

eeNews Embedded a new member in the eeNews family builds on the strength of eeDesign (formally EDN Europe) to offer advertisers a premium media to reach the pan-European community of design engineers working on Embedded projects. With a total circulation of 52,508 of which 20,162 are print it is the largest Embedded publication in Europe.

The editorial focus is on Embedded hardware and software including RTOS dedicated to avionics and automotive and development tools. Also part of the editorial mix are IoT (Internet of Things) Industrial IoT, smart power, as well as electronics modules and board level computers. The publication combines the important aspects of technical information about Embedded Computing with Technical Know-How, new Products Trends and Applications.

eeNews Embedded brings a new focus on Embedded Systems both online with its

www.eeNewseembedded.com web site, a daily newsletter and a quarterly print and Digital magazine that will debut at the Embedded World exhibition in Nuremberg and will include the eeNews Embedded World show guide.

The pan-european circulation of over 52,508 (print + digital) will be increased to over 80,000 on the occasion of major exhibitions such as Embedded World and electronica 2020.

Readership includes engineering management and development as well as decision makers and prescribers.

The enhanced web site includes an exclusive Video channel dedicated to interviews, product presentations and highlights of stands at exhibitions. Special exhibition packages including display advertising, show guide presence and video are available.

Publishing Date	Material & Edition Deadline	Features	Exhibitions & Conferences 2020	Bonus Distribution
February 17	February 5	Development Tools MCUs, DSPs and SoC SBC and Modular Computing	DATE 2020 , Grenoble, France, March 9-13 Embedded World , Nuremberg, February 25-27 Mobile World Congress , Barcelona, Feb 24-27	Embedded World
May 4	April 22	Energy Harvesting and Low Power Computing AI and Machine Learning IoT and Edge Technologies	PCIM , Nuremberg, May 5-7 SMT , Nuremberg, May 5-7 Display Week , San Francisco, CA, June 7-12	PCIM
September 7	August 26	Sensors, HMI and Industrial Technology Wireless Technologies FPGA	European Microwave Week , Paris, France, September 29-October 4 Sensors and Instrumentation Live , NEC, Birmingham 23-24 September Arm Techcon , San Jose, CA, 8th - 10th October	EuMW
November 2	October 21	Embedded for Automotive Medical Electronics Embedded Security	electronica 2020 , Munich, November 10-13 SPS/IPC/Drives , Nuremberg, November 24-26 Trustech 2020 (incorporates Cartes), Cannes, November	electronica 2020

RATES

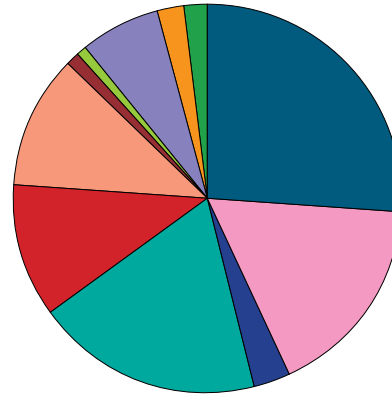
US \$ rate card 2020 (Effective 1st January 2020)

4 Colour	1x	3x	6x	10x
Page	\$ 5,850	\$ 5,700	\$ 5,550	\$ 5,400
210 mm x 297 mm				
Half island	\$ 3,940	\$ 3,820	\$ 3,700	\$ 3,580
125 mm x 200 mm				
Half	\$ 3,450	\$ 3,345	\$ 3,240	\$ 3,135
Hor.: 190 mm x 136 mm Vert. 91 mm x 277 mm				
Third	\$ 2,765	\$ 2,660	\$ 2,590	\$ 2,520
Hor.: 190 mm x 90 mm Vert. 60 mm x 277 mm				
Quarter	\$ 1,970	\$ 1,910	\$ 1,850	\$ 1,790
Hor.: 190 mm x 66 mm Vert. 91 mm x 136 mm				
Eighth	\$ 985	\$ 955	\$ 925	\$ 895
91 mm x 68 mm				

Rates are subject to Belgian VAT (when applicable)

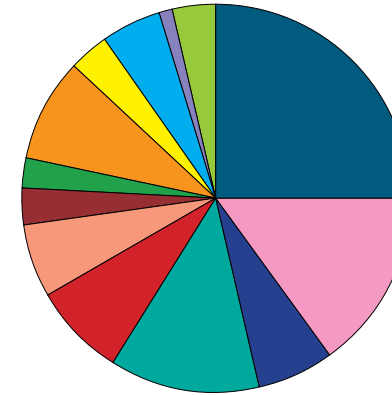
READERSHIP DEMOGRAPHICS

Total : 51,164*



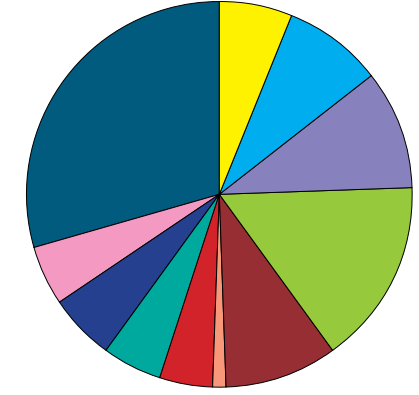
CIRCULATION BY FUNCTION

Engineering/Design Management	13425	26,24%	■
D&D Engineering	8694	16,99%	■
Purchasing	1534	3,00%	■
Corporate Management	9731	19,02%	■
Production	5644	11,03%	■
R&D Engineering	5691	11,12%	■
Applications, Integration	568	1,11%	■
Quality Control	466	0,91%	■
Sales & Marketing	3320	6,49%	■
Consultancy	1103	2,16%	■
Other	988	1,93%	■
Total	51164	100,00%	



CIRCULATION BY INDUSTRY

Industrial Controls	12875	25,16%	■
Communication Systems	7640	14,93%	■
IT Industries	3253	6,36%	■
Automotive & Transportation	6467	12,64%	■
Consumer Electronics	3972	7,76%	■
Test and Measurement	3126	6,11%	■
Medical Electronics	1491	2,91%	■
Avionics & Defense	1313	2,57%	■
Components	4479	8,75%	■
Distribution	1654	3,23%	■
Universities Research	2512	4,91%	■
Alternative Energy	551	1,08%	■
Other	1831	3,58%	■
Total	51164	100,00%	



CIRCULATION BY COUNTRY

Benelux	3190	6,23%	■
Eastern Europe	4306	8,42%	■
France	5128	10,02%	■
Germany	7964	15,57%	■
Italy	4754	9,29%	■
Middle East	628	1,23%	■
Other Europe	2254	4,41%	■
Scandinavia	2613	5,11%	■
Spain & Portugal	2824	5,52%	■
Switzerland & Austria	2505	4,90%	■
UK & Ireland	14998	29,31%	■
Total	51164	100,00%	

* Print : 20,031 - Digital : 30,133

* Publisher's statement September 2019

Home Page

The screenshot shows the home page layout with several ad spots highlighted in yellow boxes:

- Leaderboard 728 X 90**: Located at the top right of the page.
- Super Banner 940 x 170**: A large banner at the top of the main content area.
- IMU 300 X 250**: A square ad on the right side of the main content area.
- VIDEO CHANNEL 300 X 250**: A square ad on the right side, below the IMU ad.
- Leaderboard 728 X 90**: Located at the bottom of the page.

Content Pages

The screenshot shows a content page layout with several ad spots highlighted in yellow boxes:

- Leaderboard 728 X 90**: Located at the top right of the page.
- Super Banner 940 x 170**: A large banner at the top of the main content area.
- Skyscraper 160 X 600**: A vertical ad on the left side of the main content area.
- IMU 300 X 250**: A square ad on the right side of the main content area.
- DOUBLE IMU 300 X 600**: A rectangular ad on the right side, below the IMU ad.
- IMU 300 X 250**: A square ad on the right side, below the Double IMU ad.
- Leaderboard 728 X 90**: Located at the bottom of the page.

Creative Deadlines

- GIF, JPEG – Five business days prior to start date
- HTML5 – Five business days prior to start date
- Maximum File Size : 60k

Submission Guidelines

- Send all creative to : adops@electronicseurope.net
- Linking URL must be submitted with creative

Banner Advertising Rates

eeNewsEmbedded is a key information source for engineers and technical managers in Europe. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

eeNewsEmbedded has ± 30,000 PIs/month by ±14,000 unique visitors

Rates:

- Super Banner 940 x 170 CPM: \$ 180
- Leaderboard 728 x 90 CPM: \$ 150
- Skyscraper 160 x 600 CPM: \$ 120
- IMU 300 x 250 CPM: \$ 120
- Double IMU 300 x 600 CPM: \$ 180
- Twig 1024 x 90 CPM: \$ 180
- Wall paper CPM: \$ 300

All banners are available on a Cost Per Thousand (CPM) basis:

- Video hosting per month: \$ 1150

LEADERBOARD 728 x 90



Dimensions: 728 x 90
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

SKYSCRAPER 160 x 600



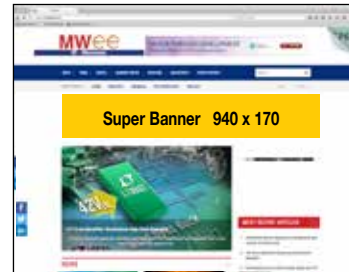
Dimensions: 160 x 600
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

IMU (BOOMBOX) 300 x 250



Dimensions: 300 x 250
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

SUPER BANNER 940 x 170



Dimensions: 940 x 170
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

Video channel



The video ads are a new interactive way of promoting new products, presence at shows and a perfect way for broadcasting interviews of CEOs, CTOs project managers etc. The attractive video content is hosted on our eeNewsEmbedded site as well as on our dedicated Embedded youtube video channel to maximise SEO and traffic.

Reach: home page, youtube, newsletters
 Material: youtube compatible formats

Hosting of your own videos:
 \$1,150 /month
 Interview at the show: \$1,700 /month
 Package of full page ad + Logo + video: \$6,900

Wall Paper



The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. In addition to a large size background image, the ad provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Reach : Surrounds all pages and cannot be closed.
 Material:
 Width: 1490 pixels
 Height: 1200 pixels
 Useful space:
 - Top: 1490 x 180pixels
 - Columns (2) 260 x 1020 pixels
 - Center (empty - white): 970 x infinite
 URL Link
 CPM Rate: \$ 300
 Technical fee per one additional creative: \$ 300



eeNews Embedded newsletters reach over ±32,000 Embedded Design engineers

The eeNews Embedded newsletters reach over ±32,000 subscribers in Europe. Qualified subscribers have opted to receive this unique newsletter providing up to date information on what's going on in the embedded field.

Each issue of the newsletter contains the following items:

- Lead story of the day
- Embedded Design News
- Business News
- MPU and development tools
- Embedded Consumer Design
- Communications
- Automotive

Also included are top new products of the day and new White Papers available for download.

Three advertising formats are available:

- Leaderboards
- IMU
- Text Banner

Leaderboard 728 x 90 pixels

The Leaderboard

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates: 1x : \$ 1,500
 3x : \$ 1,450
 5x : \$ 1,360
 10x : \$ 1,300
 1 week (5 consecutive days) : \$ 5,000

IMU
300 x 250 pixels

The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

Rates: 1x : \$ 1,500
 3x : \$ 1,450
 5x : \$ 1,360
 10x : \$ 1,300
 1 week (5 consecutive days) : \$ 5,000

Text Banner up to 200 characters + optional picture 140 x 120

The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics.

Rates: 1x : \$ 975
 3x : \$ 910
 5x : \$ 850
 1 week (5 consecutive days) : \$ 2,000

Guidelines to book HTML/HTML5 banners

- 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

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></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

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