

# EE Times | Video

*Achieve Deeper Levels of Engagement in a Web 2.0 Environment*

## Integrate Video into Your Social Media Strategy

Video is the fastest growing medium on the Web. It's a fact, people consume video differently than they consume traditional media, spending longer periods of time engaging with video and surfing among the offerings. In the U.S., users streamed 41 percent more video content in August 2009 than they did during the same month in 2008, according to ComScore. Users are spending more of their time with video, with the average time per viewer up almost 39 percent year-on-year.

Video has proven effective at grabbing designers' attention, and can be used for online promotion and lead generation. UBM Electronics has a variety of options to help electronics marketers integrate their video offerings, augmenting their overall Web marketing and social media strategies. Marketers can utilize video as a content asset to drive deeper audience engagement.

Demonstrate your product's differentiating features and benefits in action, and clearly communicate your unique value proposition. Videos influence as well as educate and entertain engineers and system architects. The 3-5 minute duration matches perfectly the short amount of time today's engineers are able to spend learning about a new product.

## Video Solutions

- **Vendor Experts:** This new channel, exclusively for vendors, plays on the EE Times and Embedded.com home pages in a branded "vendor experts" player, rotated with editorial videos. Your video will rotate within this channel.
- **Sponsorship of Editorial Videos:** Your short pre-roll video or bumper ad will play in the EE Times editorial player, either pre-or-post editorial content.
- **Sponsored Teardowns:** Show the world your technology inside a product with a teardown video. Engineers and technical professionals are fascinated with how things work, and they will engage with your video for extensive periods of time. Includes linking functionality to further promote your offerings.
- **Custom Video Channel** – limited to 5

## Why Videos?

- Demonstrate your product's features and benefits
- Influence engineers while they're learning
- Generate leads
- Educate and entertain
- Immersive social media environment



## 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.

# EE Times | Video

*Achieve Deeper Levels of Engagement in a Web 2.0 Environment*

## Video Sponsorship Packages

UBM Electronics offers the following video sponsorship packages designed to fit your marketing objectives and budget, and add-on enhancements.

Type	Description	Pricing
<b>Paid Vendor Videos</b>		
	<b><u>Featured Video- EE Times Homepage Posting -</u></b> <ul style="list-style-type: none"> <li>▪ 1 Video- 3-5 minutes in length, supplied video clip includes abstract and thumbnail video</li> <li>▪ 728x90 Leaderboard and 336 x 280 Boombox Banner Ads synced to video when it plays</li> <li>▪ <b>Promo package- all linking to videos in the custom video channel</b> <ul style="list-style-type: none"> <li>• Post video on EETimes.com Video channel Jumbotron- 1 week/mo</li> <li>• Post video on EETimes.com HP video player – 1 week/mo</li> <li>• Post video on EETimes Vendor Expert video channel</li> <li>• Inclusion in 2x/mo EE Times Daily newsletters- text position</li> <li>• Featured Video Rotation in the EE Times Video Newsletter– 1x/mo</li> <li>• 125x125 video promo ad unit –50K ROS imps/mo (text tile only- video title and logo)</li> </ul> </li> </ul>	<b><u>\$7,000 net per video/ month</u></b>
	<b><u>Featured Video- DesignLine Homepage Posting-</u></b> <ul style="list-style-type: none"> <li>▪ 1 Video- 3-5 minutes in length, supplied video clips includes abstract and thumbnail video</li> <li>▪ 728x90 Leaderboard and 336 x 280 Boombox Banner Ads synced to video when it plays</li> <li>▪ <b>Promo package- all linking to videos in the custom video channel</b> <ul style="list-style-type: none"> <li>• Post video on EETimes.com video channel Jumbotron- 1 week/mo</li> <li>• Post video on a selected DesignLine HP video player – 1 week/mo</li> <li>• Post video on EETimes Vendor Expert video channel</li> <li>• Inclusion in 1x/mo EE Times Daily newsletters- text position</li> <li>• Featured Video Rotation in newsletter or EE Times Video Newsletter– 1x/mo</li> <li>• 125x125 video promo ad unit – 25K ROS imps/mo (text tile only- video title and logo)</li> </ul> </li> </ul>	<b><u>\$5,000 net per video/ month</u></b>
	<b><u>Individual Video Hosting-</u></b> <ul style="list-style-type: none"> <li>▪ 1 Video- 3-5 minutes in length, client supplied video clip includes abstract and thumbnail video</li> <li>▪ Video posted on EE Times Vendor Expert video channel</li> <li>▪ 728x90 Leaderboard and 336 x 280 Boombox Banner Ads synced to video</li> <li>▪ <b>Promo package- all linking to videos in the custom video channel</b> <ul style="list-style-type: none"> <li>• Inclusion in 1 EE Times Daily newsletters- text position</li> <li>• Best possible side position in the EE Times Video NL – 1x/mo</li> <li>• 125x125 video promo ad unit – 25K ROS imps /mo (text tile only- video title and logo)</li> </ul> </li> </ul>	<b><u>\$3,500 net per video/ month</u></b>

# EE Times | Video

Achieve Deeper Levels of Engagement in a Web 2.0 Environment

Type	Description	Pricing
<b><u>Minimal Promotion- Individual Video Hosting-</u></b>	<ul style="list-style-type: none"> <li>▪ 1 Video- 3-5 minutes in length, client supplied video clip includes abstract and thumbnail video</li> <li>▪ <b>Promo package- all linking to videos in the custom video channel</b> <ul style="list-style-type: none"> <li>• Text Listing in the EE Times Video NL – 1x/mo</li> <li>• 125x125 video promo ad unit – 10K ROS imps/mo (text tile only- video title and logo)</li> </ul> </li> </ul>	<b><u>\$2,500 net per month</u></b>
<b><u>Vendor Hosted Video Course Sponsorship-</u></b>	<ul style="list-style-type: none"> <li>▪ Vendor to supply link to the video</li> <li>▪ Lead generation (up to 1,000 leads per month)</li> <li>▪ <b>Limited Promotion - linking directly to video page</b> <ul style="list-style-type: none"> <li>• Text listing in EE Times Education and Training Spotlight newsletter- 1x</li> </ul> </li> </ul>	<b><u>\$3,500 net per month</u></b>
<b><u>Vendor Hosted Video-</u></b>	<ul style="list-style-type: none"> <li>▪ Vendor to supply link to the video</li> <li>▪ <b>Promo package- linking directly to video page</b> <ul style="list-style-type: none"> <li>• Text Listing in the EE Times Video NL – 1x/mo</li> <li>• 125x125 video promo ad unit – 10K ROS imps /mo (text tile only- video title and logo)</li> </ul> </li> </ul>	<b><u>\$2,000 net per month</u></b>
<b>Add-Ons to Video Newsletter</b>	<ul style="list-style-type: none"> <li>▪ “Product Experts” Video Listing with Image and text within the Video newsletter- \$2,000</li> </ul>	
<b>Custom Video Channel</b>	<ul style="list-style-type: none"> <li>▶ Vendor Custom Video Channel – limited to 5 sponsors</li> <li>▶ Exclusive custom channel – up to 5 playlists with up to 24 videos per channel</li> <li>▶ Suggested 3-5 minutes in length, client supplied video clips as well as abstracts and thumbnail video images</li> <li>▶ 728x90 Leaderboard and 336 x 280 Boombox Banner Ads synced to video when it plays- drive to client landing page</li> <li>▶ <b>Promo package- all linking to videos in the custom video channel</b> <ul style="list-style-type: none"> <li>▪ Post video on Eetimes.com HP video player – 1 week</li> <li>▪ Jumbotron Ad linking to channel on EETimes.com Video Library Homepage (640x360)- 1 week</li> <li>▪ 25,000 monthly banner impressions, combo of sizes (driving to the videos)</li> <li>▪ 125x125 video promo ad unit –75K ROS imps/mo (text tile only- video title and logo)</li> <li>▪ Inclusion in 2x/mo EE Times Daily newsletters – boombox position</li> <li>▪ “Featured Video” in the EE Times Video Newsletter– 1x/mo</li> <li>▪ Dedicated email promotion – to 10,000 circ- 1x/ mo</li> </ul> </li> </ul>	<b>\$20,000 net per month</b> <b>Minimum of 6 months</b>
<b>Sponsorship of Editorial Videos</b>	Banners, above or below player , Bumper Ads, 15 second Interstitial, Pre-or-Post video	<b>Contact your sales representative</b>

Video source file specifications: <http://support.brightcove.com/en/docs/video-source-file-specifications-and-recommendations>

For additional information, please contact your UBM Electronics Sales Representative or Alicia Fields at [Alicia.fields@ubm.com](mailto:Alicia.fields@ubm.com)

