



### Generate leads with White Paper Sponsorships?

White Paper Sponsorships enable you to generate highly-targeted leads in a single 30-day campaign or with the extended lead packages, to transform your library of papers into a long-term, sustained lead generation engine.

Through MWee's White Paper Sponsorships, your company gains access to a powerful combination of email marketing services and premium Web site positioning to deliver your technical information to an interested audience within a focused timeframe. A White Paper Sponsorship is the best way to be sure your paper stands out in the library and also generates leads for you.

### Pan European audience reach:

MWee's connects you to a powerful audience of European registered users who access our site for specific information and on-going education and training.

### Generate leads:

Use a MWee's White Paper Sponsorship to generate timely leads by promoting your paper to a pan-European audience of electronics engineers and engineering managers for 30 days.

### Increase brand awareness:

Raise your product's profile, with highly-visible content within the MWee's site network and in email newsletters, while measuring the success of your program with detailed lead reporting.

### Material Specifications

1. A PDF of the White Paper
2. The title to be used for the White Paper
3. A short description of what the paper is about of 80 to 120 words
4. Picture 600x400 jpg or png

### Individual White Paper Sponsorship features:

Inclusion in the weekly featured White Paper Newsletter, sent to ± 19,000 readers and regularly published in all our daily NLS (± 60,000 readers), 30-day rotation on MWee & eeNews Europe home page

Listing in featured paper section of the White paper home page

**Individual: 2,000€ NET**

### White Paper Sponsorship Triple Packs:

Purchase a pack of three White Paper Sponsorships at a discounted rate and we will extend your lead reporting access to 12 months for each individual sponsorship.

**Triple Pack: 5,000€ NET**

### Optional White Paper Sponsorship Features:

Additional Language Sponsorship (i.e., German) 1,300 €/month  
To learn more about how your company can benefit from a White Paper Sponsorship, or for detailed specifications please contact your sales representative

or André Rousselot at +32 2 7400053

or send an email to [papers@electronicseurope.net](mailto:papers@electronicseurope.net)

### MWee/eeNews Europe White Paper Library

<http://www.mwee.com/Learning-center>

- houses the electronics industry's best White Papers, application notes, technical articles, book chapters, and case studies
- is the leading reference resource for electronics engineers. Make sure your company's high-quality papers are included within this critical design resource
- submitting your papers is FREE

