Advertising Guidelines

Materials deadline
5 full business days before campaign start date.

Online Shipping Instructions
Send ad materials to:
118 Younger Way, Santa Cruz, CA 95062

Site Audit
available on request

General Rate Policy
All advertisers are subject to publisher's approval. Publisher reserves the right to reject any advertisement.

Advertisers and their agencies assume liability for all content (including text, illustrations and any representations) of advertisements printed, and also assume responsibility for any resulting legal claims made against the publisher.

Publisher is not liable for any delay in delivery or failure on its part for any cause to insert any advertisement.

Rates are subject to change upon notice from the publisher.

Payment terms
net 30 days.

About the Publisher

eeNewsFeed is a service provided by *TechWire International*, a leading global media communications service.

Fueled by the desire to better serve the quest for up-to-the-minute intelligence on technology advances, eeNewsFeed is the creation of a veteran team of electronics industry insiders with extensive expertise in trade publishing and public relations.

What Our Visitors Say

"I used to think I was well informed until a colleague introduced me to eeNewsFeed. And, with the news alert feature, I don't even have to leave my mailbox to stay in touch."

—*Peter Hoekstra, Embraer*

"Great tool, and so easy to use. Should be automatically placed on every EE employee's "favorites" list"

—*Barry Hooper, Raytek Corporation*

"If your company's not listed on eeNewsFeed, don't miss this great opportunity for visibility with the industry's influencers and decision makers."

—*Katherine van Diepen, Marcom, Anritsu Corporation*

eeNewsFeed International Headquarters
118 Younger Way, Santa Cruz, CA 95060
Tel: (831) 429-6288 Fax:
Email: info@www.eenewsfeed.com

eeNewsFeed™

Your Non-Stop Source for Breaking Electronics News.

2007 ADVERTISING RATE CARD

"This powerful search engine cuts to the chase of what's important in the global electronics industry"
—*Philip Boegel, Delphi Corporation*

www.eenewsfeed.com

eeNewsFeed

Based on RSS Web feed technology, eeNewsFeed was created to provide a convenient single source of global electronics industry news in an intuitive, easy-to-use format. Free to its user community, the site indexes its burgeoning content into "hot topics" for the most visited features, and "breaking news" for the most recently uploaded stories.

A powerful tool for product research or competitive analysis, eeNewsFeed profiles over 2,500 electronics companies. Company information is conveniently encapsulated into a multi-tier search engine, enabling drill-down by company, industry, topic and date range. Users can also tap into the search topics that capture the largest mind-share among their industry compatriots.

Unlike other search engines, eeNewsFeed is focused on delivering strictly the headlines and releases from the industry it serves, cutting through the noise and clutter of the information highway.

Users are encouraged to optimize their usability of the site by subscribing to its dynamic watchlist functionality. Watchlist facilitates the customization of eeNewsFeed content to map to its users' specialization and interests. And, for more immediate accessibility, the site features a news alert utility, which feeds items of interest directly to the subscriber's mailbox.

eeNewsFeed commands its fast growing worldwide readership and subscriber base from a broad-based, cross-discipline community of industry specialists and professionals. Using the power of the Internet to expand the reach of this comprehensive and influential readership, eeNewsFeed guarantees maximum exposure for your advertising dollar.
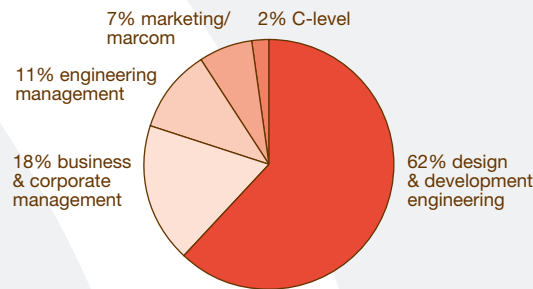
Audience Profile

At the heart of innovation in the electronics industry, eeNewsFeed readers are the design engineers, decision makers, executives, investment advisors, consumers, suppliers, educators, and publishers who determine what, how, and where today's technology will prevail.

Representing a diverse variety of industries in more than 39 countries, the eeNewsFeed audience is highly educated and highly motivated to gain access to cutting edge intelligence.
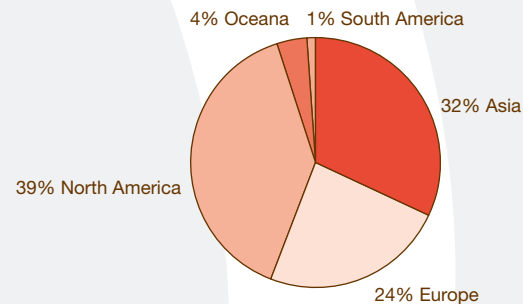
Statistics
- 15000 unique visitors/month
- 63000 page views/month
- 14 new companies added daily

Readers by Job Function

7% marketing/marcom
2% C-level
11% engineering management
18% business & corporate management
62% design & development engineering

Readers by Region

4% Oceana
1% South America
32% Asia
39% North America
24% Europe

Advertising Options

Advertising opportunities on eeNewsFeed feature the exclusive sponsorship of a combined banner placement and right-hand tile ad in each of our 22 industry sectors.

Within your chosen industry sector, you may select your position in one of the three industry categories- "hot topics", "industry news", or "company list", or, for a discounted rate, your ad can appear in all three.

Advertising Specifications

Banner Ad
468 x 60 pixels, Maximum file size 25k

Right Hand Tile Ad
250 x 250 pixels, Maximum file size 25k

File Format
RGB or Index Color GIF/JPG (animated gifs accepted, provided they meet file size maximum)

Resolution
72dpi (Include working URL address to link banner or tile ad to desired site)

Advertising Rates

Banner ad with Right-Hand Tile Ad (one position)
$2,250/mo

Banner ad + Right-Hand Tile Ad (three positions)
$4,725/mo

Quarterly Campaign (3 consecutive months)
25% discount

E-Mail Campaigns

eeNewsFeed also offers targeted e-mail campaigns based on data gathered from users' search queries and news alert settings. For more information, please contact us.