

Media Information 2021 Euro

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[DESIGN CENTERS](#)
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Fig.3: The newly developed amplifier circuit. Toshiba claims most efficient ADC

Pi power for embedded designs

LATEST ISSUE

FEBRUARY 2017

News & Technology - Infineon
Sponsored Article - secure, globally connected city streets
Material Sciences - Efficiency - Electromobility - Automotive - Holographic Display - Sensing - Water Processing - Robotics - ...

NEWS

Analysing nanoparticles at chip-level
Technology News - Feb 15, 2017

Improving on LEDs: Osram launches FLINGO project
Technology News - Feb 15, 2017

Western Digital doubles 3D-NAND capacity
Technology News - Feb 14, 2017

3D printed PCBs for aerospace, defense
Technology News - Feb 14, 2017

3A / 36V Synchronous Step-Down (Buck) DC-to-DC Power Regulator
Technology News - Feb 14, 2017

Qualcomm launches RF joint venture aimed at 5G
Business News - Feb 14, 2017

flex+ Project delivers pool of ideas for healthcare
Technology News - Feb 14, 2017

Toshiba mulls sell off of all of chip business
Business News - Feb 14, 2017

Few firms show interest in Toshiba's chip business
Business News - Feb 14, 2017

DIGITAL EDITION

PDF VERSION

MOST RECENT ARTICLES

1. Exelyst claims full medical approvals across complete portfolio
2. Analysing nanoparticles at chip-level
3. Cost-optimized FPGA packs 500K logic elements, slashes power consumption
4. Improving on LEDs: Osram launches FLINGO project
5. Programmable Hall sensor is optimized for safety-critical applications
6. 0.35mm thin haptic actuator operates at up to 200Hz
7. Western Digital doubles 3D-NAND capacity
8. 3D printed PCBs for aerospace, defense
9. Qualcomm launches RF joint venture aimed at 5G
10. flex+ Project delivers pool of ideas for healthcare

MOST READ

1. CAN FD boards for automotive testing
2. AC LVDT signal conditioner calibrated in one press
3. Infineon's WolfSpeed takeover likely to be called off
4. Collision Avoidance Systems a booming market, study says
5. 30V/2A PWM DC/DC converter minimizes EMI noise
6. Avnet Abacus and PUI Audio sign European distribution
7. Ubuntu to support ethical smartphone Fairphone 2
8. Impulse analyzing system delivers 15-bit resolution at 250 MS/s
9. Hammond expands enclosure modification capability in Europe

[Daily Newsletter](#)
Power feature
January 23, 2017

LATEST NEWS

TSMC reports strong finish to 2016

AI, MEMS and sensors are tech to watch, says IBM

Wireless charging design contest

TECHNOLOGIES TO WATCH

Snowflake-shaped electrodes boost graphene's photoabsorption

New, SMT Threaded Standoffs for PCBs from Keystone
Install standoffs just like other board components & minimize PCB damage, scrap & handling time. In 2-56, 4-40 & 6-32 threads in 1/16" - 3/8" lengths.

Startup offers carbon-on-Si wafers for RF

NEW PRODUCTS

High Efficiency External Adapters
Keep your design ahead of new regulations with CUI's compliant wall plug and desktop adapters from 5 W to 150 W. These adapters utilize the latest in green power technology and feature no load power < 0.075 W.

Battery storage market set to reach 250GW by 2030

Online and Newsletters - www.eenewseurope.com



247,989 page views / mth

Europe	65.61%
North America	16.89%
Asia	12.78%
ROW	3.36%
Middle East	1.36%

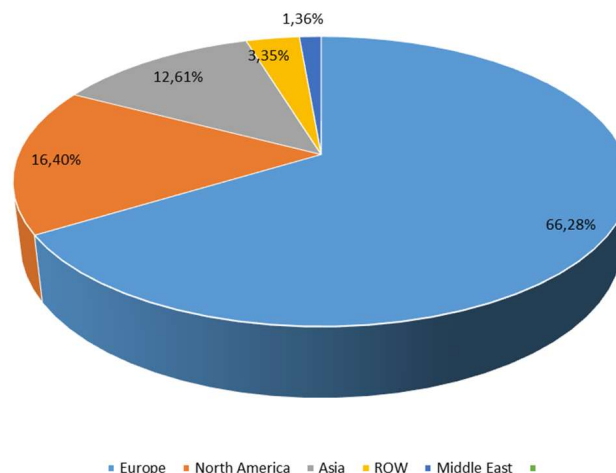


23,600 page views / mth

Europe	64.37%
North America	20.65%
Asia	9.95%
ROW	2.86%
Eastern Europe	1.17%

Average Online Traffic Review 2020

GLOBAL TRAFFIC : 314,510 page views / mth
by 178,119 unique readers



Job Function

Design & Development Engineering	14.22%
Engineering / Design Management	19.08%
Purchasing	7.33%
Business/Corporate Management	29.16%
Production	4.13%
R&D Engineering	7.95%
Applications, Integration	1.48%
Quality Control	1.55%
Sales & Marketing	7.69%
Consultancy	3.17%
Other	4.24%

Industry

Industrial Controls	24.27%
Communication Systems	9.54%
IT Industries	9.20%
Automotive & Transportation	12.30%
Consumer Electronics	11.84%
Test and Measurement	4.32%
Medical Electronics	2.48%
Avionics & Defense	3.70%
Components	6.97%
Distribution	4.08%
Universities Research	5.48%
Alternative Energy	1.19%
Other	4.61%



17,630 page views / mth

Europe	62.42%
North America	17.64%
Asia	11.93%
ROW	4.83%
Eastern Europe	1.85%
Middle East	1.33%



25,291 page views / mth

Europe	64.46%
North America	21.80%
Asia	8.95%
ROW	2.50%
Middle East	1.27%
Eastern Europe	1.02%

European Business Press – Nov 2020

Home Page

The Home Page layout features a top navigation bar with the eeNews Europe logo and a search bar. Below the navigation bar is a large yellow 'Leaderboard' banner (728 X 90). The main content area is divided into several sections: a large yellow 'Super Banner' (940 x 170), a 'NEWS' section with a featured article '42V Quad Monolithic Synchronous Step-Down Regulator' and a 'MOST RECENT ARTICLES' list, a 'Skyscraper' sidebar (160 X 600), and a 'MOST READ' section at the bottom. The page also includes a 'DESIGN CENTERS' sidebar with links to Analog, Automotive, LED Lighting, Test & Measurement, and Microwave.

Content Pages

The Content Pages layout features a top navigation bar with the eeNews Europe logo and a search bar. Below the navigation bar is a large yellow 'Leaderboard' banner (728 X 90). The main content area is divided into several sections: a large yellow 'Super Banner' (940 x 170), a 'Skyscraper' sidebar (160 X 600), a 'DOUBLE IMU' sidebar (300 X 600), and a 'MOST RECENT ARTICLES' list. The page also includes a 'DESIGN CENTERS' sidebar with links to Business, Market, Technology, New products, Interviews, Filter wizard, and Feature articles.

Creative Deadlines

- GIF, JPEG – Two 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

eeNewsEurope.com is the premier online news 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.

eeNewsEurope.com has ± 240,000 PI/month by ± 100,000 unique visitors.

Rates:

• Super Banner	940 x 170	CPM: 150 €
• Expandable Super Banner	940 x 340	CPM: 180 €
• Leaderboard	728 x 90	CPM: 120 €
• Skyscraper	160 x 600	CPM: 100 €
• IMU	300 x 250	CPM: 100 €
• Double IMU	300 x 600	CPM: 150 €

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

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 chrs

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 chrs

SKYSCRAPER 160 x 600



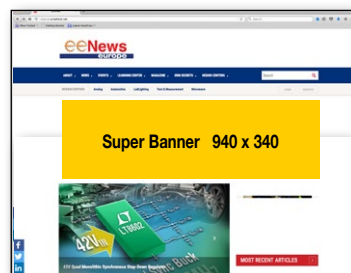
Dimensions: 160 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 chrs

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 chrs

EXPANDABLE SUPER BANNER 940 x 340



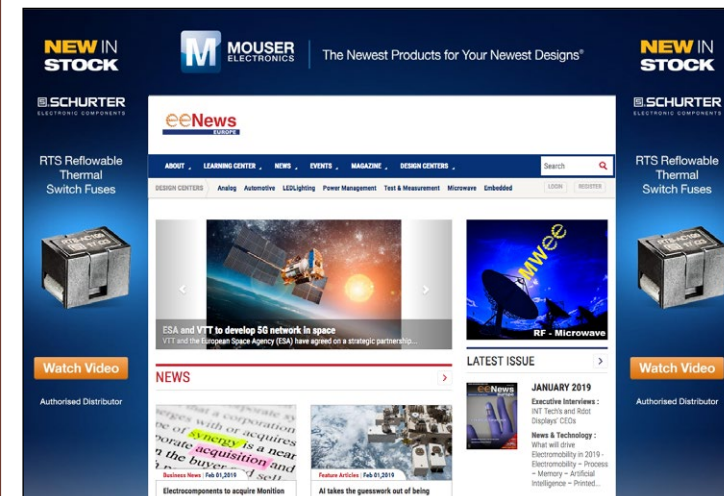
Dimensions: 940 x 340
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 chrs

NATIVE AD 300 x 250



Dimensions: 300 x 250
Picture: 140 x 120
Text: 50 to 60 words
Formats: JPEG, PNG

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 180 pixels
 - Columns (2) 260 x 1020 pixels
 - Center (empty - white): 970 x infinite
- URL Link

CPM Rate: 250 €

Technical fee per one additional creative: 250 €

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

eeNews europe Daily Newsletter
Power feature
January 23, 2017

Leaderboard 728 X 90

LATEST NEWS

- TSMC reports strong finish to 2016
- AI, MEMS and sensors are tech to watch, says IBM

IMU 300 X 250

NEWS

- Cornish startup aims to be Europe's main source of lithium
- Johnson Controls licenses rugged bipolar battery technology
- Automotive power semiconductor market continues to soar
- Startup offers carbon-on-Si wafers for RF
- High Efficiency External Adapters Keep your design ahead of new regulations with CUI's converters
- French academic opens machine vision to makers
- set to reach 250GW by 2030

Text Banner

TECHNOLOGIES TO WATCH

- Nanostructures double solar cell efficiency to 40%
- Gallium oxide boost for high voltage power
- Rugged 235x83.2x222mm embedded computer runs Intel Core i7/i5/i3 processors
- High resolution stainless steel encoders up to 30 bits

eeNews Europe daily newsletter reaches over ±60,000 electronics engineers and managers

The eeNews Europe daily newsletter is a concentrate of News, Design and New Products distributed to ±60,000 electronics engineers who rely on it for market watch and keeping up to date. The innovative format of the newsletter mixes important daily News with a weekly focus on one of our Design Lines. Every day the design column focuses on a different topic:

Monday: Power Management
Tuesday: RF and Microwave
Wednesday: Analog and MEMS
Thursday: Automotive

Banner formats:

Leaderboard: across the top of the newsletter for high visibility
IMU

Textbanner

Advertisers can choose the editorial environment they want their IMU or text banner to appear in.

Leaderboard 728 x 90 pixels

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

Rates:

- 1x : 1,500 €
- 3x : 1,425 €
- 5x : 1,300 €
- 10x : 1,200 €

1 week (5 consecutive days) : 5,000 €
Static banner (JPEG or GIF 60 kb max) + url

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.

Daily News Column

Rates:

- 1x : 1,500 €
- 3x : 1,425 €
- 5x : 1,300 €
- 10x : 1,200 €

1 week (5 consecutive days) : 5,000 €
Static banner (JPEG or GIF 60 kb max) + url

Vertical Design News Column

Rates:

- 1x : 1,500 €
- 3x : 1,425 €
- 5x : 1,300 €
- 10x : 1,200 €

Static banner (JPEG or GIF 60 kb max) + url

Text Banner

up to 200 characters + optional picture 140 x 120

promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics

Daily News Column

Rates:

- 1x : 825 €
- 3x : 750 €
- 5x : 700 €

1 week (5 consecutive days) : 2,500 €

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

Vertical Design News Column

Rates:

- 1x : 825 €
- 3x : 750 €
- 5x : 700 €

this newsletter is not displaying properly? view the online version [here](#).

February 07, 2020

Weekly News and Technology Update

eeNews Analog Power Automotive Microwave Smart2Zero Embedded

MOUSER ELECTRONICS **NEW IN STOCK** **TE Connectivity's DSUB-CH DT Connectors** **Watch Video**

eeNews

- Coronavirus, Wuhan and the display industry
- GRAI Matter, Paris research gives rise to AI processor for the edge
- Infineon: Weak automotive business, but positive outlook
- Transparent microlens gratings turn more effect into 3D images
- Automotive cybersecurity begins with secure ASIC, FPGA and SoC hardware

[See all eeNews News](#)

eeNews Embedded

- Toolkit can create IoT prototype in under an hour
- AI-on-modules allow quick creation of Edge AI systems
- Wind River at centre of 5G cloud network management
- Proprietary radio module provides 10 km range
- Proprietary radio module provides 10 km range

[See all eeNews Embedded](#)

Analog

- Will Sony launch cross-point nonvolatile memory?
- Texas Instruments closing two fabs, building one
- Amid weak results On Semi puts fab up for sale
- Intel drops Nervana after buying Habana

[See all Analog](#)

Power Management

- Salt teams for French battery gigafactory
- Silicon battery start-up raises \$18m
- Power Integrations holds its breath on coronavirus
- Radiative cell generates power at night

[See all Power Management](#)

Automotive

- Auto slump causes Bosch profits to collapse
- BorgWarner swallows Delphi Technologies
- After eyes, cars get ears for the environment
- Automotive industry to massively expand investments in smart factories

[See all Automotive](#)

Smart2Zero

- GM introduces all-electric Hummer 'super truck'
- 'Perfect secrecy on-a-chip' encryption offers unconditional security
- Lithium electrode points way to solid state battery
- Fuel cell powered ship sets sail

[See all Smart2Zero](#)

Microwave

- 5G enables remote diagnosis of coronavirus pneumonia
- 93% of mobile transactions blocked as fraudulent in 2019
- 5G market grows to 208 devices from 78 vendors
- 5G connected driving test centre opens in Spain

[See all Microwave](#)

Technical Papers

- Cable assemblies : determining a reliable and cost-effective approach
- Micron DDR5 SDRAM: New features
- 3 Steps to Characterize RF Devices
- How a Charge Coupled Device (CCD) Image Sensor Works

[See all Technical Papers](#)

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The Global News and Technology Highlights Weekly Newsletter reaches ±50.000 design engineers

The **Global News and Technology Highlights** monthly newsletter reaches ±50,000 subscribers in Europe. A concentrate of technology news, this newsletter aggregates the leading stories of the month from ebp's leading web sites:

- best news and product stories from eeNews Europe
- leading stories from Analog, Power Management, Automotive and Embedded Design Centers
- leading stories from Microwave and RF as well as IoT.
- technical papers from all our sites

This unique mix of news from the electronics industry will be an ideal tool for engineers to stay atop of the technology news stream.

The newsletter offers 3 sponsorship opportunities

Top Leaderboard 728 x 90 pixels

Placed on top of the newsletter, the large graphics format allows advertisers to dominate the page and create a powerful message.

Rates: 1x : 2,500 €
3x : 2,250 €
5x : 2,000 €

Middle Leaderboard 728 x 90 pixels

The large graphics format placed in the middle of the newsletter allows advertisers to blend into the content and provide a unique message.

Rates: 1x : 2,500 €
3x : 2,250 €
5x : 2,000 €

Bottom Leaderboard 728 x 90 pixels

The large graphics format closing the newsletter allows advertisers to reach readers with a powerful message at the best ROI

Rates: 1x : 2,000 €
3x : 1,800 €
5x : 1,600 €

Static banner (JPEG or GIF 60 kb max) + url Single sponsorship: buy the 3 Leaderboards (3 different urls)

Rates: 1x : 5,000 €
3x : 4,500 €
5x : 4,000 €

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