

UBM Electronics | Educasts

On-demand engagement. Accelerate adoption. Generate leads. Fits all budgets.

About UBM Electronics Educasts

Educasts are shorter versions of Webcasts with an educational focus. Pre-recorded audio is synchronized with PowerPoint slides to create a polished on-demand presentation. They are a great way to get started in the arena of Webcasts without a lot of the additional deliverables for a traditional webcast. All you need is a title & overview, PowerPoint slides, and a good speaker who can talk to those slides. Educasts can be as short as 10 minutes, or as long as 30 minutes.

Educasts are gated on eetimes.com site, meaning you must register for the site in order to view the Educast. Once registered and logged in, a viewer can launch any Educast without having to go through the registration process again

Why Sponsor an Educast?

Educasts are an effective way to introduce new products, build thought leadership and educate and engage your target audience.

Educasts enable you to:

- **Brand Your Company:** Logos can be placed in the upper-left hand corner and throughout the PowerPoint slides. A logo can also be placed on the landing page on the eetimes.com site.
- **Generate Leads:** Your leads are collected via leads.eetimes.com. You will be given a login upon the Educast posting on the site. Leads are downloadable in CSV or Excel format at your convenience.
- **Access Industry-Leading Promotional Assets:** With a database of over 1 million electronics professional, and our industry-leading media brands, we deliver your global target. Your Educast will be promoted in the Spotlight Newsletter which is sent out twice per month to around 175,000 opt-in subscribers. A second source of promotion is the weekly Webcast Calendar Newsletter with a circulation of around 150k. Your Educast will be entered twice in each newsletter.

Why Educasts?

- Introduce new products
- Build thought leadership
- Generate leads

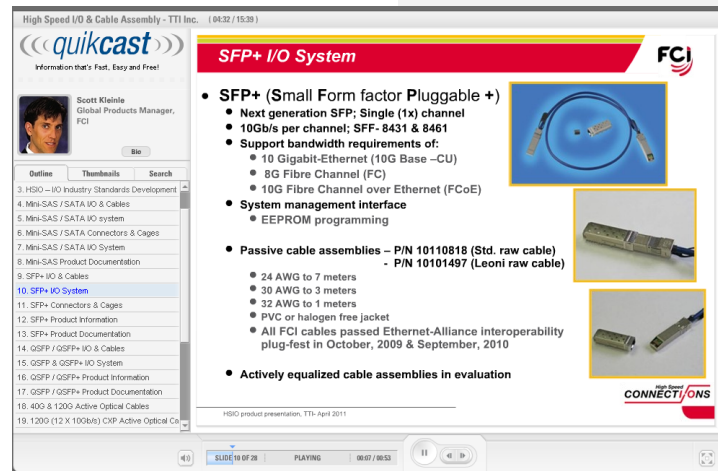


Figure 1: Screenshot of recent Educast

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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Premium Positioning Delivers Maximum Exposure

Your Educast will be posted in the Education and Training library on EE Times, the award-winning and innovative media platform and professional community linking the global electronics industry.

Over one million monthly visitors come to EETimes.com for mission critical content including news and analysis, peer to peer communities, deep vertical design content focused by topic and product information including application notes, reference designs, teardowns, webinars, video and specific product parts search.

Through premium positioning in the Education and Training Library, Educasts give you the opportunity to reach an engaged audience as they seek to educate themselves and obtain information needed to shorten design cycles and get their products to market.

UBM Electronics Educast Package Pricing:

- Educasts start at \$3,500
- Additional promotion is available including eblasts, banners, etc. Speak to your sales rep for prices and packages.

Educasts start at \$3,500 Net

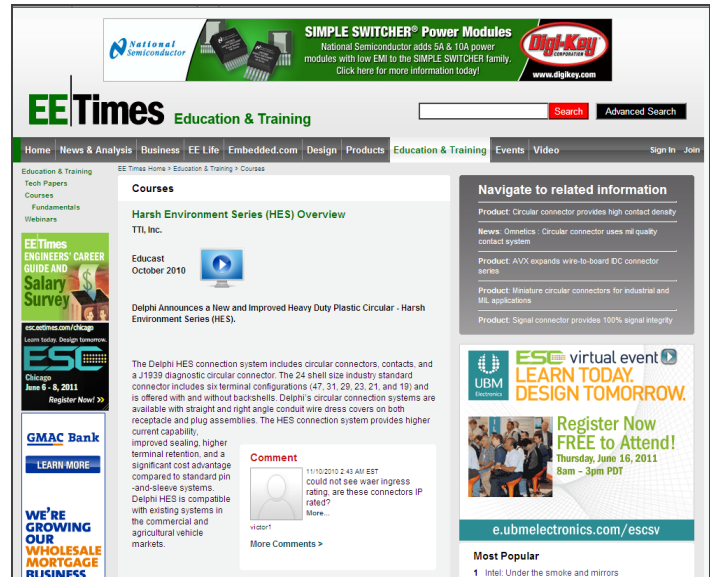


Figure 2: Screenshot of standard landing page in EE Times Education & Training Library

For the more information on scheduling an UBM Electronics Educasts, please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com.

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