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The foremost media platform for the European B2B electronics Industry.
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eeNews Europe Daily, eeNews Embedded, eeNews Wireless and Smart2.0.
Customer Corner Sponsored Newsletter, Custom Co-branded Newsletter and eMail List Rental.

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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, Smart2.0, eeNews Wireless and ECINews 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.
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. The site also includes vertical microsites dedicated to Analog & MEMs, Power Management and Automotive.

eeNewsEurope.com, eeNewsAnalog.com, eeNewsPower.com, eeNewsAutomotive.com

eeNews Embedded 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

eeNews Wireless is the leading medium for reaching design engineers and managers working in the RF, microwave and wireless industries across Europe, highlighting the significant design methodologies, strategies and new products engineers need to gain a competitive advantage.

eeNewsWireless.com

Smart2.0 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
ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD
728 x 90 - Desktop & Mobile
CPM: $150

SUPER BANNER
940 x 170 - Desktop
728 x 90 - Mobile
CPM: $180

EXPANDABLE SUPER BANNER
Two creative sizes needed - Desktop only.
940 x 170 - Initial Display
940 x 340 - Expanded Display
CPM: $210

IMU / BOOMBOX
300 x 250 - Desktop & Mobile
CPM: $120

NATIVE AD
300 x 250
JPG or PNG, Text: 50-60 words + URL
CPM: $150

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

CREATIVE SPECIFICATIONS
GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

CREATIVE DEADLINE
Five business days prior to start date
Send to: adops@electronicseurope.net
WELCOME AD
The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.

800 x 600 - Desktop
300 x 250 - Mobile

JPG + URL

CPM: $300

BOOK ENDS
Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.

160 x 600 - Desktop
728 x 90 - Mobile

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

CPM: $300

REVOLVING DOUBLE IMU / BOOMBOX
Allows for rotation of 2-4 Images, each with a unique URL.

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: $200

MULTI-MESSAGE DOUBLE IMU / BOOMBOX
A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

Logo & Title: 5 words, 4 Message: 150 characters each, 4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: $200

CREATIVE DEADLINE
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 $2200 NET
20,000 Page Impressions
400-600 words & 800 x 600 JPG

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
PDF of White Papers(s), Title, Short Description:
80-120 words and 800 x 600 JPG or PNG

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

Webinars are promoted via weekly newsletters and through eeNews EU 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 800 x 600 JPG or PNG

CREATIVE DEADLINE
Five business days prior to start date
Send to: adops@electronicseurope.net
eeNews Europe publishes three vertical design centres, eeNewsAnalog.com, eeNewsPower.com and eeNewsAutomotive.com, 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.

**WELCOME AD**
- 800 x 600 - Desktop
- 300 x 250 - Mobile
- JPG + URL
- CPM: $300

**BOOK ENDS**
- 160 x 600 - Desktop
- 728 x 90 - Mobile
- GIF, JPG, HTML5 + URL(s)
- CPM: $300

**SUPER BANNER**
- 940 x 170 - Desktop
- 728 x 90 - Mobile
- CPM: $180

**EXPANDABLE SUPER BANNER**
- Two creative sizes needed - Desktop only.
- 940 x 170 - Initial Display
- 940 x 340 - Extended Display
- CPM: $210

**LEADERBOARD**
- 728 x 90 - Desktop & Mobile
- CPM: $150

**IMU / BOOMBOX**
- 300 x 250 - Desktop & Mobile
- CPM: $120

**DOUBLE IMU / BOOMBOX**
- 300 x 600
- CPM: $180

**NATIVE AD**
- 300 x 250 JPG or PNG, Text: 50-60 words + URL
- CPM: $150

**REVOLVING DOUBLE IMU / BOOMBOX**
- 2-4 Images: 300 x 600 - Desktop & Mobile, JPG or PNG + URL(s)
- CPM: $200

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

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

**CREATIVE SPECIFICATIONS**
- GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameteres)

**CREATIVE DEADLINE**
- Five business days prior to start date
- Send to: adops@electronicseurope.net
ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD
728 x 90 - Desktop & Mobile
CPM: $150

SUPER BANNER
940 x 170 - Desktop
728 x 90 - Mobile
CPM: $180

EXPANDABLE SUPER BANNER
Two creative sizes needed - Desktop only.
940 x 170 - Initial Display
940 x 340 - Expanded Display
CPM: $210

IMU / BOOMBOX
300 x 250 - Desktop & Mobile
CPM: $120

NATIVE AD
300 x 250
JPG or PNG, Text: 50-60 words + URL
CPM: $150

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

CREATIVE SPECIFICATIONS
GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

CREATIVE DEADLINE
Five business days prior to start date
Send to: adops@electronicseurope.net
**WELCOME AD**
The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.

800 x 600 - Desktop
300 x 250 - Mobile

JPG + URL

CPM: $300

---

**BOOK ENDS**
Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.

160 x 600 - Desktop
728 x 90 - Mobile

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

CPM: $300

---

**REVOLVING DOUBLE IMU / BOOMBOX**
Allows for rotation of 2-4 Images, each with a unique URL.

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: $200

---

**MULTI-MESSAGE DOUBLE IMU / BOOMBOX**
A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

Logo & Title: 5 words, 4 Message: 150 characters each, 4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: $200
CONTENT SPONSORSHIP
Sponsored Content is hosted front and center on eeNews Embedded and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen $2200 NET
20,000 Page Impressions
400-600 words & 800 x 600 JPG

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

PDF of White Papers(s), Title, Short Description: 80-120 words and 800 x 600 JPG or PNG

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 800 x 600 JPG or PNG
ONLINE ADVERTISING

DISPLAY – BANNERS

**LEADERBOARD**
728 x 90 - Desktop & Mobile
CPM: $150

**SUPER BANNER**
940 x 170 - Desktop
728 x 90 - Mobile
CPM: $180

**EXPANDABLE SUPER BANNER**
Two creative sizes needed - Desktop only.
940 x 170 - Initial Display
940 x 340 - Expanded Display
CPM: $210

**IMU / BOOMBOX**
300 x 250 - Desktop & Mobile
CPM: $120

**NATIVE AD**
300 x 250
JPG or PNG, Text: 50-60 words + URL
CPM: $150

CREATIVE SPECIFICATIONS
GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

CREATIVE DEADLINE
Five business days prior to start date
Send to: adops@electronicsurope.net
WELCOME AD
The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.
800 x 600 - Desktop
300 x 250 - Mobile
JPG + URL
CPM: $300

BOOK ENDS
Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.
160 x 600 - Desktop
728 x 90 - Mobile
GIF, JPG, HTML5, Max File Size: 60 Kb,
5 Loop Limit, Max Alt Text: 70 characters + URL
CPM: $300

REVOLVING DOUBLE IMU / BOOMBOX
Allows for rotation of 2-4 Images, each with a unique URL.
2-4 Images: 300 x 600 - Desktop & Mobile
JPG or PNG + URL(s)
CPM: $200

MULTI-MESSAGE DOUBLE IMU / BOOMBOX
A large format display ad to showcase up to 4 separate products/features, each with a unique URL.
Logo & Title: 5 words, 4 Message: 150 characters each,
4 Images: 300 x 200 - Desktop & Mobile
JPG or PNG + URL(s)
CPM: $200
CONTENT SPONSORSHIP
Sponsored Content is hosted front and center on eeNews Wireless and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen $2200 NET
20,000 Page Impressions
400-600 words & 800 x 600 JPG

WHITE PAPERS
The eeNews Wireless 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
PDF of White Papers(s), Title, Short Description: 80-120 words and 800 x 600 JPG or PNG

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

Webinars are promoted via weekly newsletters and through eeNews Wireless’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 800 x 600 JPG or PNG
ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD
728 x 90 - Desktop & Mobile
CPM: $150

SUPER BANNER
940 x 170 - Desktop
728 x 90 - Mobile
CPM: $180

EXPANDABLE SUPER BANNER
Two creative sizes needed - Desktop only.
940 x 170 - Initial Display
940 x 340 - Expanded Display
CPM: $210

IMU / BOOMBOX
300 x 250 - Desktop & Mobile
CPM: $120

NATIVE AD
300 x 250
JPG or PNG, Text: 50-60 words + URL
CPM: $150

CREATIVE SPECIFICATIONS
GIF, JPG, PNG - Max File Size: 60 Kb + URL or Banner Tag (include image responsive parameters)

CREATIVE DEADLINE
Five business days prior to start date
Send to: adops@electronicseurope.net
DISPLAY – HIGH IMPACT

WELCOME AD
The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.

800 x 600 - Desktop
300 x 250 - Mobile

JPG + URL

CPM: $300

BOOK ENDS
Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.

160 x 600 - Desktop
728 x 90 - Mobile

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

CPM: $300

REVOLVING DOUBLE IMU / BOOMBOX
Allows for rotation of 2-4 Images, each with a unique URL.

2-4 Images: 300 x 600 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: $200

MULTI-MESSAGE DOUBLE IMU / BOOMBOX
A large format display ad to showcase up to 4 separate products/features, each with a unique URL.

Logo & Title: 5 words, 4 Message: 150 characters each,
4 Images: 300 x 200 - Desktop & Mobile

JPG or PNG + URL(s)

CPM: $200

CREATIVE DEADLINE
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 $2200 NET
20,000 Page Impressions
400-600 words & 800 x 600 JPG

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

PDF of White Papers(s), Title, Short Description: 80-120 words and 800 x 600 JPG or PNG

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 800 x 600 JPG or PNG

CREATIVE DEADLINE
Five business days prior to start date
Send to: adops@electronicseurope.net
European Business Press publishes daily, weekly and monthly newsletters with unique audiences and subject matter.

**eeNews Daily Feature**
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 EU.

**eeNews Embedded Daily**
Sent to a unique audience of 28,700 subscribers and contains lead stories, embedded design news, MPU & dev tools, along with top new products and white papers.

**eeNews Wireless Weekly & Smart2.0 Weekly**
Subscribers receive a once-per-week update on news, products and data relevant to the RF and IoT industries, respectively.

<table>
<thead>
<tr>
<th></th>
<th>SUBSCRIBERS</th>
<th>LEADERBOARD</th>
<th>TEXT BANNER</th>
<th>CUSTOMER CORNER</th>
</tr>
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<tbody>
<tr>
<td><strong>eeNews Daily Feature</strong></td>
<td></td>
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<td></td>
<td></td>
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<td>Monday: Power Management</td>
<td>47,600</td>
<td>$2,000</td>
<td>$1,700</td>
<td>$3,500</td>
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<td>Tuesday: RF &amp; Microwave</td>
<td>47,100</td>
<td>$2,000</td>
<td>$1,700</td>
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<tr>
<td>Wednesday: Analog &amp; MEMs</td>
<td>47,000</td>
<td>$2,000</td>
<td>$1,700</td>
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<td>Thursday: Automotive</td>
<td>46,800</td>
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<td>32,500</td>
<td>$1,500</td>
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<td>$2,500</td>
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</table>

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

**CREATIVE DEADLINE**  
Five business days prior to start date  
Send to: adops@electronicseurope.net
CUSTOMER CORNER SPONSORED NEWSLETTER

Our Customer Corner Sponsorship includes promotion of 3 products, each with a unique URL, along with a Leaderboard placement within the same issue.

Company Logo (200 x 60), 3 Product Entries: Product Images (320 x 240), 100 characters each + URL(s) and Leaderboard (728 x 90) + URL.

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

- eeNews Daily Feature $3,500
- eeNews Embedded Daily $2,500
- eeNews Wireless Weekly $2,000
- Smart2.0 Weekly $2,500

CREATIVE DEADLINE

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/boombox 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 / Boombox (300 x 250), Subject Line for email and test and seed email addresses.

LAYOUT OPTIONS

Vertical - 2 Columns
Horizontal - 1 Column

<table>
<thead>
<tr>
<th></th>
<th>LIST SIZE</th>
<th>COST</th>
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<tr>
<td>eeNews Europe</td>
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<tr>
<td>T&amp;M</td>
<td>4,700</td>
<td>$1,875</td>
</tr>
</tbody>
</table>

CREATIVE DEADLINE

CUSTOM NEWSLETTER - Ten business days prior to start date
Send to: adops@electronics-europe.net
eMAIL LIST RENTAL

eeNews Europe’s direct marketing lists will help you target your market more effectively and reach more than 24,000 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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