

UBM Electronics | Online Advertising Rates & Specifications

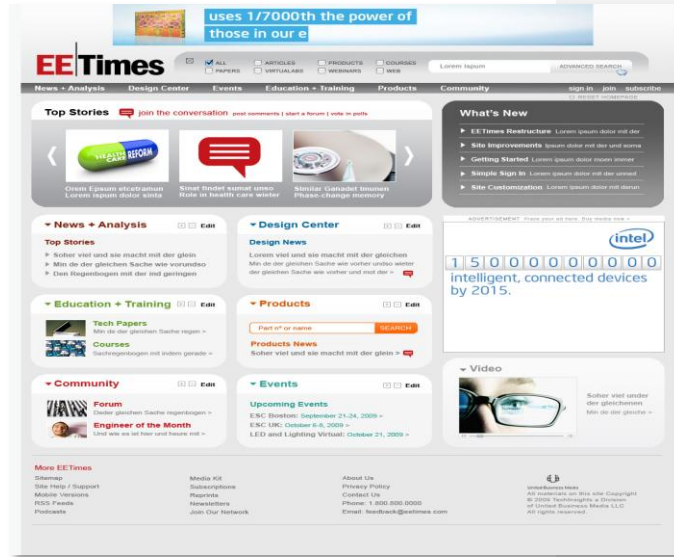
Generate leads. Increase awareness. Global reach. Get your product into the design workflow.

Brands that Bring the Electronics Industry Together

UBM Electronics respected media brands and world-class content are at the center of the electronics community. Our online products deliver decision-critical content to a loyal audience of over 1.1 million executives and engineers.

As a marketer, the UBM Electronics web site gives you broad, deep, cross-platform engagement with the entire electronics industry. Our Web products offer highly relevant, specialized content that provides the electronics community with comprehensive, customizable access to industry information and tools, from breaking news to product reviews to task-focused channels to community forums, blogs and virtual events.

Whether you need to establish thought leadership, create brand awareness, generate leads or launch a new product, use the power of our brands to engage with this influential audience.



Standard Ad Units:

Position Name	Dimensions (pixels)	Net Cost CPM	Gross Cost CPM	Location Options
Homepage Leaderboard	728 x 90	\$175	\$205	Homepage
Homepage IMU	336 x 280	\$230	\$270	Homepage
Leaderboard	728 x 90	\$145	\$170	8 main section landing pages & associated content pages
IMUs - Large (Boombbox)	336 x 280	\$191	\$225	8 main section landing pages & associated content pages
IMU - Medium	300 x 250	\$191	\$225	8 main section landing pages & associated content pages
Standard Skyscraper	120 x 600	\$165	\$195	Content pages
Banner Tile	125 x 125	\$45	\$55	Content pages
Text Tile	125 x 125	\$45	\$55	Content pages

* +10% premium will apply to Geo-targeting and Article Page targeting

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.

ubmelectronics.com/mediakit
Marketing Solutions that Power the Global Electronics Market



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High Impact Rich Media Ad Units

Pushdowns are high-impact ad units that pushes site content down when expanded to 728 x 400 size and collapses to 728 x 90 Leaderboard unit. The unit opens to display the advertisement upon “roll to expand” and then rolls/collapses to the 728 x90 top leaderboard size upon page load with frequency cap of 1X every 24 hours per unique user per location. Pushdowns are available on any page with Top Leaderboard ad units including the homepage, 8 main section landing pages, Embedded.com or DesignLines.

Welcome Ads are available on top sections and DesignLines. A Welcome ad is a special ad unit that displays the first time a visitor hits a UBM Electronics Network site. It briefly intercepts the content page and appears only once per domain/per day/per unique visitor. The ad displays in full, 640 x 480, page mode and is comprised of one large click-through that redirects the visitor to an alternate location in a new window. The timer is triggered when the Welcome ad is initiated, is set to 15 seconds and counts down. When the timer reaches 1, the Welcome ad redirects to the page the visitor was accessing.

Page Peel Ads are available on top sections and DesignLines. They offer advertisers a powerful way to make an impact, providing significant branding visibility along with an innovative lead-in to a large format, full-page unit. Each campaign lasts one week and delivers unrivaled exposure that can help you launch a new product, introduce or reinforce your brand to a vast number of engineers and engineering managers, and build an audience for your technical paper, webinar or other lead generation program.

Smart Ads are expandable leaderboards which enable you to include up to seven (7) different assets within your ad such as video messages and product demonstrations and comparisons, case studies, whitepapers and other assets to engage your targeted audience. Smart Ads are like “mini-microsites” built within a 728 x 90 Top Leaderboard expanding to 728 x 600 and can run almost anywhere on size. Included with the Smart Ad unit – 150,000 ad impressions, ad creation, project management, and monthly reporting on engagement metrics.

PopTab Ads incorporate ad persistence technology throughout every page of EETimes.com, ensuring site visitors don't miss your message. Located above your browser's status bar on the left, site visitors will get a scrolling teaser message on the tab, inviting them to click to learn more. When open, the tab pops open to reveal your special ad unit (640px by 480px).

Pop Under Ads open when a user closes their browser, regardless of where they are on the website. Pop tabs can expand to 640 x 480 pixels.

Roadblocks are a unique opportunity for you to own all key positions on a home page for selected time periods. They are ideal for product announcements, marketing “splash” campaigns, major initiative launches, among other types of marketing campaigns.



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Ad Position Glossary

9 Main Section Landing Pages

1. EE Times home page
2. EE Times News & Analysis
3. Embedded.com
4. EE Times Design
5. EE Times Products
6. EE Times Embedded
6. EE Times Events
8. EE Times Education & Training
9. EE Times Video

18 DesignLines

1. Audio
2. Automotive
3. CommsDesign
4. EDA
5. Embedded Internet
6. Graphical Systems Design
7. Industrial Control
8. MCU
9. Medical
10. Memory
11. Military & Aerospace
12. Multicore (Nov. 2010)
13. Planet Analog
14. Power Management
15. Programmable Logic
16. RF & Microwave
17. Signal Processing
18. Test & Measurement (Oct. 2010)

High Impact Rich Media Ad Units*

Ad Name	Dimensions (pixels)	Net Cost CPM	Gross Cost CPM	Location Options
PushDown	728 x 90 expands to 728 x 400	\$16,500 weekly \$5,000 daily	\$19,500 weekly \$5,900 daily	8 main sections or 18 DesignLines or Embedded.com
Welcome Ad EE Times Home Page	640 x 480	\$8,250 per day \$38,500 weekly	\$9700 per day \$42,250 weekly	Homepage
Welcome Ad Channel/Sections	640 x 480	\$16,500 weekly \$5,000 daily	\$19,500 weekly \$5,900 daily	One of 8 main section landing pages or one of 18 DesignLines or Embedded.com
Page Peel Ad	800 x 600	\$12,500 per week	\$14,750 per week	One of 8 main section landing pages or one of 18 DesignLines or Embedded.com
PopTab	640 x 480	\$12,500 per week	\$14,750 per week	One of 8 main section landing pages or one of 18 DesignLines or Embedded.com
Pop-Under (Large)	720 x 300	\$275	\$325	N/A (occurs when user closes browser)
Pop-Under (Medium)	336 x 280	\$250	\$295	N/A (occurs when user closes browser)
Roadblock (Page Takeover)	Leaderboard, IMU	\$10,000 per day	\$11,750 per day	8 main section landing pages
Roadblock (Site Takeover)	Leaderboard, IMU, Skyscraper	\$50,000 per day	\$58,850 per day	8 main section landing pages OR associated content pages
Ad Name	Dimensions	Net Cost CPM	Gross Cost CPM	Location Options

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(pixels)				
Smart Ad – includes 150,000 impressions	Top leaderboard expands to 728 x 400	\$24k Net/150k impressions	\$28,235/150k impressions	8 main section landing pages OR associated content pages
Expandable IMU	336 x 280 expands to left	\$191	\$225	8 main section landing pages OR associated content pages
Expandable Leaderboard	728 x 90 expands down	\$145	\$170	8 main section landing pages OR associated content pages
Expandable Skyscraper	120 x 600	\$165	\$195	Content pages
Expandable Tile	125 x 125	\$45	\$55	Content pages
Video in Ad Units	All sizes except tile	\$140-\$300 CPM Based on ad unit size	\$170-\$355 CPM Based on ad unit size	8 main section landing pages or 18 DesignLines

* +10% premium will apply to Geo-targeting and Article Page targeting. +20% premium will apply for home page position.

Online Ad Specifications and Sending Instructions

Please visit <http://www.ubmtechnology.com/adinfo/eetimesgroup/>

Rate Card Provisions

1. ALL ORDERS are subject to acceptance by UBM Electronics, a division of United Business Media LLC (UBM) at its headquarters in Manhasset, New York.
2. NO CONDITIONS other than those set forth in this rate card shall be binding upon UBM unless specifically agreed to by UBM in writing.
3. POSITIONING OF ADVERTISEMENTS is at the sole discretion of UBM except where a specific position has been agreed to by UBM in writing.
4. CANCELLATIONS OR CHANGES in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. UBM is under no obligation to revise advertising materials not received by the UBM production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. UBM ASSUMES NO LIABILITY for any errors or omissions in key numbers appearing in advertisements.
6. UBM is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM's control.

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7. IN CONSIDERATION OF UBM'S publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend UBM against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of UBM's printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.
8. IN NO EVENT SHALL UBM be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to UBM for the publication or distribution of such materials.
9. UBM RESERVES THE RIGHT to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM.
10. ADVERTISING IN UBM'S online products and services is subject to the terms of the applicable online insertion order.
11. ALL PAYMENTS ARE DUE within thirty (30) days of the invoice date. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice. The advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within (30) days of the date of such invoices.

To learn more about how your company can benefit from online advertising, or for more details, please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com.