www.eeNewsEurope.com

The foremost media platform for the European B2B electronics Industry.
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# EDITORIAL TEAM

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<tr>
<th>Role</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
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</tr>
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533 Chaussée de Louvain • 1380 Lasne • Belgium
T +32 (0)2 740 00 50
info@electronicseurope.net • www.eenewseurope.com
European Business Press (EBP), SA, is the leading publishing group for design engineers and decision makers in the European B2B electronics industry.

EBPs flagship site started out as Electronics Express when launched by publisher Andre Rousselot in 1998. The publication has seen myriad changes since then, including rebranding from Electronics Express to EETimes Europe to eeNews Europe in 2017, and most recently the discontinuation of its print edition at the close of 2020.

With the departure of print, there is new energy behind our broadening digital offerings including new content, email and eNewsletter opportunities and improved lead-gen capabilities for all of the EBP media brands including eeNews Embedded, Smart2Zero, Microwave Engineering Europe and ECI France.

Our team of editors continue to deliver timely and comprehensive coverage of the global electronics market through industry and product news features, technology and business analysis, and through specialized channels for power management, analog, automotive and RF.
**MEDIA BRANDS**

**eeNews Europe** is the premier online news source for engineers and technical managers in Europe with 170,000+ unique visitors and 300,000+ page impressions each month. News is reported as it happens, then followed up with insightful analysis and opinions on and how it will affect your business.

[eeNewsEurope.com](http://eeNewsEurope.com)

**eeNews Embedded Europe** combines the important aspects of technical information about embedded computing with technical know-how, new product trends and applications. Editorial focus is on embedded hardware and software including RTOS dedicated to avionics, automotive and development tools. IoT, smart power, electronic modules and board level components are also part of the mix.

[eeNewsEmbedded.com](http://eeNewsEmbedded.com)

**Microwave Engineering Europe** is the leading medium for reaching design engineers and managers working in the RF, microwave and wireless industries across Europe. They highlight the significant design methodologies, strategies and new products engineers need to gain a competitive advantage.

[MWee.com](http://MWee.com)

**Smart2Zero** is a global website dedicated to the 2.0 revolution. Reporting on advances in the IoT, smart grid, lighting, electric vehicles, 3D printing plus all the new connected devices from smart phones and watches to drones and home automation.

[Smart2Zero.com](http://Smart2Zero.com)
ONLINE ADVERTISING

BOOK ENDS
160 x 600 JPG + URL(s)
CPM: $300

SUPER BANNER
940 x 170
CPM: $180

EXPANDABLE SUPER BANNER
940 x 340
CPM: $210

LEADERBOARD
728 x 90
CPM: $150

IMU
300 x 250
CPM: $120

GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit, Max Alt Text: 70 characters + URL

NATIVE AD
140 x 120 JPG or PNG, Text: 50-60 words + URL
CPM: $150

REVOLVING DOUBLE IMU
2-4 Images - 300 x 600 JPG or PNG + URL(s)
CPM: $200

MULTI-MESSAGE DOUBLE IMU
Logo & Title: 5 words, 4 Messages: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)
CPM: $200

VIDEO CHANNEL HOSTING
300 x 250 YouTube Compatible Formats
HOSTING OF YOUR OWN VIDEO: $1150/month

CREATIVE DEADLINES
Five business days prior to start date
Send to: adops@electronicseurope.net
CONTENT SPONSORSHIP
Sponsored Content is hosted front and center on eeNews EU and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen  $100 CPM
20,000 Impression Minimum

400-600 words and a good quality illustration.

WHITE PAPERS
The eeNews EU White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship  $2200 NET
Triple Pack Sponsorships  $5500 NET
Additional Language  $1100 NET/mo

PDF of White Papers(s), Title, Short Description: 80-120 words and JPG or PNG 600 x 400

ON DEMAND WEBINAR
OnDemand webinars are hosted on the eeNews servers and featured on the home page.

Webinars are promoted via weekly newsletters and through eeNews’ social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads  $3500 NET

Standard Video File, Short Description: 200-400 words and JPG or PNG 600 x 400
DESIGN CENTRES

eeNews Europe publishes three vertical design centres that connect engineers with expert sources of knowledge, such as vendors, consultants, independent designers and application engineers.

These dedicated websites deliver everything from breaking news, reviews, product announcements, in-depth product research tools, expert advice and analysis, insights into industry trends and hand-on, how-to details.

During an engineer’s detailed design phase of a project they tackle the practical, technical and software challenges required to bring their product to its specifications. It is during this constrained phase that speed and ease are essential. According to a Global Media Usage Study, over 79% of engineers search the internet first to gather technical articles and product information.

BOOK ENDS
160 x 600 JPG + URL(s)
CPM: $300

SUPER BANNER
940 x 170
CPM: $180

EXPANDABLE SUPER BANNER
940 x 340
CPM: $210

LEADERBOARD
728 x 90
CPM: $150

IMU
300 x 250
CPM: $120

DOUBLE IMU
300 x 600
CPM: $180

NATIVE AD
140 x 120 JPG or PNG, Text: 50-60 words + URL
CPM: $150

REVOLVING DOUBLE IMU
2-4 Images - 300 x 600 JPG or PNG + URL(s)
CPM: $200

MULTI-MESSAGE DOUBLE IMU
Logo & Title: 5 words, 4 Messages: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)
CPM: $200

VIDEO CHANNEL HOSTING
300 x 250 YouTube Compatible Formats
HOSTING OF YOUR OWN VIDEO: $1150/month

CREATIVE DEADLINES
Five business days prior to start date
Send to: adops@electronicseurope.net
OFFLINE ADVERTISING

**SUPER BANNER**
- Size: 940 x 170
- CPM: $180

**EXPANDABLE SUPER BANNER**
- Size: 940 x 340
- CPM: $210

**LEADERBOARD**
- Size: 728 x 90
- CPM: $150

**IMU**
- Size: 300 x 250
- CPM: $120
  
  GIF, JPG, HTML5, Max File Size: 60 Kb,
  5 Loop Limit, Max Alt Text: 70 characters + URL

**NATIVE AD**
- Size: 140 x 120 JPG or PNG, Text: 50-60 words + URL
- CPM: $150

**REVOLVING DOUBLE IMU**
- Size: 2-4 Images - 300 x 600 JPG or PNG + URL(s)
- CPM: $200

**MULTI-MESSAGE DOUBLE IMU**
- Logo & Title: 5 words, 4 Messages: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)
- CPM: $200

**VIDEO CHANNEL HOSTING**
- Size: 300 x 250 YouTube Compatible Formats
- Hosting of Your Own Video: $1150/month
- Interview at the Show: $1700/month

**CREATIVE DEADLINES**
- Five business days prior to start date

Send to: adops@electronicseurope.net
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Content Sponsorship w/Lead Gen $100 CPM
20,000 Impression Minimum

400-600 words and a good quality illustration.

WHITE PAPERS
The eeNews Embedded White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship $2200 NET
Triple Pack Sponsorships $5500 NET
Additional Language $1100 NET/mo

PDF of White Papers(s), Title, Short Description: 80-120 words and JPG or PNG 600 x 400

ON DEMAND WEBINAR
OnDemand webinars are hosted on the eeNews Embedded servers and featured on the home page.

Webinars are promoted via weekly newsletters and through eeNews Embedded’s social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads $3500 NET

Standard Video File, Short Description: 200-400 words and JPG or PNG 600 x 400

CREATIVE DEADLINES
Five business days prior to start date

Send to: adops@electronicsurope.net
ONLINE ADVERTISING

BOOK ENDS
160 x 600 JPG + URL(s)
CPM: $300

SUPER BANNER
940 x 170
CPM: $180

EXPANDABLE SUPER BANNER
940 x 340
CPM: $210

LEADERBOARD
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IMU
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GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit, Max Alt Text: 70 characters + URL

NATIVE AD
140 x 120 JPG or PNG, Text: 50-60 words + URL
CPM: $150

REVOLVING DOUBLE IMU
2-4 Images - 300 x 600 JPG or PNG + URL(s)
CPM: $200

MULTI-MESSAGE DOUBLE IMU
Logo & Title: 5 words, 4 Messages: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)
CPM: $200

CREATIVE DEADLINES
Five business days prior to start date

Send to: adops@electronicseurope.net
CONTENT SPONSORSHIP
Sponsored Content is hosted front and center on MWee and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen $100 CPM
20,000 Impression Minimum

400-600 words and a good quality illustration.

WHITE PAPERS
The MWee White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship $2200 NET
Triple Pack Sponsorships $5500 NET
Additional Language $1100 NET/mo

PDF of White Papers(s), Title, Short Description: 80-120 words and JPG or PNG 600 x 400

ON DEMAND WEBINAR
OnDemand webinars are hosted on the MWee servers and featured on the home page.

Webinars are promoted via weekly newsletters and through MWee’s social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads $3500 NET

Standard Video File, Short Description: 200-400 words and JPG or PNG 600 x 400

CREATIVE DEADLINES
Five business days prior to start date
Send to: adops@electroniceurope.net
ONLINE ADVERTISING

BOOK ENDS
160 x 600 JPG + URL(s)
CPM: $300

SUPER BANNER
940 x 170
CPM: $180

EXPANDABLE SUPER BANNER
940 x 340
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140 x 120 JPG or PNG, Text: 50-60 words + URL
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REVOLVING DOUBLE IMU
2-4 Images - 300 x 600 JPG or PNG + URL(s)
CPM: $200

MULTI-MESSAGE DOUBLE IMU
Logo & Title: 5 words, 4 Messages: 150 characters each, 4 Images: 300 x 200 JPG or PNG + URL(s)
CPM: $200

CREATIVE DEADLINES
Five business days prior to start date

Send to: adops@electronicseurope.net
CONTENT SPONSORSHIP
Sponsored Content is hosted front and center on Smart2.0 and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen $100 CPM
20,000 Impression Minimum

400-600 words and a good quality illustration.

WHITE PAPERS
The Smart2.0 White Paper library is a valuable reference for electronics engineers.

White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship $2200 NET
Triple Pack Sponsorships $5500 NET
Additional Language $1100 NET/mo

PDF of White Papers(s), Title, Short Description:
80-120 words and JPG or PNG 600 x 400

ON DEMAND WEBINAR
OnDemand webinars are hosted on the Smart2.0 servers and featured on the home page.

Webinars are promoted via weekly newsletters and through Smart2.0’s social networks to drive user engagement and generate sales leads.

90-Day On Demand Webinar + Leads $3500 NET

Standard Video File, Short Description: 200-400 words and JPG or PNG 600 x 400

CREATIVE DEADLINES
Five business days prior to start date

Send to: adops@electronicseurope.net
HTML/HTML5 BANNER GUIDELINES

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost always be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

HTML BANNER CODE EXAMPLE WITH ADSERVER VARIABLES

```html
<a href="_ADCLICK_http://www.aol.com" target="_blank"><img src="_ADPATH_300x250_blau.jpg" width="300" height="250" alt="ADTECH" /></a>
```

CHARSET SETTINGS FOR HTML/HTML5 BANNERS

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3
European Business Press publishes daily, weekly and monthly newsletters with unique audiences and subject matter.

**eeNEWS EUROPE DAILY**
A concentrate of industry news, design and new products important to EU engineers.

Each issue features a unique vertical section:
- Monday: Power Management
- Tuesday: RF & Microwave
- Wednesday: Analog & MEMs
- Thursday: Automotive
- Friday: Embedded

**eeNEWS TECHNICAL WEEKLY**
Sent to an audience of 12,300 subscribers and contains the latest White Papers being promoted on eeNews.

**eeNEWS EMBEDDED EUROPE**
Sent daily to a unique audience of 33,000 subscribers and contains lead stories, embedded design news, MPU & dev tools, along with top new products and white papers.

**MWEE ENGINEERING & SMART 2.0**
Subscribers receive a once-per-week update on news, products and data relevant to the RF and IoT industries, respectively.

---

### CREATIVE DEADLINES

Five business days prior to start date

Send to: adops@electronicseurope.net

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**SUBSCRIBERS | LEADERBOARD | TEXT BANNER | CUSTOMER CORNER**

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GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit, Max Alt Text: 70 characters + URL
CUSTOMER CORNER SPONSORED NEWSLETTER

Our Customer Corner Sponsorship includes promotion of 3 products, each with a unique URL, along with the Leaderboard and IMU placements within a single issue.

3 Product Entries
500 x 300 company logo, 350 x 250 product images, 100 characters each + URLs and leaderboard (728x90) + URL.

GIF, JPG, PNG, Max File Size: 60 Kb

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eeNEWS DAILY FEATURE $3,500
eeNEWS EMBEDDED DAILY $2,500
MWEE WEEKLY $2,000
SMART2.0 WEEKLY $2,500

CREATIVE DEADLINES
CUSTOMER CORNER - Ten business days prior to start date

Send to: adops@electronicseurope.net
CUSTOM CO-BRANDED NEWSLETTER

The Custom Co-Branded Newsletter is a terrific vehicle for promoting your products and services directly to a receptive Pan-European audience of design engineers and C-level personnel.

Our standard sponsored newsletter is unique to one customer with 1-10 products or services linking to your website. In addition to the product entries, there is a leaderboard and IMU available for branding.

STANDARD SPONSORED NEWSLETTER

Word document with 5-10 unique products/features to be published, company logo (337 x 120) + URL, subtitle, images (800 x 600), leaderboard (728 x 90), IMU (300 x 250), subject line for email and test and seed email addresses.

LAYOUT OPTIONS

Vertical - 2 Columns
https://www.eenewseurope.com/newsletter-sponsored/texas-sponsored-nl-april-222020

Horizontal - 1 Column
https://www.eenewseurope.com/newsletter-sponsored/digi-key-sponsored-nl-may13-2020

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</tbody>
</table>

CREATIVE DEADLINES

CUSTOM NEWSLETTER - Ten business days prior to start date

Send to: adops@electronicseurope.net
eMAIL LIST RENTAL

eeNews Europe's direct marketing lists will help you target your market more effectively and reach more than 28,000 subscribers - selectable on function, industry, buying authority and country.

PER 1000 ADDRESSES $745 NET
SETUP $210 NET
EXTRA LANGUAGE $7 NET PER

MINIMUM CHARGE - $1,000

REQUIRED MATERIALS
Email message (HTML), subject line and test and seed email addresses.

Will be available 5 business days before mailing.

Campaigns are exclusively deployed by our servers.
SALES CONTACTS

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nagatomo-pbi@gol.com

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00852-30780826
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