

Educational Resource for the **ELECTRONICS ENGINEERING COMMUNITY**

MEDIA KIT 2012

ANALOG

DESIGN & IP

EMBEDDED SOFTWARE ENVIRONMENT

WIRELESS

AUTOMOTIVE

COMMUNICATIONS

POWER PRODUCTION

CONSUMER

INDUSTRIAL

RESEARCH

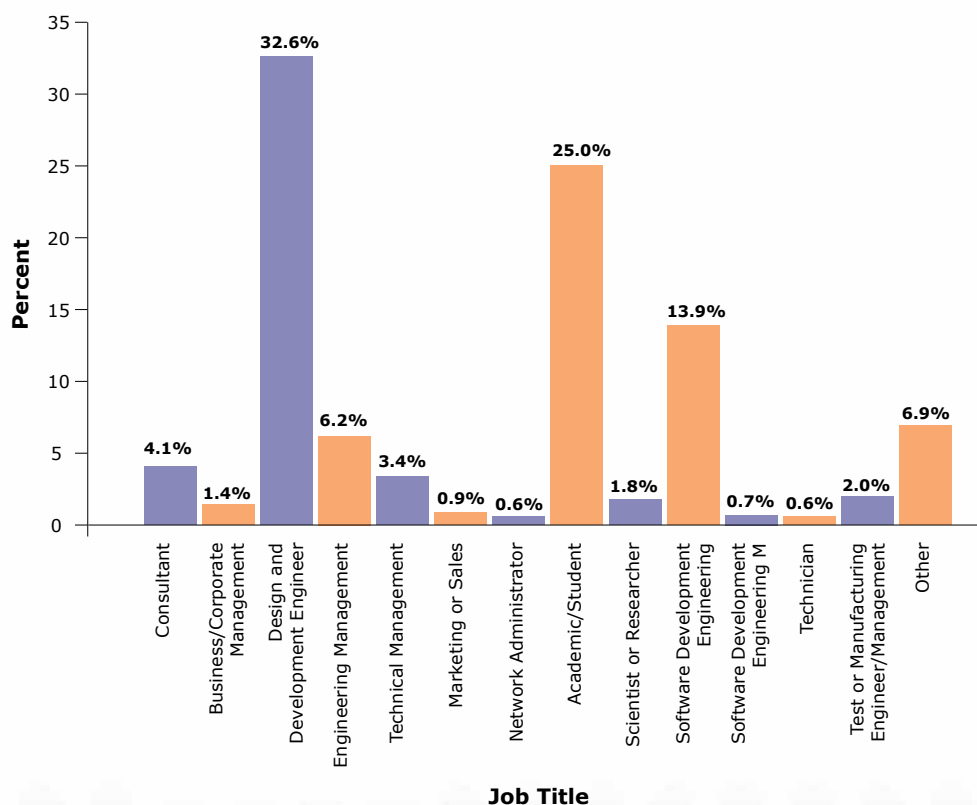
SEMICONDUCTOR TEST & MEASUREMENT

TechOnlineIndia.com was created and launched to cater to Indian engineer’s ongoing need for up-to-date design and development information in the form of technical training, courses and online education and e-learning. TechOnlineIndia.com is also the go-to site for detailed product and design engineering information in the form of manufacturer’s white papers, technical documents and application notes. A key part of TechOnlineIndia’s suite of e-learning offerings is TechOnline `s patented VirtuaLabs, which allow designers to take the latest ICs for a ‘test drive’. The site also provides insights into the latest design approaches and component choices through the site’s Under the Hood tear down section. In addition, TechOnlineIndia brings the most relevant content from across the TechInsights network through numerous product platforms, including Design Lines, Technical Papers, Webinars, Fundamentals of Electronics Courses and VirtuaLabs.

Belong to a community of 500,000 engineering professionals

- On-demand product and technology education
- Tools to accelerate and de-risk your product development
- Access to the broader development community

Readership Profile:



* TOL registered members base of 41015

Welcome Ad

A Welcome ad is a special ad unit that displays the first time a visitor hits a TechOnlineIndia.com. It briefly intercepts the content page and appears only once per domain/per day/per unique visitor. The ad displays in full page mode (640 x 480). It is comprised of one large click-through that redirects the visitor in a new window to an alternate location. The timer is triggered when the Welcome ad is initiated. It is set to 15 seconds and counts down. Once the timer reaches 1 the Welcome ad redirects to the original page the visitor was heading toward.

Unit Dimension: 640 x 480

Max File Size: File cannot exceed 100K

Format Accepted: GIF, JPG, HTML & Flash

Creative Deadlines:

- GIF, JPG, HTML – Two business days prior to start date
- Flash – Five business days prior to start date
- All creative mail to: durgaprasad.talithaya@ubm.com
- Linking URL must be submitted with creative

Rates:

INR 3,50,000

USD 7609

Page Peel Ad

TechOnlineIndia' Page Peel Ad is a powerful new way for advertisers to make an impact with their product or service. It provides significant branding visibility along with an innovative lead-in to a large format full-page unit.

Each campaign lasts one week and delivers unrivaled exposure that can help you launch a new product, introduce and reinforce your brand for a huge number of engineers and engineering managers, and build an audience for your technical paper, webinar, or other lead generation program.

Unit Dimension:

Open: 500 x 500

Close: 100 x 100

Max File Size: File cannot exceed 100K

Creative Deadlines:

- GIF & JPG – Two business days prior to start date
- All creative mail to: durgaprasad.talithaya@ubm.com
- Linking URL must be submitted with creative

Rates:

INR 2,50,000

USD 5438

Roadblocks

Roadblocks are a unique opportunity for you to own all key positions on a home page for selected time periods. They are well-suited for product announcements, marketing "splash" campaigns, major initiative launches, and other types of marketing campaigns.

Advertising Options:

Run of Network Banner Ads				
Position Name	Dimensions (pixels)	File Size (Maximum in K)	Animation Time Limit	Cost Per Month
Leader board	728 X 90	20k file limit	15 seconds/3 loops	INR 1,75,000 USD 3805
Skyscraper	125 x 600	20k file limit	15 seconds/3 loops	INR 2,25,000 USD 4892
IMU (Boom Box)	336 x 280	20k file limit	15 seconds/3 loops	INR 1,10,000 USD 2391
Tile	125 x 125	20k file limit	15 seconds/3 loops	INR 1,15,000 USD 2500
Island	300 x 250	20k file limit	15 seconds/3 loops	INR 1,00,000 USD 2174

Run of Network Banner Specifications

- GIF, JPEG, HTML, & text only – Two business days prior to start date
- Flash – Five business days prior to start date

Display Ad Specifications

Maximum file size for online ad units is 20k (15k for tiles). Acceptable banner types:

- Gif
- DHTML
- Flash
- IFRAME
- Java Applets
- Enliven Ads
- CGI
- 3rd Party Tags
- Eye blaster
- HTML
- Shockwave
- Point roll

Submission Guidelines

- Send all creative at : durgaprasad.talithaya@ubm.com
- Linking URL must be submitted with creative

Lead Generation:

Minimum commitment of 100 leads at INR 2000 per lead (USD 44)

Leads can be generated through following activities:

Whitepaper Downloads; Case Studies; Microsite and Analytics & Reports

EDM Activity : INR 3 per contact

Webinars

With a Webinar, you can introduce, demonstrate, and discuss your new products with key electronics engineering decision makers and influencers during the critical product selection process. By using our live and on-demand Webinars, you can speed your customer's time to knowledge, understanding, evaluation and adoption—all while generating the necessary leads to drive your bottom line.

Newsletters

TechOnlineIndia' Opt-In Newsletters are a convenient, quick, timely portal to a database of over One Million Subscribers segmented out and specifically targeted to match your marketing demographics. Thousands of Creators of Technology maintain their edge by receiving one or more of these critical information tools.

Newsletters Ad Rates

AD Type	Size	Cost Per Month
Leader board	728 x 90	INR 2,00,000 / USD 4348
Center Banner	400 x 100	INR 1,75,000 / USD 3804
Full Skyscraper Ad	125 x 600	INR 2,25,000 / USD 4891
Panel Banner Ad	125 x 90	INR 1,15,000 / USD 2500
Large Rectangle (Boom Box)	336 X 280	INR 1,00,000 / USD 2174

Sponsorships

TechOnlineIndia portfolio of web sites offers creative, packaged sponsorships that will achieve optimum brand awareness for your company or product as well as target your potential prospects and important customers. Sponsor highly trafficked areas of TechOnlineIndia' targeted community of sites including Planet Analog, Embedded.com and our DesignLine vertically-focused design sites.

Section Sponsorship	Per Section
Section Branding	
Including sponsored by bubble in the top navigation bar	INR 2,00,000 USD 4348

For more information on sponsorship opportunities that fit your marketing objectives, please contact us to customize a program for you.

Rate Card Provisions

1. ALL ORDERS are subject to acceptance by UBM India Pvt.Ltd., a division of United Business Media LLC (UBM) at its headquarters in Manhasset, New York.
2. NO CONDITIONS other than those set forth in this rate card shall be binding upon UBM India Pvt.Ltd. unless specifically agreed to by UBM India Pvt.Ltd. in writing.
3. POSITIONING OF ADVERTISEMENTS is at the sole discretion of UBM India Pvt.Ltd. except where a specific position has been agreed to by UBM India Pvt.Ltd. in writing.
4. CANCELLATIONS OR CHANGES in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. UBM India Pvt.Ltd. is under no obligation to revise advertising materials not received by the UBM India Pvt.Ltd. production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. UBM India Pvt.Ltd. ASSUMES NO LIABILITY for any errors or omissions in key numbers appearing in advertisements.
6. UBM India Pvt.Ltd. is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond UBM India Pvt.Ltd. control.
7. IN CONSIDERATION OF UBM India Pvt.Ltd. publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend UBM India Pvt.Ltd. against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of UBM India Pvt.Ltd. printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.
8. IN NO EVENT SHALL UBM India Pvt.Ltd. be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to UBM India Pvt.Ltd. for the publication or distribution of such materials.
9. UBM India Pvt.Ltd. RESERVES THE RIGHT to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to UBM India Pvt.Ltd.
10. ADVERTISING IN UBM India Pvt.Ltd. online products and services are subject to the terms of the applicable online insertion order.
11. ALL PAYMENTS ARE DUE within thirty (30) days of the invoice date. No commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice.
12. All online advertising would have a service tax as applicable.

UBM India Pvt.Ltd. Sales Offices

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