

UBM Electronics | Enewsletters

Deliver your message to the most qualified newsletter circulations in the industry.

About UBM Electronics Enewsletters

UBM Electronics offers a portfolio of newsletter options to ensure delivery of your message to readers in highly targeted markets.

Our portfolio is comprised of over 20 Enewsletters including:

- EE Times Daily
- EE Times Products
- EE Times Spotlight
- EE Times Techpaper
- EE Times Webinar
- Embedded.com
- EE Life
- EE Times Video
- EBN
- DesignLine Series Newsletters
- New Product Newsletter
- TechOnline India



Why Enewsletters?

- Cost-effectively deliver focused messages to engineers with a wide variety of interests and challenges
- Effective way to announce new product launches
- Combined reach over 1 million subscribers
- Vertical newsletters target engineers facing critical technical challenges

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

Deliver Your Message Digitally to Targeted Audiences

For many busy designers, newsletters are the preferred way to receive information. They value the content, but don't always have the time to read or go online. Newsletters deliver up-to-the-minute information in digest form to their desktops so they can stay in touch.

For suppliers, newsletter sponsorships offer the opportunity to embed your promotional or product message in a communication vehicle that the recipient not only values and reads, but also has asked to receive.

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A la carte Newsletters	Subscribers	Frequency	Positions/ Net Rate	Description
EE Times Daily	100k	Daily	Top leaderboard: \$4,000 Boombbox/Text #1: \$3,500 Boombbox/Text #2: \$2,000	Breaking headlines and product news from the industry's leading source of information on technology and the business of technology.
EE Times Products	35k	Weekly	Top leaderboard: \$2,750 Boombbox/Text #1: \$2,500 Boombbox/Text #2: \$1,750	The latest and hottest new-product announcements and reviews of ICs, components, IP&E, EDA and embedded software and test and measurement to help them select the right elements for their designs.
EE Times Spotlight	175k	Weekly	Top leaderboard: \$4,000 Boombbox/Text #1: \$3,000	Showcases the latest webinars, courses, teardowns and technical papers each week.
Featured Tech Paper	173k	Weekly	Top leaderboard: \$4,000 Boombbox/Text #1: \$3,000	Give your Technical Paper a boost with an exclusive Featured Tech Paper sponsorship in our weekly Focus On: Tech Paper promotional newsletter.
Featured Webinar	162k	Weekly	Top leaderboard: \$4,000 Boombbox/Text #1: \$3,000	Help drive registration to your upcoming live or On-Demand webinar through an exclusive Featured Webinar sponsorship in our weekly Focus On: Webinar calendar promotion newsletter.
EE Life	50k	Weekly	Top leaderboard: \$3,500 Boombbox/Text #1: \$2,750 Boombbox/Text #2: \$1,500	Compelling and provocative features, blogs, video and other content on the profession, the career and the uniqueness of engineering, written, inspired and shared by engineers.
Embedded	115k	2x/week	Top leaderboard: \$4,000 Boombbox/Text #1: \$3,500 Boombbox/Text #2: \$2,000	In-depth analyses of hardware and insights into software development and system design for senior level designers and developers of embedded systems.
EBN	50k	2x/week	Top leaderboard: \$4,000 Boombbox/Text #1: \$3,500 Boombbox/Text #2: \$2,000	Actionable intelligence for electronic supply chain professionals from industry executives and journalists focused on news, best-practices, latest research on design, business and economy, distribution, component procurement, forecasting, manufacturing, outsourcing and supplier management strategies.
New Product Newsletter	50k	2x/Month	Product Spotlight Position: \$2,000 Product Listing* Position: \$1,000 <i>*Limit 10 Product Listings per advertiser</i>	100% product newsletter that spotlights features and specifications of vendor selected products. Sent out twice per month to approximately 50,000 EE Times subscribers who are interested in receiving product information from vendors
TechOnline India	24k	Weekly	Top leaderboard: \$4,167 Boombbox/Text #1: \$3,646 Boombbox/Text #2: \$2,396	Weekly update on the most timely, useful and relevant content to appear on the site over the week, an alert and guide to what's critical for success.
EE Times Video	40k	Weekly	Top Leaderboard: \$3,000 Boombbox/Text #1: \$2,750 Boombbox/Text #2: \$1,500	Insightful and enteraintaining video clips from across EE Times, including breaking news, executive interview, trends analysis, events and product teardowns.

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Designline Newsletters are reserved for Gold, Silver and Bronze Design Line site sponsors. However, when inventory allows, a la carte sponsorships are available for purchase. Net rates are as follows: Top leaderboard: \$2,000| Boombox or Text#1: \$2,000| Boombox or Text#2: \$1,000.

Designline Series	Subscribers	Frequency	Ad Format	Description
Audio	24k	Monthly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	A monthly round-up of the latest design articles, products, and news specifically geared toward designers and developers of audio systems and software for consumer, professional and automotive audio applications. Typical topics and applications include audio processing and algorithms, audio networking, wireless audio, automotive infotainment, portable audio and audio test. .
Automotive	25k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Provides automotive electronics engineers and developers how-to articles covering powertrain, body and control electronics, infotainment, emissions, safety, and security, as well as a forum for commenting on developments and industry trends. The newsletter also highlights new products, news stories, tech papers, courses, and webinars.
CommsDesign	68k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	From mobile handsets to satellite communications, and virtually all wireless/wired technologies in between, the CommsDesign newsletter delivers up-to-date design articles, tutorials, tech papers, courses, webinars, new products, commentary and breaking news that communications design engineers can rely on to keep well informed.
EDA	36k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Highlights issues around analog and mixed-signal design, board-level design, electronics systems level design, digital IC design verification.
Embedded Internet	52k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Delivers the latest design articles, products, and news specifically for embedded systems developers and engineers involved in the design and development of Internet-enabled embedded systems and devices. Covering consumer electronics, mobile connectivity and building/home automation to machine-to-machine (M2M), smart grid, automotive infotainment and digital signage.
Industrial Control	27k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Delivers compelling how-to articles, tutorials, quick tips, industry interviews, videos, exciting new products and breaking news on connectivity, integration, power, safety and application-specific industrial control solutions.
MCU	53k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Provides readers with a condensed review of the latest design articles, technical tutorials, new product reviews and breaking news from the MCU Design line.
Medical	9k+	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Provides a review of the latest design articles technical tutorials, new product reviews and news from Medical Designline, covering the entire signal chain from analog and transducer I/O through processor and software, as well as layout, packaging and regulatory issues.

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Memory	24k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Covers the wide range of memory technologies and how they impact particular applications. Includes the latest design articles as well as industry news, new product coverage, and commentaries on topics of relevance to system and memory designers, as found on the Memory Design.
Military & Aerospace	10k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Provides readers with a condensed review of the latest design articles, technical tutorials, new product reviews and breaking news from the Military & Aerospace Designline.
Planet Analog	58k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Serves the design products and news needs of engineers involved in the design or use of analog circuits, subsystems and components; provides an overview of technical features, design updates tools and product information found on planetanalog.com.
Power Management Designline	37k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Provides how-to articles, product updates and news related to power components, supplies and subsystems, and systems for both batter and AC line operations. Highlights the latest articles and practical information that is posted to Power Management Designline.com.
Programmable Logic	56k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Information about programmable logic devices for wireless, networking, industrial, automotive and other systems designs. News, products and how-to articles from Programmable Logic Designline.
RF & Microwave	85k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Brings readers the very latest design and application articles on topics concerning RF and microwave designs for commercial and military applications. Also includes the most recent product announcements, news, and commentaries of interest to RF and microwave designers, as found on the RF and Microwave Designline.
Smart Energy	21k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Provides readers with a condensed review of the latest design articles, technical tutorials, new product reviews and breaking news from the Smart Energy Designline.
Test & Measurement	33k	Weekly	Top Leaderboard, Boombox/Text #1, Boombox/Text #2	Delivers relevant content to engineers facing critical technical challenges in test & measurement.

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