

# 2010

# MEDIA DATA

# EETimes europe

## DESIGN CENTER

The vertical Design Centers offered by EETimes Europe connect engineers with expert sources of knowledge, from vendors, consultants, independent designers and application engineers. They deliver breaking news, reviews, product announcements, in-depth product research tools, expert advice and analysis, insights into industry trends, and hands-on how-to details. The three DesignLines feature an independent web site and a weekly e-mail newsletter.

### EETimes Europe Power Management

Paul Buckley, site editor



EETimes Europe Power Management focuses on the variety of day-to-day design, news, and product issues that face engineers involved in the design or implementation of power management technologies including power supplies, power components, batteries, fuel cells, solar cells and UPS systems. The target audience comprises both the engineers and the project managers involved in the design and implementation of power management solutions. The goal is to provide a mix of technical information that helps make the power management design process simpler to implement and faster to achieve.

<http://www.power-eetimes.com>

### EETimes Europe Power Automotive

Christoph Hammerschmidt, site editor



EETimes Europe Power Automotive is the premier European design resource for engineers and engineering managers involved in the development of automotive systems and equipment. The site provides engineers and engineering managers with detailed technical information that will improve and ease design of power train systems, chassis and suspension systems, automotive safety and security systems, body electronics, and automotive infotainment systems.

<http://www.automotive-eetimes.com>

### EETimes Europe Power Analog

Paul Buckley, site editor



EETimes Europe Power Analog is the design, news, and product resource for engineers involved in the design or implementation of analog, power, sensor, data converter, signal processing, and RF ICs and components. The target audience includes both the engineers and the project managers involved in the design of analog circuits, systems, interfaces, and functions. Its mission is to serve both the analog designer, as well as the digital designer involved with analog system attributes, with technical information that will improve, ease, and speed the design process.

<http://www.analog-eetimes.com>

### EETimes - Design Centre helps Engineers

In the detailed design phase segment of a project, also known as “heads down”, engineers tackle the practical, technical and software challenges required to bring their product to its specifications. Their information needs in this stage are characterized by quick and easy access to a plethora of information about product specifications, troubleshooting and how-to information. During this time constrained phase, where speed and ease are essential, they go online and they search. In fact, according to the TechInsights’ Global Media Usage Study, over 79% of engineers go to search a web site first to gather the targeted technical articles and product information they need.

With **EETimes - Design Centre** web sites, engineers can find the highly focused, how-to technical and product information on today’s hot application and technology areas. The sites help them accelerate the development of their new products and incorporate new technologies and techniques into their existing product lines.

### How does EETimes Europe - Design Centre work?

- When looking for “heads down” information engineers go online. Proof of that need is exemplified by the fact that EETimes Europe’s [eetimes.eu](http://eetimes.eu) web site, had 400,000 page views in October 2009 and welcomed over 122,000 monthly unique visitors. During 2009, the network delivered over 3.5 million page views.
- Search is the first source turned to when looking for specific technical information.
- Each EETimes Europe - Design Centre targets specific areas of engineering technology and provides the engineers with dedicated online resource of contributed articles, how-to design solutions, news and updates on industry standards.

### Why Sponsor?

EETimes Europe - Design Centre allow advertisers to direct targeted, specific messaging at engineers during the product definition and detailed design & layout stage. Sponsoring a EETimes Europe - Design Centre site allows unfettered access to engineers when they are making crucial decisions on components, systems and other design parts in highly targeted market segments.

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### Sponsorship Opportunities

Advertisers can choose from two levels of sponsorships to suit their marketing objectives and budgets:

#### Gold sponsorship

\$7,500 NET per month [6 months minimum commitment]  
Maximum of 2 Gold Sponsors

- **Banners:** Sponsors receive 1/3 of total impressions in each of the site's key banner positions: IMU, tile and leaderboard [top and bottom] and full banner.
- **Newsletter:** Every third week, each sponsor of the DesignLine will receive sole ownership of the HTML newsletter's advertisement positions. The HTML newsletter is emailed weekly to registered users of the specified DesignLine Europe site, plus a bonus distribution to over 30,000 EE Times Europe subscribers.
- **Sponsor Spotlight:** Dedicated space on the DesignLine Europe homepage where sponsor messages are rotated.
- **Technical Paper Sponsorship:** Each DesignLine Europe sponsor is offered a white paper sponsorship (1 per month) that generates valuable leads.

#### Silver Sponsorship

\$5,000 NET per month (6 months minimum)  
Maximum of 2 Silver Sponsors

- **Banners:** Sponsors receive 1/6th of total impressions in each of the site's four key banner positions: IMU, tile and leaderboard [top and bottom].
- **Technical Paper Sponsorship:** Each Silver Sponsor will receive one white paper sponsorship (1 per quarter) that generates valuable leads.
- **Newsletter:** Every third week, silver sponsors will receive one newsletter sponsorship position. The HTML newsletter is emailed weekly to registered users of the specified DesignLine Europe site, plus a bonus distribution to over 30,000 EE Times Europe subscribers.

For the most current information on the DesignLine Europe line-up, ad specifications, and sponsorship availability, contact André Rousselot at +32 2740 0053, [andre.rousselot@eetimes.be](mailto:andre.rousselot@eetimes.be)



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