

UBM Electronics | Technical Paper Sponsorships

Generate leads. Global reach. Get your product into the design workflow.

About UBM Electronics Technical Paper Sponsorships

Technical Paper Sponsorships enable you to generate highly targeted leads in a single, 30-day campaign to transform your library of papers into a long-term lead generation engine.

Through an UBM Electronics Technical Paper Sponsorship, your company gains access to a powerful combination of email marketing services and premium Web site positioning to deliver your technical information to an interested audience within a focused timeframe. Our technical library houses over 4,000 high quality papers, organized by company. A Technical Paper Sponsorship is the best way to be sure your paper stands out and generates leads.

- **Global audience reach:** UBM Electronics connects you to a powerful global audience of registered users who access our site for specific information and ongoing education and training.
- **Generate leads:** Use a Technical Paper Sponsorship to generate timely leads by promoting your paper to a global audience of electronics engineers and engineering managers for 30 days or more.
- **Increase brand awareness:** Raise your product's profile, with highly visible content and in email newsletters, and measure the success of your program with detailed lead reporting.
- **Detailed reporting** identifies which content is popular and who has accessed your information.

Sponsorship packages are available at many price levels.

Turn Leads into Users – Fast

Add a customized, automated email designed to quickly communicate your message to every lead, and follow up when they show an interest in your content. Use this email to immediately offer evaluation kits or samples to each qualified lead, ensuring that every design engineer who views your paper has access to the featured products – and fast tracks that potential design win.

Why Technical Paper Sponsorships?

- Generate leads
- Leverage your white paper content
- Reach and engage a global audience of engineers



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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Description	Price	Automated Follow-Up Email Add-On Feature
Individual Technical Paper Sponsorship		
<ul style="list-style-type: none"> 1 Technical Paper, 30 day promotion, up to 1,000 leads Inclusion in EE Times weekly featured technical paper newsletter Rotation on the EE Times technical paper home page Premium page layout with your banner ad included 	\$3,850 Net / \$4,525 Gross + \$15 cost per lead over 1,000 leads	+ \$2,000 net/paper
Quarterly Technical Paper Sponsorship		
<ul style="list-style-type: none"> 3 Technical Papers, 30 day promotion/paper, up to 1,000 leads/paper Each paper to receive: Inclusion in EE Times weekly featured technical paper newsletter Rotation on the EE Times technical paper home page Premium page layout with your banner ad included 	\$10,750 net / \$12,650 gross + \$15 CPL over 1,000 leads	+\$2,000 net /paper
Start up Program:		
<ul style="list-style-type: none"> 1 Technical Paper, 30 day promotion, up to 50 leads Inclusion in EE Times weekly featured technical paper newsletter Rotation on the EE Times technical paper home page Premium page layout with your banner ad included 	\$1,000 Net/\$1,250 Gross +\$15 Cost per lead over 50 leads	
Try Before You Buy Program		
We will allow you to preview the total # of leads your paper receives and the origin of these leads (companies and job titles) BEFORE you decide to buy.	\$15 cost per lead for up to 1,000 leads	
Lead Reporting		
Detailed lead reporting of technical paper downloads http://leads.eetimes.com	Included in all packages	

To learn about how your company can benefit from a Technical Paper Sponsorship, or for detailed specifications, please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com.