



EUROPE

## Content Sponsorship

Content sponsorship on the eeNews Europe web site networks helps create reader affinity and can also generate leads.

The eeNews network generates over 300,000 qualified Page Impressions from all over Europe.

### How it works for you:

Sponsored content is posted in the center column on top of the various channel sites, next to the newest editorial items and offers maximum visibility.

The sponsorship is offered on a CPM basis and can optionally be used as a lead generation vehicle.

### Material requirement:

All that is needed is a regular press release of about 400 to 600 words and a good quality illustration. The article is set by eeNews Europe and a preview is sent before the article goes live.

Up to 5 links can be integrated into the article to connect to the manufacturer's website or link to a data sheet, a video or webinar.

### Promotion

The sponsored content will be promoted via eeNews Daily newsletter circulated to over 60,000 subscribers.

### Social Networks

The article will also be promoted via eeNews Europe's Social network channels on Twitter and Facebook.

### EUROPEAN BUSINESS PRESS SA

Chaussée de Louvain 533, 1380 Lasne BELGIUM

Tel: +32 2 740 00 50 Fax +32 2 740 00 59

E-Mail [info@electronicseurope.net](mailto:info@electronicseurope.net)



## Overview

An audience of over 200,000 design engineers across Europe who rely on eeNews Europe for the latest news.

Sponsorship starts at \$110 CPM with a minimum of 20,000 PIs

The optional lead generation is offered at \$22 per lead e.g. \$1100 for 50 leads.

Additional Benefits:  
Content is promoted via our daily Newsletters to 60,000 subscribers

Twitter and Facebook posts with over 4,000 followers each

