

ENGINEERING INNOVATION FOR THE FUTURE

**EDN**  
**C H I N A**

2012 Media Kit | [EDNChina.com](http://EDNChina.com)

EDN China 是电子工程师获取设计新闻、技术文章以及洞悉中国电子产业的主要平台。

EDN China 高针对性、专业的编辑内容深受工程师信赖，目前已拥有 40,000 位印刷和电子杂志读者以及超过 400,000 位网站 (EDNChina.com) 注册用户。此外，EDN China 还通过电子通讯、在线论坛、在线研讨会和资源中心为工程师提供全方位的资讯服务。

EDN China 为工程师提供当前热门技术领域的必读资讯，内容涵盖嵌入式系统、模拟和电源技术、数字技术和 FPGA、微处理器和 DSP、测试与测量以及 IC 和电子系统设计工具。同时，EDN China 还密切关注快速发展的应用领域，如 LED 与照明、MCU、触摸屏技术、无线与宽带、绿色技术和工业控制。

作为中国电子设计资讯平台中的佼佼者，EDN China 致力于为读者提供最优质的内容。杂志和网站中的文章既有来自 EDN 全球网络的新闻，也有身处中国电子产业核心地域的记者和业界专家撰写的报道，以量身定制的内容满足中国工程师特定的信息需求。

EDN China 还在深圳、上海和北京举办现场活动，与工程师社群面对面沟通交流，提供更多深度的技术信息。同时，EDN China 每年也在中国各地参与各种业界活动。

EDN China 是享誉全球的 EDN 系列杂志中的一员。EDN 系列杂志是电子设计市场中的主要资讯平台，包括 EDN Asia、EDN China、EDN Europe、EDN Japan 及 EDN North America。EDN 系列杂志针对地域和市场提供定制化的内容，共计拥有超过 150,000 位合格读者。

EDN China remains the premiere source of electronics design news, articles and insight into China's ever-evolving electronics industry.

Featuring content written by engineers, for engineers, it is read and relied on monthly by 40,000 subscribers in print and digital magazine, and by over 400,000 registered users of its website EDNChina.com. Content delivery is supplemented through the regular broadcast of e-newsletters, active online forums, special webcasts and customized resource centers.

EDN China provides engineers with must-read information on today's hottest technical segments including embedded systems, analog and power technology, digital and FPGAs, micro-processors and DSPs, test & measurement, and design tools for both ICs and electronics systems. It is also leading the way in covering growing applications such as LED and lighting, MCUs, touchscreen technology, wireless and broadband, green technology and industrial control.

No other title works as hard as EDN China to produce quality content. Every article we publish comes from EDN's trusted global network as well as our writers and industry experts from China's key electronics marketplaces, and tailored to the exact information needs of the local engineer.

EDN China also organizes live events in Shenzhen, Shanghai and Beijing for face-to-face engagement with its community & delivery of more in-depth technical information. It also attends various industry events across China.

EDN China is also part of the globally recognized EDN family that includes EDN Asia, EDN Japan, EDN Europe and EDN North America. The EDN family is the dominant publication group serving the electro-nics design market. Its content is geographically tailored and market-specific. Together the group reaches over 150,000 qualified readers.



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## PRINT



EDN China is delivered to a BPA-audited community of 40,000 \* design and development engineers and managers.

| By Job Function                  | Subscribers   | %            |
|----------------------------------|---------------|--------------|
| Design & Development Engineering | 29,503        | 73.8         |
| Design & Development Management  | 10,497        | 26.2         |
| <b>TOTAL</b>                     | <b>40,000</b> | <b>100.0</b> |

| By Business Type                            | Subscribers   | %            |
|---|---------------|--------------|
| Consumer Electronics & Home Appliances      | 5,623         | 14.1         |
| Communication System & Equipment            | 5,358         | 13.4         |
| Industrial Control, Systems & Equipment     | 5,223         | 13.1         |
| Research Institute & Academe                | 3,651         | 9.1          |
| Test & Measurement Equipment                | 3,554         | 8.9          |
| Computers & Computer Systems                | 3,172         | 7.9          |
| IC Design & Semiconductor Products          | 2,933         | 7.3          |
| Automotive Electronics Equipment            | 2,407         | 6.0          |
| Software Design & Simulation                | 1,863         | 4.6          |
| Medical Electronic Equipment                | 1,220         | 3.1          |
| Security & Alarm System                     | 1,203         | 3.0          |
| Aviation & Space Electronic Equipment       | 1,158         | 2.9          |
| Broadcasting & TV Equipment                 | 701           | 1.8          |
| Commercial & Financial Electronic Equipment | 293           | 0.7          |
| Others                                      | 1,641         | 4.1          |
| <b>TOTAL</b>                                | <b>40,000</b> | <b>100.0</b> |

| By Region      | Subscribers   | %            |
|----------------|---------------|--------------|
| Guangdong      | 8,610         | 21.5         |
| Beijing        | 4,912         | 12.3         |
| Shanghai       | 4,763         | 11.9         |
| Jiangsu        | 4,080         | 10.2         |
| Zhejiang       | 2,344         | 5.9          |
| Shandong       | 1,772         | 4.4          |
| Sichuan        | 1,743         | 4.4          |
| Shaanxi        | 1,573         | 3.9          |
| Hubei          | 1,518         | 3.8          |
| Henan          | 947           | 2.4          |
| Fujian         | 940           | 2.4          |
| Liaoning       | 894           | 2.2          |
| Hebei          | 817           | 2.0          |
| Tianjin        | 740           | 1.8          |
| Anhui          | 706           | 1.8          |
| Hunan          | 633           | 1.6          |
| Heilongjiang   | 544           | 1.4          |
| Chongqing      | 479           | 1.2          |
| Guangxi        | 406           | 1.0          |
| Jilin          | 401           | 1.0          |
| Shanxi         | 303           | 0.8          |
| Jiangxi        | 292           | 0.7          |
| Gansu          | 162           | 0.4          |
| Yunnan         | 138           | 0.3          |
| Guizhou        | 95            | 0.2          |
| Inner Mongolia | 63            | 0.2          |
| Xinjiang       | 55            | 0.1          |
| Hainan         | 30            | 0.1          |
| Ningxia        | 27            | 0.1          |
| Qinghai        | 8             | 0.0          |
| Tibet          | 5             | 0.0          |
| <b>TOTAL</b>   | <b>40,000</b> | <b>100.0</b> |

\* EDN China BPA audit statement June 2011



### ONLINE

EDNChina.com is accessed by 417,788\* engineers & managers every month.

| By Job Function                | Online Users   | %            |
|--------------------------------|----------------|--------------|
| Design & Development           | 277,704        | 66.5         |
| R&D Management                 | 45,925         | 11.0         |
| Engineering/Project Management | 41,997         | 10.0         |
| Corporate Management           | 27,387         | 6.5          |
| Procurement Management         | 25,075         | 6.0          |
| <b>TOTAL</b>                   | <b>417,788</b> | <b>100.0</b> |

| By Business Type                            | Online Users   | %            |
|---|----------------|--------------|
| Computers Systems & Network Systems         | 60,960         | 14.6         |
| Consumer Electronics & Home Appliances      | 56,930         | 13.6         |
| Communication System & Equipment            | 48,489         | 11.6         |
| Industrial Control, Systems & Equipment     | 43,795         | 10.5         |
| Research Institute & Academe                | 38,821         | 9.3          |
| IC Design & Semiconductor Products          | 31,928         | 7.6          |
| Software Design & Simulation                | 27,112         | 6.5          |
| Test & Measurement Equipment                | 25,218         | 6.0          |
| Automotive Electronics Equipment            | 16,431         | 3.9          |
| Aviation & Space Electronic Equipment       | 12,352         | 3.0          |
| Medical Electronic Equipment                | 9,696          | 2.3          |
| Security & Alarm System                     | 7,927          | 1.9          |
| Broadcasting & TV Equipment                 | 6,540          | 1.6          |
| Commercial & Financial Electronic Equipment | 5,695          | 1.4          |
| Others                                      | 25,895         | 6.2          |
| <b>TOTAL</b>                                | <b>417,788</b> | <b>100.0</b> |

| By Region      | Subscribers    | %            |
|----------------|----------------|--------------|
| Guangdong      | 75,066         | 18.0         |
| Beijing        | 56,915         | 13.5         |
| Shanghai       | 31,032         | 7.4          |
| Jiangsu        | 30,855         | 7.4          |
| Zhejiang       | 20,798         | 5.0          |
| Sichuan        | 25,444         | 6.1          |
| Shandong       | 19,044         | 4.6          |
| Shaanxi        | 17,605         | 4.2          |
| Hubei          | 17,580         | 4.2          |
| Fujian         | 12,082         | 2.9          |
| Henan          | 10,838         | 2.6          |
| Liaoning       | 10,283         | 2.5          |
| Hunan          | 10,416         | 2.5          |
| Tianjin        | 9,194          | 2.2          |
| Hebei          | 9,010          | 2.2          |
| Anhui          | 9,283          | 2.2          |
| Heilongjiang   | 8,163          | 2.0          |
| Guangxi        | 6,240          | 1.5          |
| Jilin          | 5,480          | 1.3          |
| Shanxi         | 5,404          | 1.3          |
| Chongqing      | 5,013          | 1.2          |
| Jiangxi        | 3,959          | 0.9          |
| Gansu          | 2,107          | 0.5          |
| Yunnan         | 1,657          | 0.4          |
| Inner Mongolia | 1,604          | 0.4          |
| Guizhou        | 1,384          | 0.3          |
| Qinghai        | 1,240          | 0.3          |
| Xinjiang       | 1,048          | 0.3          |
| Tibet          | 812            | 0.2          |
| Ningxia        | 792            | 0.2          |
| Hainan         | 706            | 0.2          |
| Taiwan         | 2,297          | 0.5          |
| Others         | 5,161          | 1.2          |
| <b>TOTAL</b>   | <b>417,788</b> | <b>100.0</b> |

\*Source: EDNChina.com average November 2010 to October 2011



## EDITORIAL CALENDAR\*

| Issue       | Cover Story                                 | Technical Feature          | Special Report   | Supplement   | Bonus Distribution   |
|-------------|---|----------------------------|--|--|--|
| January     | Microprocessors<br>微处理器                     | Communications<br>通信技术     | Top 10 Stories for<br>Electronics Design<br>Industry<br>电子设计业年度十大产<br>业新闻  |  |  |
| February    | Sensors<br>传感器技术                            | Analog<br>模拟设计             |  |  | IIC-China  |
| March       | Embedded<br>嵌入式设计                           | Consumer<br>消费电子           |  | Power Technology I:<br>Power IC & LED<br>电源技术1-功率器件<br>和LED                                |  |
| April       | Analog<br>模拟设计                              | Medical<br>医疗电子            | Test & Measurement:<br>High-Speed Serial<br>Bus Design<br>测试测量: 高速串行<br>测试 |  | China Electronics Fair<br>- Shenzhen                           |
| May         | Switching Devices<br>开关器件                   | Power<br>电源技术              |  |  |  |
| June        | Processors<br>处理器设计                         | Embedded<br>嵌入式系统          |  |  |  |
| July        | Sensors<br>传感器                              | Test & Measurement<br>测试测量 |  | Power Technology<br>II: Power Module<br>& Automotive<br>Electronics<br>电源技术2-电源模块和<br>汽车电子 |  |
| August      | SOC<br>系统级芯片设计                              | Communications<br>通信       | Automotive: TC & ICE<br>汽车电子:动力控制和<br>车载娱乐                                 |  |  |
| September   | Analog: Back to the<br>Future<br>模拟设计: 回到未来 | Medical<br>医疗电子            |  |  | China International<br>Optoelectronic Expo                     |
| October     | Security<br>安防                              | Power<br>电源技术              |  | Power Technology III:<br>Digital Power<br>电源技术3-数字电源                                       |  |
| November    | Automotive<br>汽车电子                          | RF/Wireless<br>RF/无线技术     | Industrial Electronics<br>工业电子: 工控与网络                                      |  | China Electronics Fair<br>- Shanghai<br><br>China Hi-Tech Fair |
| December    | Embedded<br>嵌入式系统                           | Consumer<br>消费电子           |  | Innovator<br>创新者   |  |
| <b>2013</b> |   |                            |  |  |  |
| January     | Analog<br>模拟设计                              | LEDs<br>LED设计              | Top 10 Stories for<br>Electronics Design<br>Industry<br>电子设计业年度十大产<br>业新闻  |  |  |
| February    | Energy<br>新能源技术                             | Automotive<br>汽车电子         |  |  | IIC-China  |
| March       | Signal Integrity<br>单芯片系统集成                 | Consumer<br>消费电子           |  |  |  |

\* Articles/informations may be changed without notice, subject to technological developments or industry needs



## EDITORIAL HIGHLIGHTS



### PULSE

This section delivers information on cutting-edge new devices, technologies and products that are of great value to China's electronics design community. Every month, it features regular reports from the US, Europe and Asia-Pacific selected from the EDN Network.

### EDN COMMENT

EDN's international network of editors and industry specialists give their observations on today's hottest design and development, and marketplace issues. EDN China editors also share their unique view and analyze its impact on China's electronics industry.

### DESIGN STRATEGY

This section features case studies of actual design work to help readers correct and finalize their technology decisions. It also covers the latest IC designs and systems designs.

### TECHNICAL FEATURES

This section addresses the specific design needs of engineers, provides an overall view of a specific technology, compares the available products in the market and helps readers choose the best solution for a given design challenge. Articles are translated from EDN's English editions or especially written by EDN China's senior technical editors.

### TECHNICAL FORUM

Contributed by the industry's leading vendors, these articles focus on design know-how, covering the most requested technical topics requested by China's engineers including high-speed, RF design, analog, IC and DSP-based designs

### DESIGN IDEAS

This application-focused, peer-to-peer forum is all about sharing new ideas. Readers contribute their all-original, unpublished design that provides innovative solutions to real-world problems.

### SPECIAL REPORT

This section highlights the topics and design innovations that drive the growth of killer applications in China. It covers today's hottest markets including communications and networking, consumer, medical and industrial electronics.

### INDUSTRY WATCH

This section spotlights news and executive interviews that directly impact the day-to-day jobs of technical managers and engineers. It covers both local pioneering companies and international vendors, highlighting their product line, distribution channel and technical support capability.

### SUPPLEMENT

EDN China supplements feature the latest innovations in power. Published in March, July and October, these issues provide new product information and critical design solutions on power management challenges.

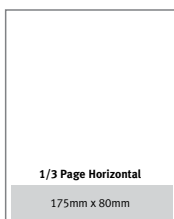
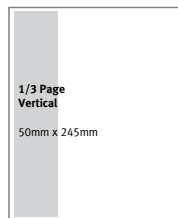
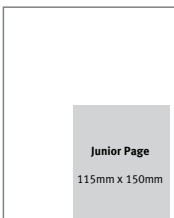
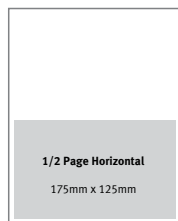
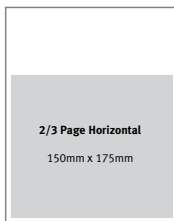
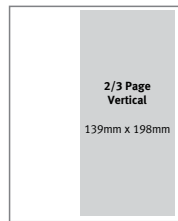
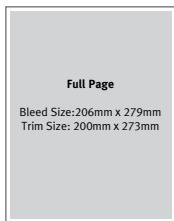
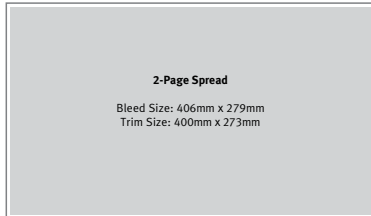
Complementing the EDN China Innovation Awards in November, the "EDN China Innovators" supplement in December showcases the year's most innovative products and design ideas.

For more information, please contact: [Jeff Lu: jeff.lu@ednchina.com](mailto:Jeff.Lu@ednchina.com)

For press release submission, please send to: [editoredn@gmail.com](mailto:editoredn@gmail.com)



# PRINT ADVERTISING RATES



| Cover Rates (RMB) |        |
|-------------------|--------|
| Cover II          | 51,810 |
| Cover III         | 47,940 |
| Cover IV          | 55,540 |

- Special positions are available on an irrevocable basis with an extra charge of 10% of earned gross rates
- Plate change charge: RMB3,520 (non-commissionable)
- Matched/metallic color charge: RMB3,520 per page or spread (non-commissionable)
- Advertising agency commission: 15%

### Four-Color Rates (RMB)

| Ad size               | 1X     | 6X     | 12X    | 24X    |
|-----------------------|--------|--------|--------|--------|
| Full page             | 44,010 | 41,130 | 37,120 | 35,150 |
| 2/3 page              | 33,040 | 30,790 | 27,910 | 26,430 |
| 1/2 page, Junior page | 26,430 | 24,400 | 22,500 | 21,510 |
| 1/3 page              | 17,650 | 16,590 | 15,610 | 14,700 |

Ad rates for sizes not stated above are available upon request

Inserts and outserts are available, contact Account Executive for details

| Supplement Rates (RMB) |        |
|------------------------|--------|
| Cover II               | 32,340 |
| Cover III              | 32,340 |
| Cover IV               | 36,380 |
| FP, 4C                 | 25,870 |
| 1/2P, 4C               | 12,940 |

| Bulletin Board Unit Rates (RMB) |        |
|---------------------------------|--------|
| Full page                       | 18,560 |
| Half page                       | 12,070 |

| Production Services (RMB) | Full Page | Half Page | DSP   |
|---------------------------|-----------|-----------|-------|
| Translation               | 960       | 640       | 1,670 |

### Shipping Instructions

All advertising insertions orders, films and other reproduction materials should be clearly marked and mailed or faxed to:

Echo Ruan, Coordinator (Print)

34/F Shenzhen International Chamber of Commerce Tower

No. 168 Fuhua 3rd Road, Futian, Shenzhen 518048, China

Tel: 86-755-8828 2319 Fax: 86-755-8828 2324 [eruan@globalsources.com](mailto:eruan@globalsources.com)

\* If you are not using a courier service, please allow at least two weeks for routine handling of materials by the postal system

### CLOSING DATES

| Issue     | Ad Booking Deadline | Ad Copy Deadline | Publication Date |
|-----------|---------------------|------------------|------------------|
| January   | 05-Dec 11           | 15-Dec 11        | 27-Dec 11        |
| February  | 30-Dec 11           | 13-Jan 12        | 4-Feb 12         |
| March     | 08-Feb 12           | 17-Feb 12        | 29-Feb 12        |
| April     | 04-Mar 12           | 15-Mar 12        | 27-Mar 12        |
| May       | 05-Apr 12           | 16-Apr 12        | 27-Apr 12        |
| June      | 07-May 12           | 15-May 12        | 28-May 12        |
| July      | 05-Jun 12           | 15-Jun 12        | 27-Jun 12        |
| August    | 05-Jul 12           | 16-Jul 12        | 27-Jul 12        |
| September | 06-Aug 12           | 14-Aug 12        | 27-Aug 12        |
| October   | 05-Sep 12           | 14-Sep 12        | 27-Sep 12        |
| November  | 08-Oct 12           | 15-Oct 12        | 29-Oct 12        |
| December  | 05-Nov 12           | 15-Nov 12        | 27-Nov 12        |



# ADVERTISING MATERIAL GUIDELINES

## Digital Files are Accepted (MAC Format Only)

Illustrator CS4 AI/EPS and InDesign CS4. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size. All linked files and fonts must be included.

## Acrobat PDF Files

High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All fonts should be embedded.

## Proofs

Two (2) final color proofs are required for all ads.

## Bleed Recommendation

Leave 5mm safe area around the ad. Bleed requests must be specified on insertion order. Headlines that cross a spread must be split between words or allow 6mm in gutter.

## INSTRUCTIONS FOR UPLOADING AD MATERIALS VIA INTERNET

### For PC users

1. Open Internet Explorer 5.0 or higher version
2. Go to <http://www.webhard.net>
3. Enter ID=>[leoso@globalsources.com](mailto:leoso@globalsources.com), password=>emedia
4. Click the folder "upload\_only" and then upload file accordingly
5. Notify Production Coordinator via email

### For Mac Users

1. Open Safari or other explorer
2. Go to <http://www.webhard.net>
3. Enter ID=>[leoso@globalsources.com](mailto:leoso@globalsources.com), password=>emedia
4. Click the folder "upload\_only" and then upload file accordingly
5. Notify Production Coordinator via email

### Important

Server password is confidential and is intended solely for the use of the individual or entity to whom it is addressed. You should not copy or use it for any purpose not connected with your advertising needs, nor should you disclose its contents to any unauthorized person or persons.

## Advertising and Marketing in China – Do’s & Don’ts

As a legally registered publication in China, EDN China is regularly advised on official policy and regulations related to advertising by the State Administration for Industry & Commerce. In early 1995, China adopted its first Advertising Law. This law and other regulations introduced a number of practices unique to China.

### Overseas marketers should take heed of the following:

#### NO UNSUBSTANTIATED CLAIMS IN THE ADVERTISEMENTS

Unsubstantiated claims and superlative descriptions are not permitted. Avoid using such phrases as "best", "none can beat..." or "the fastest", etc., unless you have proof. Specify the source of your statistics. Be very careful with data, statistical information, survey results and quotations used in advertisements, and make sure the source is specified.

#### NATIONAL FLAG OF THE PEOPLE’S REPUBLIC OF CHINA MUST NOT BE USED

DO NOT USE the national flag of People’s of Republic of China in your advertisement. No advertisement is permitted to contain photographs or pictures of the National Flag or National Emblem of the People’s Republic of China, or any mention of the names of Government officials.

#### NO COMPARATIVE ADVERTISING

No advertisement is permitted to devalue the products or services of other manufacturers or businesses.

#### NO REFERENCE TO TAIWAN, R.O.C

Government departments and readers in China are highly sensitive to any sovereignty-related issues. Never refer to Taiwan as ROC (Republic of China) in your advertisement. You may say "TAIWAN area", "Taiwan region", "Taiwan China" or "China-Taiwan" instead.

#### PREFERENCES TO TAIWAN&HONG KONG MUST BE SUBORDINATED TO CHINA, NOT ON AN EQUAL FOOTING

If you are listing your offices in the region, please be careful not to list them as follows: China branch office, Hong Kong branch office, Taiwan branch office; to do so suggests that Hong Kong and Taiwan are equal to and/or separate from China.

The correct way to list such offices is as follows: China-Beijing; China-Hong Kong; China-Taiwan.

When using a map of China as a graphic, be sure to include Taiwan, Hong Kong, Inner Mongolia, Tibet and Hainan.

## DATABASE ACCESS

Direct marketing allows you to focus on a precisely defined target market. EDN China can meet your unique needs by renting subscriber database, such as mailing, email, telephone and audience creation services.

**Please contact your EDN Account Executive.**

| Database Access            |  | Gross Rate (RMB) | Items         |                     | Gross Rate (RMB) |
|----------------------------|--|------------------|---------------|---------------------|------------------|
| Direct Mail Rental         |  | 2,560 per 1,000  | E-mail rental |                     | 3,840 per 1,000  |
| Delivery postage (courier) |  | At cost          | Transmission  |                     | 1 per name       |
| Label                      |  | 100 per 1,000    | Suppression   |                     | 2,240            |
| Handling                   |  | 420 per 1,000    | Minimum Order |                     | 2,000 names      |
| Envelop                    |  | 770 per 1,000    | Selections    | Job Function        | 70 per 1,000     |
| Split Runs                 |  | 70 per split     |               | Geographic Analysis | 70 per 1,000     |
| Key Coding                 |  | 20 per 1,000     |               | Business Type       | 70 per 1,000     |
| Telemarketing Rental       |  | 2,560 per 1,000* |               | Product Specified   | 70 per 1,000     |
| Other Charges              |  | At cost          |               |                     |                  |

\*Rate is for telemarketing list rental only. Quotations for call charges will be provided upon request.



## WEBSITE FEATURES

EDNChina.com delivers one of the largest online communities for electronics design engineers and managers in China.

- 417,788 registered online users\*
- 1,889,812 page view impressions/month\*
- 834,257 unique visitors/month\*

\* Source: EDNChina.com average November 2010 to October 2011

### Design Center

The content of EDNChina.com is structured under the following:

- Analog design
- Embedded systems
- Communication
- Programmable devices
- Consumer electronics
- Medical electronics
- Power technology
- Test & measurement
- EDA tools & services
- Microprocessors
- Automotive electronics
- Industrial electronics



### News

Delivers the latest product, technology and business news.



### Resource Center

Provides downloadable software, development tools and technical documents, free samples or other incentives.



It features must-read content generated by our analysts as well as users in the form of forums posts and blogs. The site also enables technology companies to share information through downloadable white papers, design kits and application notes.

### BBS

Peer-to-peer technical forum where users share information, resources and ideas.



### Group

Enables engineers to organize their virtual social groups on various technical topics.



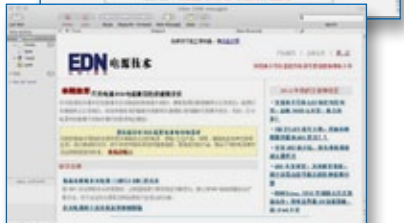
### Blog

Featuring the personal viewpoints of over 15,400 engineers who have started their blogs on EDNChina.com since 2007.





# ONLINE ADVERTISING RATES



All gross rates quoted in RMB. For quotations in local currency, please contact your EDN Account Executive.

### Homepage

(Including EDN China mainpage, BBS, Group and Blog homepage)

| Banner size (pixels)          | Rate/month (RMB) |
|-------------------------------|------------------|
| 1) Top (690 x 55)             | 20,770           |
| 2) Leaderboard (728 x 90)     | 20,770           |
| 3) Rectangle (300 x 100)      | 16,620           |
| 4) Top boom box (300 x 250)   | 20,770           |
| 5) Lower boom box (300 x 250) | 20,770           |
| 6) Wallpaper                  | 62,350*          |
| 7) Video (284 x 224)          | 22,650           |

\*Rate per week

### Content Pages

| Banner size (pixels)          | Rate/CPM (RMB) |
|-------------------------------|----------------|
| 8) Top (690 x 55)             | 960            |
| 9) Leaderboard (728 x 90)     | 960            |
| 10) Rectangle (300 x 100)     | 960            |
| 11) Top boom box (300 x 250)  | 1,150          |
| 12) Text links                | 580            |
| 13) Left boom box (300 x 250) | 1,150          |
| 14) Contextual Keyword        | 3,200**        |
| Pushdown                      | 1,300          |

\*\*Per keyword per month

| Banner Location           | 690 x 55 | 728 x 90 | 300 x 100 | 300 x 250 (Top) | 300 x 250 (Left) | 300 x 250 (Bottom) | Text Links | Wall Paper | Video |
|---------------------------|----------|----------|-----------|-----------------|------------------|--------------------|------------|------------|-------|
| Homepage                  | ✓        | ✓        | ✓         | ✓               | ✓                | ✓                  |            | ✓          | ✓     |
| BBS homepage              | ✓        | ✓        | ✓         | ✓               |                  | ✓                  | ✓          |            |       |
| Group & Blog homepage     | ✓        | ✓        | ✓         | ✓               |                  | ✓                  | ✓          |            |       |
| Article Index/detail page | ✓        | ✓        | ✓         | ✓               | ✓                | ✓                  | ✓          |            |       |
| BBS Index page            | ✓        | ✓        | ✓         | ✓               |                  | ✓                  | ✓          |            |       |
| BBS detail page           | ✓        | ✓        | ✓         | ✓               | ✓                | ✓                  | ✓          |            | ✓     |
| Group index/detail page   | ✓        | ✓        | ✓         | ✓               |                  | ✓                  | ✓          |            |       |
| Blog index/detail page    | ✓        | ✓        |           | ✓               |                  |                    | ✓          |            |       |

### Rich Media

|                   | Position                       | Specification | Ave. CTR | Rate/week (RMB GROSS) |
|-------------------|--------------------------------|---------------|----------|-----------------------|
| Footer Bar        | EDN, BBS, Blog, Group Homepage | 1000x50       | 0.82%    | 19,180                |
| Welcome Billboard | EDN, BBS, Blog, Group Homepage | 640x480       | 0.85%    | 60,750                |

### e-Newsletter

e-Newsletter only accepts text ad sponsors; other e-Newsletters are available upon request

| e-Newsletter                              | Audience | Frequency          | Rate (RMB) |
|---|----------|--------------------|------------|
| Print current issue content; Design Ideas | 32,000   | Monthly, Tuesday   | 15,980     |
| Power management; LED                     | 20,000   | Monthly, Wednesday | 11,510     |
| Analog; Industrial electronics            | 20,000   | Monthly, Thursday  | 11,510     |
| Telecom & networking; Wireless            | 21,000   | Monthly, Tuesday   | 11,510     |
| Community; Hot topic                      | 25,000   | Monthly, Wednesday | 10,230     |
| Test & measurement                        | 25,000   | Monthly, Thursday  | 12,780     |
| FPGA/PLD, EDA, design tools & services    | 20,000   | Monthly, Tuesday   | 11,510     |
| Embedded system; MCU & microprocessor     | 25,000   | Monthly, Wednesday | 12,780     |



## MORE ONLINE OPPORTUNITIES

All gross rates quoted in RMB. For quotations in local currency, please contact your EDN Account Executive.



### WEBCAST

Build registration system and webcast microsite. One program survey with 3 to 5 questions; One online & print promotion, 60-min multimedia presentation and 60-min live Q&A; Archiving the webinar and materials for 12 months; Providing report and list of registered audience; Technical support throughout the execution of the webinar.

**RMB51,130 (audio) & RMB63,910 (video)**

**RMB13/slide (regular video file archive)**

**RMB110/slide (flash video file archive)**



### WEBCAST ON DEMAND

Build registration system and webinar microsite; One program survey with 3 to 5 questions; One online & print promotion; Creating an online forum for text Q&A; Archiving webcast and materials for one year; Providing report after one month.

**RMB38,350**

### BBS & GROUP

Your very own, moderated technical forum on a specific topic, where engineers sharing the same interests can share more in-depth information.

**RMB51,130/month**



### RESOURCE CENTER

Build registration system and a customized microsite featuring datasheets, whitepapers and free developer kits for web users. Additional promotional campaigns will be charged accordingly. Please book at least 3 months in advance.

**RMB44,740/month**



### CUSTOM VIDEO CHANNEL

Customized video channel where you can post up to 5 video clips\*. Extensive promotion of video ads (284x224) on web homepage, related tech channels and text link in one tech channel; Highlighting your video clips on EDN China video channel homepage.

**RMB44,740/month**



### CUSTOMIZED MICROSITE

EDN China can build you Customized Microsite as a portal for an integrated campaign, where engineers can access your other sub-campaigns. The Customized Microsite is modular and flexible to include new features so campaigns can be extended to new stages. Choose optional features such as related editorial content, your featured articles/blogs, blog contest, Tech Group (online forum), customized Resource Center, customized video channel, on-demand webcast and banner.

**Please contact publisher**

### RESEARCH

EDN China conducts most of its surveys online to drive participation and enable easier sharing of results to its community. We offer customized survey service where you can decide on their survey topics, questionnaire and target audience. We can help execute the survey from preparing the questionnaire to analyzing

\*Maximum of 45MB per clip

**Product Showcase & Sponsored Feature**

This microsite-type content appears on the homepage and expands to more web pages with additional features, such as recommended blog, Groups and Resource Center.

**RMB38,350/ month**

**Design Contest**

By co-producing a design contest with EDN China, your company leverages the EDN brand that design engineers know and trust. Ongoing reader participation gives your company continuous exposure over a sustained period of time and generate more sales leads.

**Please contact publisher (Lead Generation)**

**Corporate-sponsored Blog**

Your special blog space allows you to share your views from your perspective, launch new products or reveal the latest industrial trends and technical breakthroughs. Your blog appears on the EDNChina Blog homepage, as well as related technical channels.

**RMB25,560/month**

## MATERIAL REQUIREMENTS

| Ad units            | Pixels  | Ad type                          | Max Weight/length | Plus Url |
|---------------------|---------|----------------------------------|-------------------|----------|
| Top Banner          | 690x55  | Gif/Flash or third party ad tags | 30K               | ✓        |
| Top Leader          | 728x90  | Gif/Flash or third party ad tags | 30K               | ✓        |
| Top Rectangle_ROS   | 300x100 | Gif/Flash or third party ad tags | 30K               | ✓        |
| Top Boom Box_HP     | 300x250 | Gif/Flash or third party ad tags | 30K               | ✓        |
| Middle Boom Box_ROS | 300x250 | Gif/Flash or third party ad tags | 30K               | ✓        |
| Middle Rectangle_HP | 300x100 | Gif/Flash or third party ad tags | 30K               | ✓        |
| Boom Box            | 300x250 | Gif/Flash or third party ad tags | 30K               | ✓        |
| Lower Boom Box      | 300x250 | Gif/Flash or third party ad tags | 30K               | ✓        |
| Text ad banner      | 468x60  | Attractive headline              | Max 30 words      | ✓        |
| Welcome AD          | 640x480 | Gif/Flash or third party ad tags | 283K              | ✓        |

**General Guidelines**

- All Flash banners are provided by x fla format & blow CS3 version, and require a clickTag as follows.' on (release) {getURL("clickTAG,"\_blank")}
- All ad creative should be sent 3 business days before desired launch date
- Simplified Chinese creative is required; additional cost for translation and layout is RMB520 per banner

**All online creatives should be sent to:**

Vicky Wei, Production Coordinator (Online)

Tel: (86-10) 5927 1553 [vicky.wei@ednchina.com](mailto:vicky.wei@ednchina.com)

# EDN INNOVATION CHINA AWARD 创新奖



## EDN China Innovation Awards

Now on its 8th year, the EDN China Innovation Awards remains one of the industry's most recognized awards, as it seeks to honor the most innovative products and technology that China has to offer.

**Date:** April to November 2012

**Sponsorship Offerings:** Pre-voting promotional banners, Awards blog, Awards e-newsletter, Webcast, Awards Ceremony, Innovator supplement

## EDN China Innovation Conference

Coinciding with the Innovation Awards, this conference gathers over 200 experts for presentations and discussions on today's hottest applications such as automotive electronics and M2M devices. It also gives them the opportunity to meet and network with some of the industry's biggest movers and shakers.

**Date and Venue:** November, Shanghai

**Sponsor Offerings:** Keynote speech, panel discussion seat, on-site showcase, Innovator supplement, tea break and cocktails, industry networking

## EDN China Test & Measurement Seminar

This must-attend seminar presents the latest design and solutions that will equip China's engineers with the skill set to overcome their test challenges. Co-located with IIC-China, it will cover topics across various segments including chip and board design testing, interface transmission and high-speed serial testing technology.

**Date and Venue:** February, Shenzhen

**Sponsor Offerings:** Keynote speech, presentation slot, print ads on seminar collaterals, online banners, video, on-site posters

## Electronics Design for Industrial Control

Co-located with FA/PA in Beijing, this seminar brings together the industry's brightest lights face-to-face with China's engineers as they chart together the future of industrial control design. Share with innovators the latest automation software and systems design, industrial networking trends and the concept of just-in-time stocking.

**Date and Venue:** June, Beijing

**Sponsor Offerings:** Keynote speech, presentation slot, print ads on seminar collaterals, online banners, video, on-site posters

## EDN China Automotive Electronics Conference

Educate China's engineers on the future of automotive electronics design. Be seen as one of the industry's leading innovators as you impart your knowledge on cutting-edge telematics, in-vehicle networks, security and safety and battery power management. This conference will be held twice and will be co-located in Shenzhen with NEPCON.

**Date and Venue:** July, Shanghai and August, Shenzhen

**Sponsor Offerings:** Keynote speech, presentation slot, print ads on seminar collaterals, online banners, video, on-site posters

**Contact your EDN China Account Executive to know more about event sponsorship opportunities.**



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