

2008

# EETIMES Europe DesignLine

TechInsights' DesignLines Europe connect engineers with expert sources of knowledge, from vendors, consultants, independent designers and application engineers. The DesignLines 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 four DesignLines feature a web site and e-mail newsletter.

## Analog DesignLine Europe

*Vanessa Knivett, site editor*

Analog DesignLine Europe 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-europe.com>

## Automotive DesignLine Europe

*Christoph Hammerschmidt, site editor*

The Automotive DesignLine Europe 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.automotivedesign-europe.com>

## Industrial Control DesignLine Europe

*Wolfgang Patelay, site editor*

Industrial Control DesignLine Europe is the premier design resource for European engineers and engineering managers involved in the development of industrial control equipment. The service provides engineers and engineering managers with detailed technical information that will improve and ease design of industrial electronics-related devices, equipments and processes such as state-of-the art motor control systems, process control and networking technology, industrial instrumentation, robotics and production test automation.

<http://www.industrial-europe.com>

## Power Management DesignLine Europe

*Paul Buckley, site editor*

Power Management DesignLine Europe 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.powermanagement-europe.com>

## Why DesignLines Europe?

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 either go to search a web site first to gather the targeted technical articles and product information they need.<sup>1</sup>

On our DesignLine Europe 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 these products and better incorporate new technologies and techniques into their existing product lines.

## In short:

- When looking for "heads down" information engineers go online. Proof of that need is exemplified by the fact that EE Times Europe's eetimes.eu web site, including its seven multilingual regional editions, reports a 30% increase of daily unique visitors from Western Europe as compared to last year (July 07/ July 08). The site reports over 270,000 page views per month for over 90,000 monthly unique visitors and over 128,000 daily unique visitors (July 08) of which 55% from Western Europe, 28% from the US and 11% from Asia.
- Search is the first source turned to when looking for specific technical information.
- Each DesignLine Europe 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?

DesignLines Europe allow advertisers the ability to direct targeted, specific messaging at engineers during the product definition and detailed design & layout stage. Sponsoring a DesignLine Europe site allows you unfettered access to engineers when they are making crucial decisions on components, systems and other design parts in highly targeted market segments. Moreover, the focused nature of the DesignLine Europe model allows advertisers to choose from over 4 different technology and application areas to find their perfect target audience.

**Global Audience Reach & Traffic:** The engineering community is eager for this type of tailored and detailed information that DesignLine Europe sites provide. Supported by the powerful audience creation

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capabilities of EE Times and TechOnline, DesignLine sites in US produce over 750,000 total page views each month representing an 85% increase in traffic from the same timeframe in 2006.<sup>2</sup> We've now rolled this into a DesignLine Europe model.

**Network Synergy:** By aligning the unparalleled brand recognition of EE Times' U.S. DesignLine sites with DesignLines Europe, we further strengthen focus to become the premier information destination for European design engineers and engineering managers.

**Integrated Network of Sites:** DesignLines now share the distinct advantage of being part of the EE Times online family of strong product offering of targeted, specific, in-depth product information engineers crave such as white papers, Webinars, hands on product evaluations and much more.

**Search & Navigation** Our network is easier to navigate, so users can more easily access helpful content, like DesignLines. Plus, our search-based structure enables fast access to relevant results that include a variety of source types so you gain access to a larger, targeted audience.

## Sponsorship Opportunities

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

### Gold sponsorship

5.200 EURO 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 four key banner positions: IMU, tile and leaderboard [top and bottom].
- **DesignLine Newsletters:** Every third week, each sponsor of the DesignLine will receive sole ownership of the HTML newsletter's advertisement positions including the IMU banner space and text advertisement. 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 receives one Technical Paper link that points to a white paper listing in the TechOnline library.
- **Webinar:** DesignLine Europe sponsors who conduct a six-month sponsorship receive a silver-level audio Webinar.



### Silver Sponsorship

3.150 EURO 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 Technical Paper link that points to a white paper listing in the TechOnline library.
- **EduCast:** Silver Sponsors will receive one EduCast for every six months of sponsorship.
- **Newsletters:** Every third week, silver sponsors will receive one newsletter sponsorship position, alternating between text and HTML ads. 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 Geert De Vuyst at +32 2740 0050, geert.devuyst@eetimes.be.

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1 Source: 2007 TechInsights Global Media Usage Study

2 Source: Publisher's Own Data - Omniture, January-April 2007

Note: Cancellation requires 30 day notice