

UBM Electronics | Designline Sponsorships

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

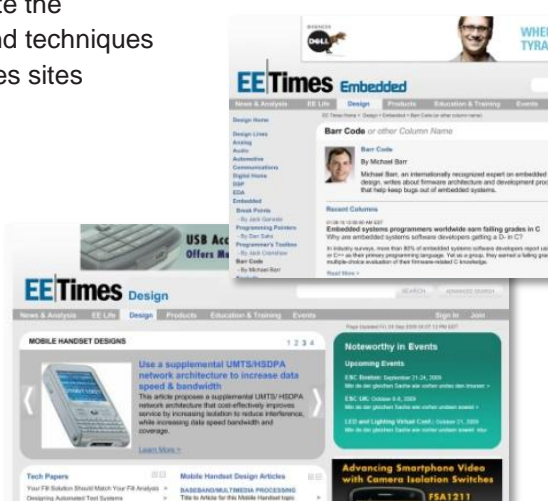
About Designlines

During the detailed design phase of a project, also known as the “heads down” period, engineers tackle practical, technical and software challenges to bring product specifications to reality. Information requirements at this stage are quick and easy access to product specification data, troubleshooting and how-to information. During this time-constrained phase, where speed and ease of access are essential, engineers use what they have and search for relevant information for the task at hand. Designlines provide marketers with targeted access to engineers at the time they are looking for this information.

Designline Sites www.eetimes.com/design

UBM Electronics offers multiple vertically-focused Designline Web sites that provide engineers with how-to technical and product information in today’s hot application and technology areas. Designline sites help engineers accelerate the development of products and facilitate the incorporation of new technologies and techniques into existing product lines. Designlines sites include:

- Audio
- Automotive
- CommsDesign
- EDA
- Embedded Internet
- Industrial Control
- MCU
- Medical
- Memory
- RF & Microwave
- Military & Aerospace
- Planet Analog
- Power Management
- Programmable Logic
- Signal Processing (formerly DSP)
- Smart Energy
- Test & Measurement



Why Designlines?

- The largest targeted newsletter circulations in the industry
- The impact of a focused brand awareness campaign coupled with the ROI of a lead generation campaign
- High-quality, relevant content from the entire UBM Electronics network
- Turn leads into users fast.

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.

Designline Network Newsletters

To extend your vertical reach beyond the Designline sites, EE Times also delivers Designline newsletters. These newsletters help engineers face critical technical challenges by offering the key resources available throughout Designlines. Newsletter sponsorships are a cost-effective way to deliver focused messaging to engineers with a wide variety of interests and challenges.

Designline Sponsorship Opportunities

ubmelectronics.com/mediakit

Marketing Solutions that Power the Global Electronics Market

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	Premium Gold	Silver	Bronze
Price <i>per month, per design channel</i>	\$9,500 Net \$11,250 Gross	\$5,000 Net \$5,900 Gross	\$2,750 Net \$3,250 Gross
Premium Sponsors Design Channel	✓		
Ad Units/Impressions	Top Ad Banner (Leaderboard, Skyscraper, Boombox, Top Tile) min 1/3 SOV 25K ROS impressions	Top Ad Banner (Leaderboard, Skyscraper, Boombox, Top Tile) min 1/6 SOV 10K ROS impressions	2 nd Boombox on Main Page & 125x125 tile rotation, min of 1/6 SOV +5K ROS impressions
Time Frame	Monthly, 3 month minimum. (20% premium for 1 month commitment)	Monthly, 3 month minimum. (20% premium for 1 month commitment)	Monthly, 3 month minimum. (20% premium for 1 month commitment)
Newsletter Ad	Exclusivity of 1 Newsletter of Leaderboard & Boombox /month	Rotation between Leaderboard or Boombox in 1 newsletter/month	1 text position per month (subject to availability)
Leads	Unlimited techpapers, up to 300 leads per/month or 15k ROS banner rotation. Add'l leads \$15 CPL[net]	Unlimited techpapers, up to 200 leads per/month or 15k ROS banner rotation. Add'l leads \$15 CPL[net]	1 techpaper upload, up to 100 leads per/month or 10k ROS banner rotation. Add'l leads \$15 CPL[net]

A la Carte Options*

- Welcome ads
- Page peels
- Newsletters
- Exclusive Platinum Package

Multi-Channel Sponsorship Discounts

- (2) Designline Channels per month: 5% discount
- (3) Designline Channels per month: 10% discount
- (4) Designline Channels per month: 15% discount
- (5) Designline Channels per month: 20% discount

Designline Sites Overview

www.eetimes.com/design

ubmelectronics.com/mediakit

Marketing Solutions that Power the Global Electronics Market

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- **Audio:** delivering critical technical information focused on the needs and interests of audio electronics engineers and engineering managers. Audio Designline is the source for hands-on how-to details, product announcements and reviews, expert advice and analysis, insights into industry trends and critical news. Coverage includes: Portable Audio, TV and Home Entertainment, Satellite/Digital Radio, Automotive Audio and Audio Signal Processing.
- **Automotive:** the premier design resource for engineers and engineering managers involved in the development of automotive systems and equipment. Providing engineers and engineering managers with detailed technical information that will improve and ease design of power train systems, chassis and suspension systems, automotive safety and security systems, body electronics and automotive infotainment systems. Delivering how-to design articles, new product information, blogs, forums, libraries and new content on a host of topics such as automotive displays, Bluetooth, automotive electronics, engine design, sensor design, MEMS, telematics, GPS, By-Wire technology and controller area network (CAN) and LIN buses and more. The site tracks emerging automotive design issues such as electric and hybrid vehicle design and automotive vision systems.
- **CommsDesign:** the online technical resource center for OEM design engineers and technical managers involved in the development of communication systems and equipment including mobile phones, wireless base stations, internetworking equipment, Internet appliances, broadband modems/equipment, optical networking systems and more.
- **EDA:** The premier design resource for engineers and engineering managers who are implementing electronic design automation tools and techniques. The site's mission is to provide engineers with tools that they can tap during the design and development of chips, boards and systems.
- **Embedded Internet:** UBM Electronics connects you to a powerful audience of worldwide registered users who are designing products for the embedded internet.
- **Medical:** **NEW** UBM Electronics connects you to a powerful, global audience of registered users who access our site for specific information and ongoing education and training.
- **Industrial Control:** provides detailed technical information engineers need to improve productivity in today's lean manufacturing environment. Coverage is segmented into five areas, each including a range of news, products and in-depth technical articles. Those five areas are process control, motion control/sensors, industrial instrumentation, communications and robotics and rapid prototyping.
- **Memory:** **NEW** UBM Electronics connects you to a powerful, global audience of registered users who access our site for specific information and ongoing education and training.
- **RF & Microwave:** provides the information engineers and engineering managers need to build RF/microwave systems and equipment. Topics covered include military/government electronics, microwave/RF circuits, millimeter wave design, commercial wireless, low-power RF, test and measurement and radar design.
- **Military & Aerospace:** **NEW** UBM Electronics connects you to a powerful, global audience of registered users who access our site for specific information and ongoing education and training.
- **Planet Analog:** the design, news and product resource for engineers involved in the design or implementation of analog, power, sensor, data converter, signal processing and RF ICs and components.

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- **Power Management:** power-hungry devices are everywhere, from portable electronics products to backup power supplies for the telecom giants. Engineers and engineering managers find detailed design information, news articles and new products that help them better manage power in electronic devices. Key coverage areas include power supplies, power components, uninterruptible power supplies (UPSes), battery management and new power plays.
- **Programmable Logic:** the place for finding the how-to information needed to program, develop and implement field programmable gate arrays (FPGAs) and programmable logic devices (PLDs) in wireless, networking, industrial, automotive and other design applications. Coverage areas include architecture/ implementation, interconnect design, embedded processing/DSP, FPGA-to-ASIC conversion and design-flow tools.
- **Signal Processing (formerly DSP):** provides the information engineers and engineering managers need to build signal processing systems. Applications covered include communications, audio/video, motion control, military/aerospace and more. Topics covered include algorithms, processor/FPGA architectures, benchmarking, product selection, tools and IP.
- **Smart Energy:** **NEW** UBM Electronics connects you to a powerful, global audience of registered users who access our site for specific information and ongoing education and training.
- **Test & Measurement:** **NEW** provides online information and a community resource for engineers involved in the testing of electrical and electronic signals and systems.
- **MCU:** **NEW** UBM Electronics connects you to a powerful, global audience of registered users who access our site for specific information and ongoing education and training.

For additional information, please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com.