

UBM Electronics | Membership

Enhance your presence and connect with design decision makers across our network.

About UBM Electronics Membership

Through an UBM Electronics Membership, 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. Membership is a great way to be sure your company stands out and to generate 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:** Put your assets to work by uploading your technical papers, data sheets and reference guides, and showcasing them on your pavilion page to generate timely leads.
- **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.

Turn Leads into Users – Fast

A UBM Electronics Membership connects you to a dynamic, growing audience of engineers who research our technical papers, pore through thousands of design articles, attend our education and training courses and webinars, and evaluate products. They come to UBM Electronics to search for information about the products shaping today's electronics market.

- **Engage Your Target Audience:** UBM Electronics provides these decision makers with comprehensive market and technical information, decision tools, peer communities and professional education. Our industry-leading expertise has made us become the go-to information source for electronics industry decision-critical information.
- **Access to Industry-Leading Promotional Assets:** With a database of over 1 million electronics professionals, and our industry-leading media brands, UBM Electronics delivers your global target.
- **Real-Time Results, Comprehensive Lead Reporting:** We provide you with state-of-the-art, real-time reporting, which allows you to focus on converting leads into customers.

Why Membership?

- 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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Membership Packages

	Standard: Annual	Six (6) month	Quarterly
Price	\$15,000 Net \$17,250 Gross	\$9,000 Net \$10,350 Gross	\$6,000 Net \$6,900 Gross
Pavilion page	✓	✓	✓
Post assets: Tech Paper or Data Sheet	Unlimited	Unlimited	
Technical paper sponsorship	1,000 leads per month \$30 CPL[net] over	500 leads per month \$30 CPL[net] over	500 leads per month \$30 CPL[net] over
Email list names	10,000	5,000	5,000
Newsletter ad: HTML or text	HTML	Text	Text
ROS banners per month	15,000 impressions per month	10,000 impressions per month	10,000 impressions per month

For the more information on EE Times Membership,
please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com.