



**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 eeNews' 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:**

eeNews 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 eeNews Europe 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 eeNews Europe 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: \$ 2,200 NET**

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**Triple Pack: \$ 5,500 NET**

**Optional White Paper Sponsorship Features:**

Additional Language Sponsorship (i.e., German) \$ 1,100/month  
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 or André Rousselot at +32 2 7400053  
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