available courses and a list of courses under development.

The Fundamentals of Electronics courses are available for exclusive sponsorship in quarterly increments.

Standard: \$18,500 Net per quarter

- Includes Course Development featuring your products
- Inclusion in all EE Times Fundamental newsletter and banner promotions and banner rotation on the TechLibrary homepage.
- Automated email sent to your course attendees promoting your specific calls to action.

Pricing Includes:

- Up to 1,500 leads per quarter
- \$30 CPL leads over 1,500
- Reporting

For additional information on course series inventory, or about cost-per-lead packages, please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com

New! Fundamentals of Electronics Course Spotlight



Fundamentals of Signal Integrity

Sponsored by **Tektronix**, presented by Steve Mulawski and John Ziegler of octoScope

[Learn more](#)



Fundamentals of Storage

Sponsored by **Isilon Systems**, presented by Michael Levine

[Learn more](#)



Fundamentals of MOSFETs for Switching

Sponsored by **International Rectifier**, presented by Bill Schweber, site editor, Planet Analog and Power Management DesignLine

[Learn more](#)

Fundamentals of Electronics Course Catalog



Fundamentals of Audio Networking

Sponsored by **Ubicom**, presented by Rich Pell

[Learn more](#)



Fundamentals of LTE Physical Layer and Test Requirements

Sponsored by **Anritsu**, presented by Fanny Mlinarsky, President of octoScope

[Learn more](#)