

UBM Electronics | Smart Ad

Increase user engagement. Create more powerful messaging. Transform your banners into a multi-media arena.

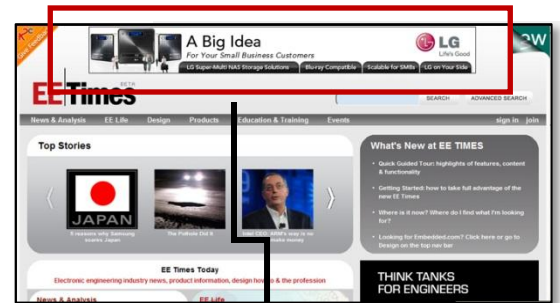
EXPAND the Impact of Your Message

Now you can deliver a powerful, multi-media message in real time to EE Times' loyal audience of over 1.1 million executives and engineers.

The Smart Ad is an expandable leaderboard which enables 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.

A Powerful Way to Deliver an Influential Multi-media Message

Showcase video demos, case studies, and solicit strong calls to action without ever having to leave EE Times. The Smart Ad will be served across EETimes.com, providing your targeted message with maximum visibility.



Delivering End to End Service for your Smart Ad

UBM Electronics will help you create your Smart Ad and will provide behavioral data including impressions served, opens, length of time spent interacting with it, clicks to content within the ad and form field data.

Smart Ad elements include:

- One dedicated Project Manager
- Smart Ad creative design and hosting
- Up to 7 advertiser-provided assets which can include competitive comparisons, video demos, case studies, etc.
- Tracking reports reflecting behavioral data for your Smart Ad
- 150,000 Top Leaderboard Smart Ad impressions
- Duration of campaign is 3 months.

Cost: \$30,000 Net

To learn more about the benefits of the Smart Ad please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com.

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.