

ECN[®]

The Leading Provider of Product News and Information for the Electronic Designer

www.ECNmag.com



2011
Integrated Media
Planning Guide



Your EOEM Marketing Partner



ECN Provides Solutions for the Demanding Needs of EOEM Suppliers, Marketers, and the Design Engineering Community

With the competitive pressures of the electronics industry and the challenging financial environment an industry reality, design engineers are being asked to do more tasks with a tighter design schedule than ever before. EE's must turn projects around faster, design more cost-efficiently, and create products of greater quality in a restricted time-frame. Therefore, information on new products, components, and technology and how they integrate in systems and services is of even greater importance to the design engineer than ever before.

The Community for the Busy Electronics Design Professional

In addition to being a leading resource for new components, subsystems, and technology, ECN also provides engineers an opportunity to interact with one another in a community environment where multiple viewpoints examine and discuss component technology and system-level integration. ECN attracts those who are heavily involved in the brand and product decision-making process – 96% of whom are involved in final purchasing decisions.*

With its emphasis on providing timely news on the latest products and technology to electronic design engineers in a community environment, ECN is the perfect vehicle for delivering your message to the right buyers at the most important part of the design cycle – while designers are focused on finding technology solutions. ECN is not only a publication with a long legacy as a reliable and timely source for news on the latest products and technologies, ECN presents this information from the viewpoint of the systems integrator in a community environment that allows engineers to share information with one another. ECN introduces more new products in print and online than any other magazine serving the EOEM market.

Quality Editorial with a Wide-Reaching Circulation Creates a Prime Audience

Only ECN offers an exclusive mix of staff-written editorial content, industry commentary, community features, and the latest in component and technology news for the electronic design engineer. In every issue, ECN readers get a challenging and informative mix of new product information, product reviews, application articles, and collaborative content consisting of forums, interviews, and discussions on important issues to the electronic industry. In addition, ECN offers a higher circulation (especially in key growth areas) than most magazines serving the EOEM market, concentrating on the important users: design & development engineers and engineering managers.

More Ways to Reach Your Target Audience

ECN offers a mix of integrated media via print, online, electronic newsletters, and direct marketing products that work to help you achieve your sales and marketing goals, rounding out the ECN Franchise as a powerful and comprehensive marketing solution in today's global electronics marketplace.



*The Dynamics of Branding in the EOEM Market; Martin Akel & Associates.



ECN is the Electronics Industry's Leader in Uniting Buyers and Suppliers

A Community of the Market's Most Important Design Engineers

ECN magazine reaches more than 110,010* design & development engineers and engineering managers – all potential buyers of your technology. With a staff including such industry-leading editors like as John Titus, Alfred Poor, Mike Green, Chris Warner, and Alix Paultre, ECN covers all facets of the electronic design industry, including the latest news in computers, communications, industrial controls, medical devices, avionics, government, military, automotive, consumer electronics, contract manufacturing. In addition, ECN's community sections such as The Brainstorm and Design Talk provide a forum where engineers and suppliers can exchange ideas, tips, and advice.

Key Buying Influences

With a total circulation of more than 110,010* design & development engineers and engineering managers, ECN reaches more of these professionals than any other product magazine serving the marketplace. Each recipient is one-year qualified for the freshest, highest quality audience possible. And our circulation is 100% "buy/specify" audited, ensuring you are reaching those with the purchasing power to select and buy your products.*

Editorial Leadership

With a legacy over 50 years old, ECN is the electronic design community's new product information leader, introducing more than 300 news items per month between the magazine, e-newsletters, and Web site...more than any other OEM publication. In addition, ECN also provides its engineering readership with value-added content such as staff-written and contributed application articles, product reviews, interviews, and roundtables, creating the most complete information resource for the OEM design engineer.

eReader Service Qualified Sales Leads

ECN, through its unique Marketing Intelligence program, closes the sales loop between marketers and customers by identifying valuable sales opportunities via its eReader Service System.

Advertiser Acceptance

ECN carries advertising from 90% of the manufacturers, distributors, and service companies advertising in product magazines.



*December 2009 BPA Statement.



Reach the Most Complete Design/Development Engineering Audience in the Electronics Industry

Reaching the right people with your ad message is the key to any successful marketing communications strategy. ECN magazine puts you in front of a highly-qualified BPA-audited audience of design engineers and engineering managers (100% design & development). You'll target electronic professionals who are involved in the entire design process – from product concept through manufacturing.

ECN serves electronic original equipment manufacturers (EOEMs) involved in the development, design and manufacturing of electronic products and systems. It reaches the engineers and engineering managers working in a wide range of fields that incorporate electronic design, including key circulation in the fastest growing market segments – computers, automotive, consumer, medical, military/aerospace, and industrial controls.

All Potential Buyers of Your Products

ECN's circulation is 100% buy/specify* audited. Each subscriber has been demonstrated to have buying/purchasing authority for specific products used across the EOEM.



ECN Circulation Analysis*



ECN	delivers an audience of highly qualified electronics industry professionals involved in the entire design process.
ECN	110,010

ECN	offers an audience that is 100% buy/specify audited – every subscriber is a potential buyer of your products.
ECN	110,010

ECN	offers the largest design and development qualified circulation across the fastest growing market segments including:
	<ul style="list-style-type: none"> • Computers • Computer systems • Communications • Industrial controls • Test equipment • Medical electronics • Military electronics • Consumer electronics • Aerospace systems • Automotive electronics • Contract manufacturing
ECN	110,010

*December 2009 BPA Statement.

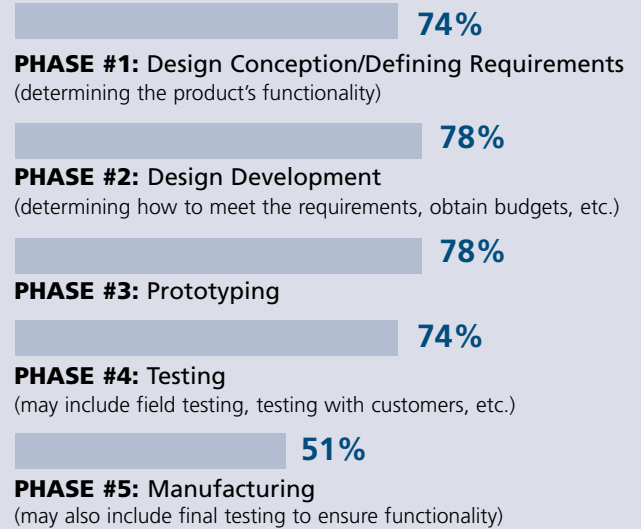


100% Design & Development, Buy/Specify Circulation Puts You in Contact With the Market's Real Purchasing Power

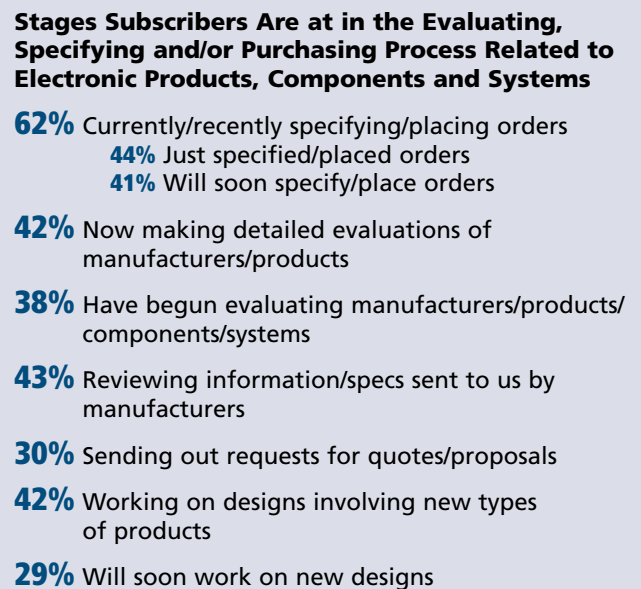
Each ECN Recipient Is a Potential Buyer of Your Products*

Buy/Specify Category	Subs	%
ICs & Semiconductors	97,700	88.8%
A/D & D/A Converters	61,365	55.8%
Analog/Mixed Signal Ics	51,924	47.2%
Discrete Semiconductors	51,747	47.0%
DSPs	41,691	37.9%
FPGAs	40,374	36.7%
Gate Arrays	37,695	34.3%
Logic ICs	47,818	43.5%
Memory ICs	47,277	43.0%
Microprocessors/Microcontrollers	50,874	46.2%
PLDs	40,520	36.5%
Power Semiconductors	48,050	43.7%
Components	98,792	90.7%
Circuit Protection Devices	51,248	48.6%
Displays	49,873	45.3%
Electromechanical Devices	55,128	50.1%
Inductors & Transformers	51,219	46.6%
Optoelectronic Devices	49,455	45.0%
Resistors/Capacitors/Pots	65,542	59.6%
Sensors/Transducers	54,512	49.5%
Switches/Relays	57,729	56.5%
Packaging & Interconnects	93,202	84.1%
Connectors & Assemblies	59,326	53.9%
Enclosures & Packaging	53,493	48.6%
Cooling Products	47,245	42.9%
Wire & Cable	55,915	50.8%
Power Sources	75,052	68.2%
Power Supplies	57,481	52.3%
Batteries	51,467	46.8%
Other Products/Services	96,208	87.5%
Computer Boards	43,660	39.7%
Software	49,798	45.3%
Test Equipment	56,516	51.4%
Oscilloscopes	53,013	48.2%
Automatic Test Equipment	47,878	43.5%
Data Acquisition Hardware/Software	43,929	39.9%
Overall	110,010	100.0%

Most ECN Subscribers Specify Products During the First Four Phases of the Design Cycle[†]



93% of ECN's Subscribers Are in the Process of Evaluating, Specifying or Purchasing Products at Any Given Time[†]



*December 2009 BPA Statement.

[†]The Dynamics of Branding in the EOEM Market; Martin Akel & Associates.



ECN Provides the Product and Technology Information Key to an Electronics Design Engineer's Success

ECN's editorial mission is to provide design engineers with news, articles, and information about the latest in technology, products, components, and systems that deliver design solutions to enable these professionals to bring higher quality, more competitive products to market in a timely and cost-effective manner. Among our subscribers, 95% find ECN magazine to be on target with its editorial mission.* ECN's goal is to provide the tools and knowledge the engineering readership needs to make informed choices when it comes to buying and specifying technology solutions for each design project.

The Electronic Design Engineer's Community Resource with the Latest Technology News and More

Electronic design engineers rely on the component, board, and systems-level editorial of ECN magazine and www.ECNmag.com to provide the crucial information to enable them be more productive. ECN's editorial lineup also features technology-focused articles on applications and trends and product reviews – both staff-written and industry contributed – plus engineering tips and opinion from the design community. These features complement the industry's best product news offerings with valuable information on how today's new technology fits into the designs of tomorrow and beyond.

*The Dynamics of Branding in the OEM Market; Martin Akel & Associates.



ECN Editorial Staff



Alix Paultre
Editor-in-Chief
alix.paultre
@advantagemedia.com



Nancy Maas
Wireless Technology Editor
nancy.maas
@advantagemedia.com
973-920-7053



Jon Titus
Senior Technical Editor
jontitus@comcast.net
801-446-8882



Chris Warner
Executive Editor
chris.warner
@advantagemedia.com
973-920-7041



Jason Lomborg
Technical Editor
jason.lomborg
@advantagemedia.com
973-920-7039



Sean Fenske
Medical Device Editor
sean.fenske
@advantagemedia.com
973-920-7054



1. LEADING OFF

Leading Off is a fresh, first-look at the newest and most notable products and technology that have entered the market, highlighting the key features and benefits of each device.

2. MAIN CIRCUIT

The *Main Circuit* is a compilation of industry-leading articles on electronics technology, providing design engineers with an educated viewpoint on topical and relevant issues and trends.

3. HARDWARE CORNER

The *Hardware Corner* is a feature where application-oriented hardware design articles give our readers important design considerations for making informed purchasing decisions.

4. TITUS ON EMBEDDED

Written by Senior Technical Editor Jon Titus, the *Titus On Embedded* feature provides experienced designers with high-level, detailed analysis and technology news covering the entire market spectrum, while educating other electronic engineers designing outside the realm of embedded systems who find themselves incorporating this type of technology into their design projects more frequently.

5. APPLICATION SOLUTIONS

Articles featured in the *Application Solution* section examine approaches to design with the technology involved in high-growth electronics markets such as communications, medical, consumer electronics, computers, and automotive.

6. NEW PRODUCT COVERAGE

Targeted coverage of introductions and innovations in 10 product categories – boards & modules, electromechanical/mechanical, embedded systems & networking, ICs, optoelectronics & displays, packaging & interconnects, passive & discrete components, power sources, sensors & actuators, and test & measurement.

7. ECN MULTIMEDIA

Presenting web-only content from individuals and companies around the world, the *ECN Multimedia* section on ECNmag.com delivers the latest in news and information. Features include new products and design tutorials, as well as podcast downloads and streaming video on the latest product technology and techniques, as well as roundtable discussions with prominent engineers on emerging and existent technology and how they impact the electronics designer.



8. THE BRAINSTORM

Compiled by Technical Editor Jason Lomberg, the *Brainstorm* is a collection of essays from industry personalities on a topic, presenting multiple views of the application in question. A related microsite provides readers with a means of commenting on the material with the participating contributors and one another. For example, an item on portable power would have input from battery, IC, and power supply companies, each providing their perspective on the issue.

9. DESIGN TALK

The community feature *Design Talk* is representative of the industry migration to more active solutions-oriented content. *Design Talk* addresses the electronic design engineer's needs by helping them better understand the design environment they labor. The feature supports the engineering community with a forum in print where they can exchange information and ideas about trends and technologies. The discussion focuses on the "why" along with the "how" of design in an environment that encourages multiple viewpoints and perspectives.

10. ROUNDTABLE

Each month, ECN Editor-in-Chief Alix Paultre brings industry experts to the table to discuss an important issue. A question related to a current interest in the electronics industry is presented to the experts, who provide the answers from their own unique perspective in the industry.

11. THE EFFICIENCY ZONE

The *Efficiency Zone* focuses on efficient design, "green" technologies, and component and technology news on the latest in alternative energy products, ecological design, energy-saving devices, and advanced technology to replace legacy components.

12. THE CUTTING EDGE

A compilation of over-the-horizon news on developing technologies, *The Cutting Edge* on ECNmag.com provides design engineers with information to help them predict the trends, developments, and devices that lead the electronics industry.

13. ECN COMMUNITY PAGES

The *ECN Community Pages* on ECNmag.com contain blogs and other contributions from the ECN audience. Essays and videos on interests both personal and professional provide the audience with interest-related content supporting their core interests.

14. WEB BYTES

ECN Online provides a host of features and reader benefits that complement the print edition of ECN. Web exclusive articles written by ECN staff and engineers offer additional resources on relevant and timely topics that arise throughout the year. From application articles for entry-level engineers, to cutting-edge technologies and techniques of interest to engineers of all levels of expertise, to contributed articles on a wide range of topics, ECN Online offers many opportunities to interact with electronic design engineers.



ECN Welcomes Articles for Editorial Consideration

1. All articles are submitted for consideration of placement. No guarantees are given as to a particular item appearing in print.
2. Abstracts must be provided for full-length article submissions.
3. Articles in print will be truncated to fit as needed with a link provided that leads to the entire article posted online at ECNmag.com. Contributors are encouraged to provide a 300-500 word summary of their material to ease this process.
4. All editorial submissions are to be in the first week of the calendar month prior to the print issue targeted.
5. Articles are to be in the area of 1,200 words long with two or three illustrations including the required product/application image.
6. Sidebar comments and Brainstorm responses are to be approximately 200 words, plus or minus.
7. All diagrams must include a caption and references to the source of the image.
8. Text in the image is discouraged as it limits image placement and scaling. Such text is best put into the caption.
9. All articles must contain a product or application image in addition to any charts or graphs provided.
10. All graphics provided should resolve to a minimum 3 x 5-inch image with at least 300 dpi resolution for print.
11. All submitted items must include an image of the author and their company's URL.
12. We will only use images embedded in the document for placement reference. All images for publication must be sent as a separate attachment.
13. Any quality described in a product or technology must be accompanied by a measurable value.
14. All absolute claims will be stripped from text unless supporting data is provided.
15. Articles should include references and additional information URLs when available.
16. Every article must contain a sub-head or other lead-in comment that summarizes the most important salient point in the article.
17. Any third-party data should be referenced.
18. Comparisons are encouraged but must be accompanied by verifiable documentation.
19. Reader contact info and the author's bio should be included.





Issue	January	February	March	April	May	May 15	June	July
Ad Closing	December 3	January 3	February 1	March 4	April 1	April 15	May 2	June 3
Main Circuit	Automotive	Smart Grid & Alternate Energy	Consumer Electronics	Medical Electronics	Military & Aerospace	Test and Measurement	Packaging & Interconnects	Surface-Mount Technologies
Titus on Embedded	Debugging – Logic Analyzers	Energy Harvesting for MCUs	Touch-Control Kits	CANBus Tools and Tips	Kits for Kids	—	Wireless for Control Applications (RF4CE)	ESC Update
Hardware Corner	Multicore	Packaging & Interconnects	Relays & Switches	Passives & Discretes	Medical Electronics	Thermal Materials	Optoelectronic Components	Integrated Circuits
Design Talk	Medical Electronics	The Shrinking Design Cycle	Software Tools	Design in Miniature	Military Electronics	Smart Grid & Alternative Energy	Security Focus	Open-Air Applications
Application Solutions	Batteries & Portable Power	Oil & Gas Exploration	DC/DC Focus	Trains, Planes & Automobiles	White Goods	Industrial Electronics	Distribution & the Design Engineer	Wireless LAN
Brainstorm	Consumer Electronics	Optoelectronics	Military Electronics	Smart Grid & Alternative Energy	Test & Measurement	Medical Electronics	Trains, Planes & Automobiles	Military & Aerospace
The Roundtable	The State of Multicore Design	The Future of Solid State Lighting	Military & Aerospace	Standards & Regulations	Designing with Mixed Signal ICs	Embedded Systems & SBCs	Medicine & Nanotechnology	The Sky's the Limit: Aerospace & Avionics
Bonus Show Distribution		Electronics West Anaheim, February 8-10	<ul style="list-style-type: none"> APEC Fort Worth, March 6-10 Design & Manufacturing South March 16-17 	<ul style="list-style-type: none"> NEPCON East Boston, April 6-7 Embedded Systems San Jose, May 2-5 	<ul style="list-style-type: none"> Lightfair Philadelphia, May 15-19 SID Los Angeles, May 15-20 	EDS Las Vegas, May 24-26	<ul style="list-style-type: none"> IEEE MTT-S Baltimore, June 5-10 Sensors Expo Chicago, June 6-8 AD&M New York, June 7-9 	NI Week Austin, August 2-4
Promotional Bonuses						Design Innovations	Advantage AdIntell Study	
Targeted Application Focus E-Newsletters (Deployment Dates)	<ul style="list-style-type: none"> Power Management (January 5) Military & Aerospace (January 12) Medical Electronics (January 19) Lighting, Optoelectronics & Displays (January 26) 	<ul style="list-style-type: none"> RF Applications (February 2) Test & Measurement (February 9) Trains, Planes & Automobiles (February 16) Smart Grid & Alternative Energy (February 23) 	<ul style="list-style-type: none"> Medical Electronics (March 2) Embedded Systems (March 9) Military & Aerospace (March 16) Passives & Discretes (March 23) Portable Power (March 30) 	<ul style="list-style-type: none"> Industrial Automation (April 6) Military & Aerospace (April 13) Portable Power (April 20) Medical Electronics (April 27) 	<ul style="list-style-type: none"> Medical Electronics (May 4) Trains, Planes & Automobiles (May 11) Test & Measurement (May 18) White Goods (May 25) 		<ul style="list-style-type: none"> Smart Grid & Alternative Energy (June 1) RF Applications (June 8) Power Management (June 15) Medical Electronics (June 22) Test & Measurement (June 29) 	<ul style="list-style-type: none"> Medical Electronics (July 6) Lighting, Optoelectronics & Displays (July 13) Military & Aerospace (July 20) Consumer Electronics (July 27)
Vertical Markets	Lighting, Optoelectronics & Displays	Power	Distribution Special	Test & Measurement	Lighting, Optoelectronics & Displays		Smart Grid & Alternative Energy	Trains, Planes & Automobiles



Issue	August	September	October	November	November 15	December	December 15
Ad Closing	July 1	August 1	September 2	October 3	October 17	November 1	November 14
Main Circuit	Trains, Planes & Automobiles	Security	Medical Electronics	Consumer Electronics	Sensors	Military & Aerospace	Product Technology Awards
Titus on Embedded	Sensor Networks	Real Time Operating Systems	Simulation Tools & Techniques	Kits for Kids	—	Communication Security	—
Hardware Corner	Motors & Motion Control	Industrial Applications	EMI Shields & Filtering	Connectors	Batteries	ADCs & DACs	Backplanes & Connectors
Design Talk	Test & Measurement	Design Software	Shrinking Electronics	Military & Aerospace	Medical	Harsh Environments	Lighting, Optoelectronics & Displays
Application Solutions	Smart Grid & Alternate Energy	Lighting, Optoelectronics & Displays	Thermal Management	Materials for Design	Portable Power	Cable & Connections	Enclosures & Packaging
Brainstorm	Power	LEDs	Software Tools	Medical Electronics	Power Systems	Consumer Electronics	Smart Grid & Alternative Energy
The Roundtable	What is "Green" Technology?	The Future of Solid-State Lighting	Design & Development Today	Test & Measurement	Materials & Packaging	Talking About Power	The Year in Review
Bonus Show Distribution		<ul style="list-style-type: none"> • Embedded Systems Boston, September 15-18 • Electronics Midwest Chicago, September 20-22 					
Promotional Bonuses						Advantage AdIntell Study	
Targeted Application Focus E-Newsletters (Deployment Dates)	<ul style="list-style-type: none"> • Test & Measurement (August 3) • Power Management (August 10) • Medical Electronics (August 17) • Embedded Systems (August 24) • Wireless Electronics (August 31) 	<ul style="list-style-type: none"> • Medical Electronics (September 7) • Passives & Discretes (September 14) • Industrial Automation (September 21) • Military & Aerospace (September 28) 	<ul style="list-style-type: none"> • Portable Power (October 5) • Lighting, Optoelectronics & Displays (October 12) • White Goods (October 19) • Industrial (October 26) 	<ul style="list-style-type: none"> • Medical Electronics (November 2) • Industrial Automation (November 9) • Smart Grid & Alternative Energy (November 16) • RF Applications (November 23) • Software (November 30) 		<ul style="list-style-type: none"> • Military & Aerospace (December 7) • Consumer Electronics (December 14) • Trains, Planes & Automobiles (December 21) • Test & Measurement (December 28) 	
Vertical Markets	Military & Aerospace	Packaging & Interconnects	Power	Medical Electronics		RF & Wireless	

2011 Advertising Rates



Rate Card #50.
Published 15 times a year by Advantage Business Media.
Effective January 2011.

Size	1x	3x	7x	15x
Full Page Spread	\$34,260	\$33,750	\$33,480	\$32,860
Full Page Plus	\$20,680	\$19,830	\$19,610	\$19,090
Full Page	\$17,970	\$17,240	\$17,060	\$16,590
Standard Page	\$13,300	\$12,940	\$12,560	\$12,320
1/2 Page	\$11,260	\$10,930	\$10,680	\$10,490
1/3 Page	\$7,550	\$7,350	\$7,160	\$7,050
1/4 Page	\$4,870	\$4,750	\$4,630	\$4,490
1/6 Page	\$3,760	\$3,680	\$3,630	\$3,600
Web Site Locator	\$1,540			
TOC Teaser	\$1,770			
Web Data Index	\$4,220 (includes posting of White Paper online at www.ECNmag.com)			

*Please Note: No additional charge for bleed ads. Advertisers not fulfilling a contract will incur a rate adjustment back to the earned rate after the close of the contract year. For inserts, contact production manager for spec approval six weeks before publication.

Color Charges

2-Color: Standard AAA red, blue, green, yellow, or orange.

4-Color: 2 process colors plus black or 4-color process.

	Per Page	Per Spread	Per Fraction
2-Color, add:	\$1,660	\$2,960	\$840
4-Color, add:	\$2,410	\$4,180	\$1,140

Position Charges (including 4-color)

Position	7x	15x
Inside Front Cover	\$21,400	\$20,960
Page Three	\$21,150	\$19,960
Inside Back Cover	\$21,150	\$19,960
Back Cover	\$21,400	\$20,960

Other specified positions, add 15%.

Consecutive page ad positions, add \$750 total (up to 3 ads).

No position is guaranteed without premium.

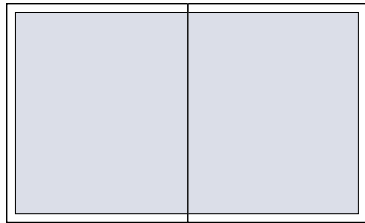
Agency Commission 15%.

Contract Conditions: All advertisements for ECN are accepted and published by Advantage Business Media on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify, and hold Advantage harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation or right of privacy or publicity, plagiarism, copyright or trademark infringement, and any claims or suits that may arise out of publication of such advertisement. Advantage Business Media reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to the public interest, or otherwise inappropriate or incompatible with the character of this publication. The publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any manner.

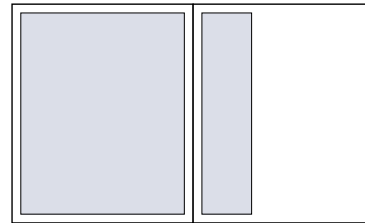
Orders are accepted subject to the terms and provisions of our current Advertising Rate Card. We reserve the right to change rates upon notice. Contracts may be canceled at the time a change in rates becomes effective without incurring a short rate adjustment provided the contract rate has been earned up to date of cancellation. Rateholders not accepted.



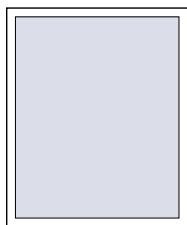
Ad Dimensions*



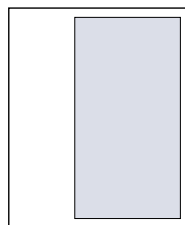
Full Page Spread
Live: 17" × 10"
Trim: 18" × 10 7/8"
Bleed: 18 1/4" × 11 1/8"



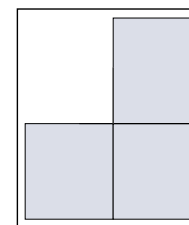
**Full Page Plus*
 Full Page
 Dimension**
Live: 8 1/4" × 10"
Trim: 9" × 10 7/8"
Bleed: 9 1/4" × 11 1/8"
Plus Dimension
 2 1/2" × 10"



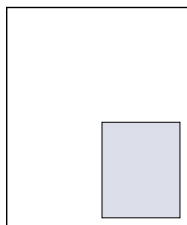
Full Page
Live: 8 1/4" × 10"
Trim: 9" × 10 7/8"
Bleed: 9 1/4" × 11 1/8"



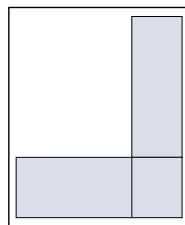
Standard Page
Live: 5 1/4" × 10"
Trim: 5 3/4" × 10 7/8"
Bleed: 6" × 11 1/8"



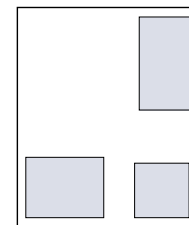
1/2 Page Vertical
Live: 3 7/8" × 10"
Trim: 4 3/8" × 10 7/8"
Bleed: 4 5/8" × 11 1/8"
1/2 Page Horizontal
Live: 8 1/4" × 4 3/4"
Trim: 9" × 5"
Bleed: 9 1/4" × 5 1/4"



1/4 Page
 3 7/8" × 4 3/4"
 No Bleed



1/3 Page Vertical
 2 1/2" × 10"
 No Bleed
1/3 Page Horizontal
 8 1/4" × 3"
 No Bleed



1/6 Page Vertical
 2 1/2" × 4 5/8"
 No Bleed
Web Site Locator
 2 5/8" × 2 5/8"
1/6 Page Horizontal
 3 7/8" × 3"
 No Bleed

*There is a 1/4" gutter (1/8" left, 1/8" right). Please account for this when creating your ad.

Digital Advertising Specifications

Platforms: PC or Macintosh

Media Accepted: PDF file transfer via www.ads4advantage.sendmyad.com preferred. Digital ad files on CD-ROM disks also acceptable. Please include a printout of the disk directory as well as a proof of ad.

File Transfer: Please use our www.ads4advantage.sendmyad.com portal to transfer your PDF file and get email confirmation. An onscreen preflight report will prompt you as to whether the PDF is accepted or if revisions are needed.

Also acceptable – email for files under 3MB.

To transfer files via FTP: <ftp://ftp1.advantagemedia.com>

Logon: adpost

Password: Advantage1 (case sensitive)

Supported Applications: PDF files certified for PRESS are preferred. Print or screen optimized PDF files are unacceptable.

We strongly recommend that you create a PostScript file and open it in Adobe Acrobat Distiller to process the file into a PDF. Please see our "PDF Specifications" for a how-to on creating the Postscript file and on saving a group of settings that you can use again. If you do not have Acrobat Distiller, we will accept the following native file formats – QuarkXpress through version 7, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. The supporting fonts and images must accompany the native layout file.

UNACCEPTABLE: Film, copydot files, DCS and DCS2, MS Word files, MS Publisher and MS PowerPoint are not accepted.

File Naming: Please be sure to have the appropriate 3-character file extension on all file names.

Required Proofs: A contract color or laser proof should accompany your disk. Advantage Business Media is not liable for any errors or omissions on ads submitted without a proof.

File Compression: Ziplt or Stuffit is acceptable. LZW or JPEG is unacceptable.

Raster File Resolution (Photos): 300 DPI at final size saved in TIF or EPS format; minimum resolution – 266 DPI. Bitmap images for line art should have a resolution between 800 and 1200 DPI. Images downloaded from or created for the Internet are unacceptable due to low resolution (72 DPI).

Color: Color images should be saved in CMYK format unless a matched spot color (PMS color) has been purchased. If a spot color is used, note the PMS number on your laser proof; make sure process color separations are not selected for PMS color in the native files.

Please save black text as black only (not 4-color text) to avoid registration problems on press. Also, no element of your file should be above the total ink limit of 310% (i.e., do not use 100% cyan + 100% magenta + 100% yellow + 100% black, etc.).

Save black and white halftones as grayscale; save line art as bitmap.

Ad Size: Crop marks for full page size ads should be at trim size. Bleed to be 1/8" - 1/4" beyond trim (as published on Rate Card or as posted on website). Fractional ads should be set up exactly to size shown on Rate Card.

Graphics: If supplying native application files, include all placed graphics on disk. Images should be linked in the file. Do not embed images in your file. Do not copy and paste images into your file.

Fonts: If supplying native application files, include all fonts on disk (printer and screen fonts). Please use Adobe Type 1 fonts only! Do not use Multiple Master fonts. We reserve the right to substitute Adobe Type 1 fonts for non-Adobe or Multiple Master fonts if necessary.

Contact: Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return a disk.

Charges: Preflighting charges may be incurred if we must make changes to your files due to errors in ad size, unacceptable fonts, RGB images or unacceptable file formats. **Use www.ads4advantage.sendmyad.com for free, automatic preflighting as you transfer your PDF file directly to our production department!**



Target Customers and Prospects in Specific Market Segments With ECN's Lineup of High-Profile Supplements

ECN gives you the opportunity to take aim at specific product and technology areas with targeted vertical market supplements that deliver your message to the heart of your core audience. These precisely-targeted demographic publications deliver your message to thousands of design & development engineers and engineering managers in the strongest and most promising areas.

Focused Editorial Environment

These article-based supplements report on the latest technical advancements and applications on important topics related to power, packaging, interconnects, lighting, medical and wireless through industry contributed articles, product announcements and industry news. In addition, the articles offer specific tutorials on design challenges currently taking place within the featured market segment.

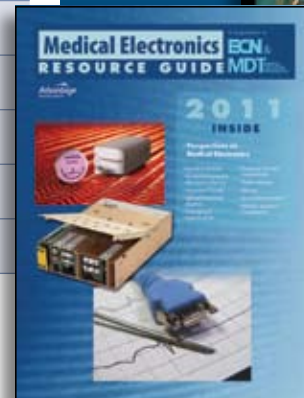
Advertiser Bonuses

As an advertiser in one of these highly targeted publications, you'll derive the benefits of the following marketing/merchandising services:

- Full-page advertisers receive a 1/2-page case history
- Half-page advertisers receive a 1/4-page case history
- New eReader Service response tracking for all advertising/editorial mentions
- Bonus trade show distribution at key industry shows throughout 2011
- Advertise in ECN in the same month as the supplement and receive 10% off the supplement rate

ECN 2011 Vertical Market Publishing Schedule

Month	Supplement	Circulation	Ad Closing
January	Lighting, Optoelectronics & Displays	80,130	12/3/10
February	Power	84,755	1/3/11
March	Distribution Special	111,777	2/1/11
April	Test & Measurement	84,605	3/4/11
May	Lighting, Optoelectronics & Displays	80,130	4/1/11
June	Smart Grid & Alternative Energy	111,777	5/2/11
July	Trains, Planes & Automobiles	111,777	6/3/11
August	Military & Aerospace	111,777	7/1/11
September	Packaging & Interconnects	92,730	8/1/11
October	Power	84,755	10/3/11
November	Medical Electronics	71,830	10/17/11
December	RF & Wireless	78,580	11/1/11





ECN 2011 Vertical Market Supplement Rates

Ad Size	Power	Medical Electronics	Lighting, Optoelectronics & Displays	Distribution	Test & Measurement	Packaging & Interconnects	RF & Wireless	Military/Aerospace	Smart Grid & Alternative Energy	Trains, Plains & Automobiles
Spread	\$26,000	\$22,000	\$24,600	\$34,260	\$25,900	\$28,400	\$24,100	\$34,300	\$34,300	\$34,300
Full Page	\$13,600	\$11,500	\$12,900	\$17,970	\$13,600	\$14,900	\$12,600	\$18,000	\$18,000	\$18,000
Standard Page	\$10,100	\$8,500	\$9,500	\$13,300	\$10,100	\$11,000	\$9,300	\$13,300	\$13,300	\$13,300
1/2 Page	\$8,500	\$7,200	\$8,100	\$11,260	\$8,500	\$9,300	\$7,900	\$11,300	\$11,300	\$11,300
1/3 Page	\$5,700	\$4,900	\$5,400	\$7,550	\$5,700	\$6,300	\$5,300	\$7,600	\$7,600	\$7,600
1/4 Page	\$3,700	\$3,100	\$3,500	\$4,870	\$3,700	\$4,000	\$3,400	\$4,900	\$4,900	\$4,900
1/6 Page	\$2,900	\$2,400	\$2,700	\$3,760	\$2,800	\$3,100	\$2,600	\$3,800	\$3,800	\$3,800
Website Locator	\$1,200	\$1,000	\$1,100	\$1,540	\$1,200	\$1,300	\$1,100	\$1,500	\$1,500	\$1,500
TOC/Strip Ad	\$1,300	\$1,100	\$1,300	\$1,770	\$1,300	\$1,500	\$1,200	\$1,800	\$1,800	\$1,800
Web Data Index	\$3,200	\$2,700	\$3,000	\$4,220	\$3,200	\$3,500	\$3,000	\$4,200	\$4,200	\$4,200
4-Color	\$1,300	\$1,100	\$1,200	\$1,660	\$1,300	\$1,400	\$1,200	\$1,700	\$1,700	\$1,700
2-Color	\$600	\$500	\$600	\$840	\$600	\$700	\$600	\$800	\$800	\$800

Vertical Market Ad Dimensions

Ad Size	Dimensions
Full Page Spread (bleed)	Trim: 18" x 10 ⁷ / ₈ "; Bleed: 18 ¹ / ₄ " x 11 ¹ / ₈ "
Full Page	8 ¹ / ₄ " x 10"
Full Page (bleed)	Trim: 9" x 10 ⁷ / ₈ "; Bleed: 9 ¹ / ₄ " x 11 ¹ / ₈ "
Standard Page	5 ¹ / ₄ " x 10"
1/2 Page (vertical)	3 ⁷ / ₈ " x 10"
1/2 Page (horizontal)	8 ¹ / ₄ " x 4 ³ / ₄ "
1/2 Page (island)	5 ¹ / ₄ " x 7 ¹ / ₂ "
1/3 Page (square)	5" x 4 ³ / ₄ "
1/3 Page (vertical)	2 ¹ / ₂ " x 10"
1/4 Page	3 ⁷ / ₈ " x 4 ³ / ₄ "
1/6 Page (vertical)	2 ¹ / ₂ " x 4 ⁵ / ₈ "
Web Site Locator Ad	2 ⁵ / ₈ " x 2 ⁵ / ₈ "
Strip Ad	8 ¹ / ₄ " x 1 ¹ / ₂ "





The New and Improved Web Resource for Accessing the Global Electronics Design Market

ECN's information-rich website – www.ECNmag.com – is ideally suited for reaching the OEM decision-makers crucial to your sales efforts. As electronic design engineers work through the design process, instant access to the latest news and product information is imperative. They need to know what the latest innovations are, and how this technology can help them get a better product to market faster. As the leading OEM product resource, no magazine is better positioned to help you reach these focused and motivated specifiers via the Web than ECN.

Every day, ECNmag.com presents new products in the same key product categories ECN magazine covers: *Boards, Modules & Embedded Systems, Computer Peripherals, Cooling & Thermal Management, Electromechanical/Mechanical Devices, ICs, Optoelectronics & Displays, Packaging & Interconnects, Passive & Discrete Devices, Power Sources, RF & Microwave Communications, Sensors, Software, and Test & Measurement.*

www.ECNmag.com Quick Tour

- **ECN News:** News and happenings in the OEM, updated on a daily basis; includes domestic, European, and Asian coverage.
- **Web Exclusives:** Web-exclusive products and expert-written articles that have not appeared in ECN's print publication.
- **Product Database:** Users can search the Product Database quickly and easily for products they need, searching by main product categories or keywords.
- **New Products:** Focused coverage of product information and articles in 13 specific technology areas.
- **The Efficiency Zone:** An ECNmag.com community devoted to high-tech solutions for helping companies save energy and money. Coverage includes case studies, features, news, opinion, reviews, and more.
- **The Tinker's Toolbox:** ECN will be updating its monthly podcast series "The Tinker's Toolbox" with new content and an increased frequency in 2011. These changes will keep the engineering discussion series relevant and useful to the engineering community by giving them the latest in technology and design insights, information, and analysis. This weekly updated series will consist of interviews conducted by ECN's Editors with manufacturers presenting newly developed technology, recently-released components, and the latest design trends and ideas. Each podcast will be presented along with the related presentations, app notes, sec sheets, and product images to support the discussion.
- **Multimedia:** Features include new products and design tutorials, podcast downloads, and streaming video on the latest product technology and techniques, and roundtable discussions with prominent engineers on emerging and existent technology.
- **The Brainstorm:** Essays from industry personalities on a topic, presenting multiple views of the application in question.
- **The Cutting Edge:** Over-the-horizon news on developing technologies, helping design engineers predict the trends, developments, and devices that lead the electronics industry.
- **Community Pages:** Blogs, essays and videos on interests both personal and professional provide the audience with interest-related content supporting their core interests.
- **White Papers:** Here ECN presents any and all White Papers that have been submitted by our clients, partners and any experts in the industry.
- **Current Issue:** Each month, ECN's print publication will be posted on our site. Engineers can scroll through ECN Online, as well as read the print version.
- **Plus:** Blogs and forums, events, reference center, and more





Advertising Options & Rates

ECN's website can help you meet your strategic marketing goals, including brand/company awareness, lead generation, traffic building, product introduction, and technological education. Numerous sponsorship options are available, including customized exposure packages.



Leaderboard:
728 x 90 rotating, Run-of-Site
\$2,660 net per month

Rich Media:
Expandable ads, peel back ads (shown) and more. Add impact to your message using special effects. Proven to deliver greater click-thru rates on average than that of typical banner ad
\$6,050 net per month

Boombox Ad #1:
300 x 250 rotating, Home Page and Secondary Pages
\$2,420 net per month

Guest Blog:
Your blog will be featured in our new multimedia section. An excellent opportunity to put your voice in front of a key audience.
\$2,290 net per month

Sponsor Button Ad:
120 x 60, 120 x 90, 125 x 60, 125 x 125 rotating, Home Page and Secondary Pages
\$1,030 net per month

Additional Advertising Options & Rates
Roadblock Ad:
640 x 480, appears as site is launched prior to Home Page
\$2,750 net per month

Sponsored Product Text Ad:
468 x 60 rotating text & graphic ad residing on all Secondary Pages
\$2,850 net per month

Additional Custom Opportunities:
Exclusive sponsored content sections, manufacturer microsites, multimedia opportunities and more. Contact your sales rep for more information to develop a custom program on www.ECNmag.com



The ECN Daily Newsletter

ECN Magazine's daily newsletter – **The ECN Daily** – provides must-read news, features, analysis, and emerging products, systems, and equipment for an audience of more than 37,000 influential OEM design engineers and engineering managers. Your ad will link directly to your site giving buyers access to more information about your company's products and services.

Leaderboard Ad:

Located above the top header (first item)
728 x 90 pixels
\$4,360 per week
(Text Ad Specs*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link)

Banner or Text Ad*:

Position #1 – Located among the newsletter articles
468 x 60 pixels
\$3,390 per week

Banner or Text Ad*:

Position #2 – Located among the newsletter articles
468 x 60 pixels
\$2,660 per week

Banner or Text Ad*:

Position #3 – Located among the newsletter articles
468 x 60 pixels
\$2,660 per week



Boombox Ad Position #1:

Located in the right-hand column
250 x 250 pixel image or
Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link
\$4,360 per week

Boombox Ad Position #2:

Located in the right-hand column
250 x 250 pixel image or
Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link
\$4,140 per week

Send all ECN Daily advertising materials to newslettermaterials@advantagemedia.com.



ECN LateWire Daily Enewsletter

ECN Magazine's daily late afternoon newsletter – **ECN LateWire** – delivers a wrap-up of the day's must-read news, features, analysis, and emerging products, systems, and equipment for an audience of 36,000 influential OEM design engineers and engineering managers. Your ad will link directly to your site giving buyers access to more information about your company's products and services.

Leaderboard Ad:

Located above the top header (first item)
728 x 90 pixels
\$4,360 per week
(Text Ad Specs*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link)

Banner or Text Ad*:

Position #1 – Located among the newsletter articles
468 x 60 pixels
\$3,390 per week

Banner or Text Ad*:

Position #2 – Located among the newsletter articles
468 x 60 pixels
\$2,660 per week

Banner or Text Ad*:

Position #3 – Located among the newsletter articles
468 x 60 pixels
\$2,660 per week



Boombox Ad Position #1:

Located in the right-hand column
250 x 250 pixel image or
Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link
\$4,360 per week

Boombox Ad Position #2:

Located in the right-hand column
250 x 250 pixel image or
Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link
\$4,140 per week

Send all ECN LateWire advertising materials to newslettermaterials@advantagemedia.com.

*Text ads: Send 50 words or less of text and 75 x 75 pixel image. We will build the ad.



The ECN European Daily Enewsletter – Weekly European Wrap-Up Edition

The ECN Daily European Wrap-up Edition presents a weekly “best of” recap of the most relevant news, features and products for an audience of 17,000 European design engineers and engineering managers. This weekly editorial roundup, culled from The ECN Daily, reaches these key decision-makers every Friday morning.

Leaderboard Ad:

Located above the top header (first item)
728 x 90 pixels
\$1,320 per week
(Text Ad Specs*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link)

Banner or Text Ad*:

Position #1 – Located among the newsletter articles
468 x 60 pixels
\$1,100 per week

Banner or Text Ad*:

Position #2 – Located among the newsletter articles
468 x 60 pixels
\$880 per week

Banner or Text Ad*:

Position #3 – Located among the newsletter articles
468 x 60 pixels
\$880 per week



Boombbox Ad Position #1:

Located in the right-hand column
250 x 250 pixel image
or
Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link
\$1,320 per week

Boombbox Ad Position #2:

Located in the right-hand column
250 x 250 pixel image
or
Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link
\$1,100 per week

Send all ECN Daily European advertising materials to newslettermaterials@advantagemedia.com.



ECN's Targeted Application Focus Enewsletters Extend Your Reach and Build Your Brand

ECN's Targeted Application Focus Enewsletters reach a precisely targeted audience of more than 37,000 ECN subscribers. Each newsletter contains the latest news on specific new technologies and products for key market/application categories including:

- Automotive
- Industrial Automation
- Consumer Electronics
- Embedded Systems
- Emerging Technologies
- Medical
- Military/Aerospace
- Passives & Discretes
- Portable Power
- Power Management
- Solar & Alternative Energy
- Solid State Lighting
- Transportation
- Wireless

ECN's Video & Product Showcase Enewsletters give you the opportunity to highlight your products for key decision-makers across the global OEM. Three monthly editions are available to deliver your message – U.S., Europe, and Japan/Asia/China.

Your ad can run as a Leaderboard or Text Leaderboard across the top of each newsletter, as a half tower or text tower down the side, or as a text message within the body of the newsletter, with a link to your website, giving buyers instant access to the information they need. In addition, ECN provides each advertiser with the full contact information of each person who clicks through to their website.

Video & Product Showcase Rates (U.S.):

- **100 x 100 Image & Text:** \$2,180
- **Leaderboard:** \$2,240
- **Exclusive Sponsorship:** \$10,160
- **European Edition:** \$1,650
- **Japan/Asia/China Editions:** \$1,210

ECN's CSI ECN: "Case Studies In" the OEM Market allows you to promote your case studies to more than 39,000 of ECN's newsletter subscribers. In addition, your case study will be posted on ECNmag.com for three months. Use your CIS spot to position your company as a thought leader and problem-solver amongst the leading design engineering audience in the OEM. Not only will you create brand awareness for your company, sales leads will be generated from engineers that click on your sponsor link in the newsletter. Your leads will include name, company name, and e-mail address, and in most cases, title, phone number, and street address. Abstract materials required for your CIS ECN position include: headline (55 characters max), 100 words of copy, 125 pixel x 125 pixel image (maximum).

CSI ECN Rate: \$2,550 net



Custom, single-sponsored newsletters are available.
Contact your ECN representative for details and pricing.

See next page for Enewsletter deployment dates and Targeted Application Focus Topics.



Topics and Deployment Dates

Issue	Targeted Application Focus (Deployment Dates)	Showcase & CSI Deployment Dates
January	<ul style="list-style-type: none"> Power Management (January 5) Military & Aerospace (January 12) Medical Electronics (January 19) Lighting, Optoelectronics & Displays (January 26) 	<ul style="list-style-type: none"> Showcase (January 13) CSI (January 27)
February	<ul style="list-style-type: none"> RF Applications (February 2) Test & Measurement (February 9) Trains, Planes & Automobiles (February 16) Smart Grid & Alternative Energy (February 23) 	<ul style="list-style-type: none"> Showcase (February 10) CSI (February 24)
March	<ul style="list-style-type: none"> Medical Electronics (March 2) Embedded Systems (March 9) Military & Aerospace (March 16) Passives & Discretives (March 23) Portable Power (March 30) 	<ul style="list-style-type: none"> Showcase (March 10) CSI (March 24)
April	<ul style="list-style-type: none"> Industrial Automation (April 6) Military & Aerospace (April 13) Portable Power (April 20) Medical Electronics (April 27) 	<ul style="list-style-type: none"> Showcase (April 7) CSI (April 21)
May	<ul style="list-style-type: none"> Medical Electronics (May 4) Trains, Planes & Automobiles (May 11) Test & Measurement (May 18) White Goods (May 25) 	<ul style="list-style-type: none"> Showcase (May 12) CSI (May 26)
June	<ul style="list-style-type: none"> Smart Grid & Alternative Energy (June 1) RF Applications (June 8) Power Management (June 15) Medical Electronics (June 22) Test & Measurement (June 29) 	<ul style="list-style-type: none"> Showcase (June 9) CSI (June 23)
July	<ul style="list-style-type: none"> Medical Electronics (July 6) Lighting, Optoelectronics & Displays (July 13) Military & Aerospace (July 20) Consumer Electronics (July 27) 	<ul style="list-style-type: none"> Showcase (July 7) CSI (July 21)
August	<ul style="list-style-type: none"> Test & Measurement (August 3) Power Management (August 10) Medical Electronics (August 17) Embedded Systems (August 24) Wireless Electronics (August 31) 	<ul style="list-style-type: none"> Showcase (August 11) CSI (August 25)
	<ul style="list-style-type: none"> Medical Electronics (September 7) Passives & Discretives (September 14) Industrial Automation (September 21) Military & Aerospace (September 28) 	<ul style="list-style-type: none"> Showcase (September 8) CSI (September 22)
October	<ul style="list-style-type: none"> Portable Power (October 5) Lighting, Optoelectronics & Displays (October 12) White Goods (October 19) Industrial (October 26) 	<ul style="list-style-type: none"> Showcase (October 13) CSI (October 27)
November	<ul style="list-style-type: none"> Medical Electronics (November 2) Industrial Automation (November 9) Smart Grid & Alternative Energy (November 16) RF Applications (November 23) Software (November 30) 	<ul style="list-style-type: none"> Showcase (November 3) CSI (November 17)
December	<ul style="list-style-type: none"> Military & Aerospace (December 7) Consumer Electronics (December 14) Trains, Planes & Automobiles (December 21) Test & Measurement (December 28) 	<ul style="list-style-type: none"> Showcase (December 8) CSI (December 22)



Ad Dimensions/Material Requirements

Leaderboard Ads: 728 x 90 pixels; .gif or .jpg format; may be animated; url for link.

Tower Ads: 120 x 400; .gif or .jpg format, url for link.

Text Ads: 5-7 word headline, 40-50 words text, url for link (for Targeted Application Focus and Product Showcase newsletters).
Send materials directly to newslettermaterials@advantagemedia.com.



ECN's professionally planned educational webcasts result in highly successful, well-attended sessions covering topics that affect medical device design and manufacturing. Each engaging, interactive forum features an expert panel and an interactive audience via live Q&A and polling. Webcast sponsorships provide a dynamic marketing solution that accelerates your lead generation process and drives actionable results.

Webcast sponsors benefit from a highly-visible interactive marketing campaign that includes print advertising and comprehensive branding via the web and electronic newsletters, as well during the live event. Sponsors also receive complete registration and attendance data for the live date and subsequent on-demand viewing period when electronic design engineers can experience the webcast when its convenient based on their busy schedule. Exclusive and shared sponsorship events are offered.



Topics for All Electronics Design Engineering Professionals

- Implementing Digital Power Management
- Solid-State Lighting Design
- Considerations When Creating a Battery-driven Device
- Touchscreen Design in Portable Devices
- Energy Harvesting Tips and Tricks
- Sensor Networks and Cloud Computing
- Designing for Consumer Applications
- Power Quality and System Reliability
- Server Rack Power and Thermal Management
- Selecting the Proper Enclosure
- Board-to-board Connector Selection
- System Integration and Communication Protocols
- Regulatory Compliance for International Markets

The Webcast series is just one of the many informative and valuable tools found at www.ECNmag.com. ECN can also work with you to develop custom webcasts based on your suggestions and expertise.

Your ECN representative can work with you to help you position your company as a thought leader in the OEM with a cost-effective sponsorship of a turnkey ECN Webcast.



Engage Prospects with Your Customized E-Marketing Message Elevate Awareness and Add Momentum to Your Marketing Campaign

Provide timely, immediate communication of:

- New product/technology introductions
- Significant company news and announcements
- Special offers

ECN's exclusive E-Marketing blasts allow you to add significant stopping power and impact to your sales and marketing campaign with your custom-designed, audience-directed message. Your personalized e-blast will:

- Reach more than 44,000 potential customers
- Educate and inform a top-level audience of ECN subscribers
- Build excitement with your opportunity-specific message
- Generate high-level, full contact sales leads

Program Specifics:

- You supply the message via your custom-designed HTML email file
- ECN handles all aspects of delivery from list selection to deployment date
- Timing – deployment determined to meet your mission-critical objectives
- Sales Leads – potential buyers linked to your website or via email directly from your HTML file
- Cost – \$7,800 net for deployment to full list (44,443 names); \$4,700 net for half list deployment (22,222)

ECN's E-Marketing Blasts maximize the return on your marketing investment by delivering your message to the industry's key decision-makers, which in turn, delivers them back to you. Your sponsorship comes with complete reporting statistics, as well as tangible sales lead information.

E-Marketing Blast Specifications:

- HTML file size should not exceed 30kb
- Recommended image/file width – 600-800 pixels
- Advertiser must provide a text version of the file
- No Rich Media files/images
- Advertiser must supply a suppression file of their own opt-out email addresses
- Creative must be sent by advertiser 10 days before estimated deployment date
- NOTE: Deployments will not be co-branded with ECN

Submit all insertion orders and advertising materials to your sales representative.





Quality Contact With Top Industry Decision-Makers in a Solutions-Oriented Environment of Discovery

Advantage Business Lists

Combine the brand-building principles of print and digital advertising with the results-oriented sensibility of direct marketing. Direct response marketing is proven to be a strong media channel to drive leads, providing immediate results and visible ROI. Generate more qualified leads, provide additional touch points, enhance brand perception, and leverage your advertising investment with integrated approach to the market. Advantage Business Media offers a full range of postal, email, and telemarketing lists. Contact your ECN representative for costs and counts.

AdIntell Readership Studies

ECN's semi-annual ad readership studies measure the recall of your advertising among your target audience. Use these studies to reaffirm that your advertising works and to refine the specific creative elements that will help effectively capture the attention of design engineers and engineering managers. Scheduled for ECN's June and December issues in 2010.

Brand Awareness Study

This annual study measures preference, usage, and brand equity in specific product sectors in the North America, Europe and Asia. The results will help you shape your marketing strategy to develop greater awareness for your company and technology, and craft your message to more accurately promote the key factors that influence purchasing decisions for your type of products.

Custom Wallcharts

ECN's Wallcharts contain information that is organized for convenient, frequent reference and is targeted to an audience of known buyers/specifiers of frequency allocation products and image sensors. Sponsors will have their message prominently displayed on the face of the wall chart where it will be seen throughout the year. Contact your ECN representative for rates.





Group Publisher

Nick Pinto
25 Northwest Point Blvd., Suite 430
Elk Grove Village, IL 60007
973-920-7745
Fax: 973-607-5488
nick.pinto@advantagemedia.com

IA, IL, IN, KY, MA, ME, MI, MN, NH, OH, RI, TX, WI

Mike Francesconi, Key Accounts Manager
25 Northwest Point Blvd., Suite 430
Elk Grove Village, IL 60007
973-920-7742
Fax: 973-607-5586
mike.francesconi@advantagemedia.com

AK, AL, AR, AZ, CA, FL, GA, HI, KS, LA, MO, MS, ND, NE, NM, NV, OK, SC, SD, TN

Tami Morrell, Regional Sales Manager
25 Northwest Point Blvd., Suite 430
Elk Grove Village, IL 60007
973-920-7757
Fax: 973-607-5668
tami.morrell@advantagemedia.com

CO, CT, DC, DE, ID, MD, MT, NC, NJ, NY, OR, PA, UT, VA, VT, WA, WV, WY, Canada

Glen Sundin, Sr. Director of Online Sales
100 Enterprise Drive, Suite 600, Box 912
Rockaway, NY 07866-0912
973-920-7038
Fax: 973-607-5531
glen.sundin@advantagemedia.com

Print Production Manager

Diane Jenkins
100 Enterprise Drive, Suite 600, Box 912
Rockaway, NY 07866-0912
973-920-7162
Fax: 973-607-5565
diane.jenkins@advantagemedia.com

