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EDN Newsletter
March 14, 2016

Level VI External Power Supplies
One of the widest portfolios of low cost 'green' external AC-DC power supplies from 5 to 720 Watts.

TEARDOWN
Teardown: Amazon Dash Button, does you surprised?

NEWS
First sampler fills out 8TxA 8Rx MIMO system for small, smart devices
Open-source RTOS for smallest IoT footprints: Zephyr, a Linux Foundation project
LED beam control modules for medium and high power lighting applications
4K video over a USB Type-C interface creates

MICROWAVE
EET Search The Smarter Search Engine
TECHNICAL PAPERS
Seeing the Invisible with QuantumFit
Six hidden costs in a 5G wireless SoC

EVENTS
Energy Harvesting & Storage - Berlin
Visit our leading vehicles

TECHNOLOGIES TO WATCH
Integrated transportation module for 1000+ vehicles applications

PRODUCTS
CoMoS IC in 3D-T 220 is cost-effective, sets for SoC, says Johnson
MicroASIC FPGA design software provides accuracy, usability, efficiency, speed

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Renesas Intelligent Power Devices (IPDs) with Extreme-Low On-Resistance for Automotive Applications

RENESAS 8 ENERGY™ THE WORLD'S FIRST REAL-TIME EMBEDDED MCU SYSTEM PLATFORM

NEWS
Seeing the future with start-ups
Integrated laser phosphor module for 1000+ distance applications
Maxim single-stage PwL module targets Google's 4KV datacenter sub-power scheme

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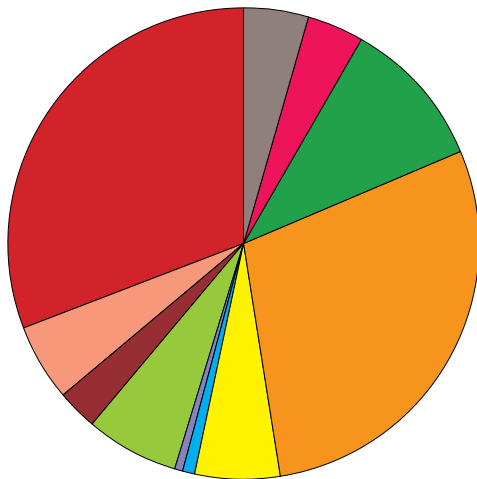
log. automotive.

INTERVIEW
Creating the future with start-ups
Markus Mieske: Despite the fact that you work within the structure of a company, you're almost being recruited of an entrepreneur... what qualities do you think the startup always has? Whether you are in a big company or a startup, always find that person you want to work for or a person who can help you grow and won't be able to take things to the next level very quickly, I always find that...

PRODUCTS
Seeing the Invisible with QuantumFit
Open source RTOS for smallest IoT footprints: Zephyr, a Linux Foundation project
Intel calls for unified SD charging standard
Renesas PwL module sets performance, adds connectivity
Linear electronics ARM-based developer tool, addresses on-chip investment

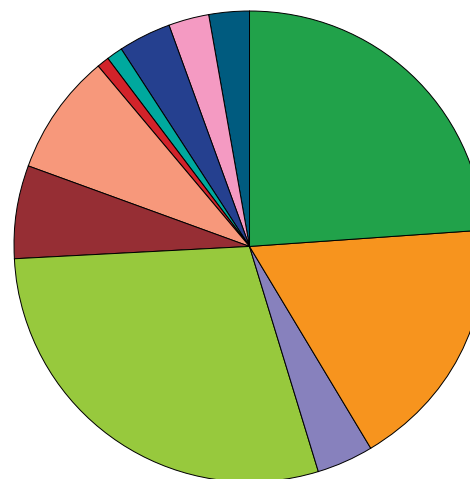
Digital Edition XL, Online, Newsletters

Publishing Date	Material & Edition Deadline	Feature Vertical Focus Design	Exhibitions & Conferences Conference dates
January 20	January 8	Test & Measurement Software tools	DesignCon , Santa Clara, CA, January 19-21 Integrated Systems Europe , Amsterdam, February 9-12 CES , Las Vegas, January 6 – 9
February 17	February 5	Embedded Systems Wireless networks – Bluetooth, ZigBee	Embedded World , Nuremberg, February 23-25 Mobile World Congress , Barcelona, February 22-25 EMV , Düsseldorf, February 23-25
March 16	March 4	EDA Special Connected devices and security	Smart System Integration , ICC Munich, March 9-10 Microwave & RF , Paris, March 23-24 DATE , Dresden March 14-18
April 13	April 1	Analogue Ics FPGAs/Mixed signal programmables	SMT Hybrid Packaging , Nuremberg, April 26-28 Energy Harvesting & Storage , Berlin, April 27-28
May 11	April 29	Power/energy Sensors & Signal Conditioning/MEMS	Sensor and Test , Nuremberg, May 10-12 PCIM Europe , Nuremberg, May 10-12 Display Week , San Francisco, May 22-27
June 15	June 4	EDA design tools Industrial Systems	DAC Conference , Austin TX June 5-9 European Photovoltaic Solar Energy Conference , Munich, June 21-24
July 6	June 24	Test & Measurement Communications	
September 7	August 26	Automotive Man/machine interfaces	ECML-PKDD 2016 , Riva del Garda, September 19–23
October 5	September 23	RF & Microwave Analogue	European Microwave Week , London, October 3-7 Semicon Europa , Grenoble, October 25-27
November 2	October 21	electronica 2016 Power devices/GaN/SiC	electronica 2016 , Munich November 8-11 SPS/IPC/Drives , Nuremberg, November 22-24 Cartes Secure Connections , Paris, November 29-December 1
December 7	November 25	Microcontrollers/processors Consumer products	Embedded Systems Conference , San Jose, CA, December 7-8



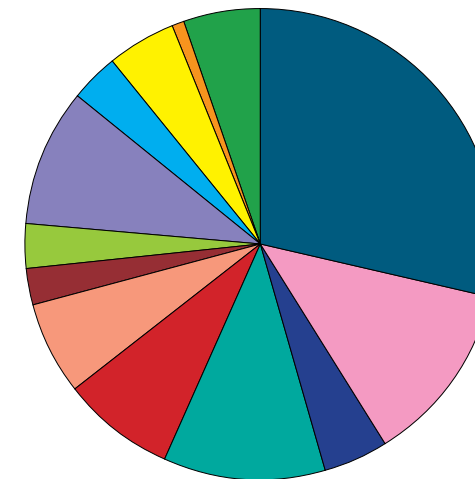
CIRCULATION BY COUNTRY

Benelux	2423	4,72%	■
Eastern Europe	1944	3,79%	■
France	5325	10,38%	■
Germany	14788	28,81%	■
Italy	2983	5,81%	■
Middle East	385	0,75%	■
Other Europe	289	0,56%	■
Scandinavia	3367	6,56%	■
Spain & Portugal	1379	2,69%	■
Switzerland & Austria	2752	5,36%	■
UK & Ireland	15687	30,57%	■
Total	51322	100,00%	



CIRCULATION BY FUNCTION

Engineering/Design Management	12326	24,02%	■
D&D Engineering	9038	17,61%	■
Purchasing	1950	3,80%	■
Corporate Management	14843	28,92%	■
Production	3302	6,43%	■
R&D Engineering	4178	8,14%	■
Applications, Integration	465	0,91%	■
Quality Control	604	1,18%	■
Sales & Marketing	1808	3,52%	■
Consultancy	1425	2,78%	■
Other	1383	2,69%	■
Total	51322	100,00%	



CIRCULATION BY INDUSTRY

Industrial Controls	14823	28,88%	■
Communication Systems	6296	12,27%	■
IT Industries	2339	4,56%	■
Automotive & Transportation	5685	11,08%	■
Consumer Electronics	4023	7,84%	■
Test and Measurement	3256	6,34%	■
Medical Electronics	1325	2,58%	■
Avionics & Defense	1556	3,03%	■
Components	4811	9,37%	■
Distribution	1766	3,44%	■
Universities Research	2339	4,56%	■
Alternative Energy	413	0,80%	■
Other	2690	5,24%	■
Total	51322	100,00%	

Total circulation : 51,322

* Publisher's statement September 2015

EDN Europe has now completed its transformation into the digital age: the publication has been re-designed with the digital reader in mind and has done away with the limitations of print.

The magazine has adopted a landscape format to better fit the displays of modern large monitors laptops and tablets. New Advertising formats include the standard online IMUs and Leader Boards in addition to the full page and half page formats. This digital age magazine will also allow for lead generation opportunities: feature articles will now be available for download, to registered users only, from the EDN Europe library.

Sponsorship of feature articles: 1800 €
(only available to the company submitting the article)

IMU or Leaderboard in the PDF of the articles: 2200 € per issue

EFFECTIVE JANUARY 1, 2016 - DECEMBER 31, 2016

Rates EDN Europe € Frequency discount

	1x	3x	6x	12x
Full Page	2000	1900	1800	1700
1/2 page	1500	1524	1350	1300
1/4 page	900	860	810	770
IMU	700	670	640	610
Double IMU	900	860	820	780
Leader Board	700	670	640	610

Full Page

297mm x 210 mm



1/2 page

148,5 mm x 210 mm



1/4 page

74 mm x 210 mm



IMU

300 pixels x 250 pixels



Double IMU

300 pixels x 500 pixels



Leader Board

728 pixels x 90 pixels



Home Page

Leaderboard 728 X 90

IMU 300 X 250

IMU 300 X 250

IMU 300 X 250

IMU 300 X 250

Leaderboard 728 X 90

Content Pages

Leaderboard 728 X 90

Skyscraper 160 X 600

IMU 300 X 250

DOUBLE IMU 300 X 600

IMU 300 X 250

IMU 300 X 250

Leaderboard 728 X 90

IMU 300 X 250

Creative Deadlines

- GIF, JPEG – Five business days prior to start date
- HTML5 – Five business days prior to start date
- Maximum File Size : 60k

Submission Guidelines

- Send all creative to : adops@eetimes.be
- Linking URL must be submitted with creative

Banner Advertising Rates

www.edn-europe.com is a key news source for engineers and technical managers in Europe. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

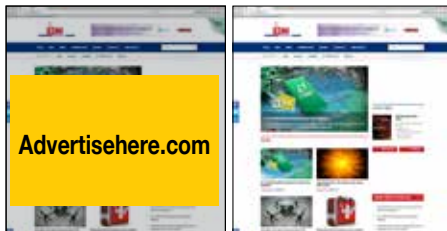
electronics-eetimes.com has 125,000 PI/month by ± 45,000 unique visitors.

Rates:

• Leaderboard	728 x 90	CPM: 120 €
• Skyscraper	160 x 600	CPM: 100 €
• IMU	300 x 250	CPM: 100 €
• Double IMU	300 x 600	CPM: 150 €

All banners are available on a Cost Per Thousand (CPM) basis:

Welcome Ad



The Welcome Ad grabs the attention of every visitor to the site. Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), she/he will first see the Welcome Ad. After 10 seconds, the Welcome Ad redirects to the original page the visitor was heading towards.

Reach : all visitors to the site
Material:
640 x 480 pixels
URL Link

Rate per week: 3200€
Technical fee per one additional creative: 250€

Dog Ear Page Peel Ad



The ad starts with a dog ear animation in the top right corner of a web page. When a visitor moves the cursor over the dog ear graphic, the page peels back to display your content. A click-through URL and two graphic elements are required: the dog ear which is the teaser (typically a 50 by 50 pixel ad) and the page peel which is revealed when rolling over the teaser (typically 640 pixels in width and 480 pixels in height).

Reach : shows on all pages of the site
Material:
Teaser: 50 x 50 pixels
Page Peel: 640 x 480 pixels
URL Link

Rate per week: 2000€
CPM rate: 180€
Technical fee per one additional creative: 250€

Twig – High Impact



Places a high-impact 'twig' unit at the bottom of the users screen, the ad remains at foot of screen as user scrolls down page. Click on unit can drive to advertiser site. A close button is available to the user to make the banner disappear.

Reach : sticks at the bottom of all pages unless closed manually
Material:
1024 x 90 pixels
URL Link

CPM Rate: 150€
Technical fee per one additional creative: 250€

Wall Paper



The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. In addition to a large size background image, the ad provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Reach : Surrounds all pages and cannot be closed.
Material:
Width: 1860 pixels
Height: 1200 to 2000 pixels
URL Link

Rate per week: 4500€
Technical fee per one additional creative: 250€

LEADERBOARD 728 x 90



Dimensions: 728 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

IMU (BOOMBOX) 300 x 250



Dimensions: 300 x 250
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

DOUBLE IMU 300 x 600



Dimensions: 300 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

SKYSCRAPER 160 x 600



Dimensions: 160 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

TWIG 1024 x 90



Dimensions: 1024 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

EDN Newsletter
March 14, 2016

Level VI External Power Supplies
One of the widest portfolios of low cost 'green' external AC-DC power supplies from 5 to 220 Watts.

Configure a connected device via ultrasound? Amazon does, in its Auto-ordering consumer gadget - see Teardown, right

TEARDOWN
Teardown: Amazon Dash Button keeps you connected

NEWS

Free compiler fills out ST's 80it MCU toolchain for small, smart devices

Open-source RTOS for smallest IoT footprint: Zephyr, a Linux Foundation project

LED beam control modules for medium and high power lighting applications

4K video over a USB Type-C reference designs

TECHNOLOGIES TO WATCH

Integrated laser/photonic module for 100G datacentre applications

PRODUCTS

CoolMOS CE in SOT-223 is cost-effective awap for DPAK, says Infineon

MICROWAVE

EET Search The Smarter Search Engine

TECHNICAL PAPERS

Seeing the invisible with QuantumFilm

Six hidden costs in a 99¢ wireless SoC

EVENTS

Energy Harvesting & Storage - Berlin

Visit our leading websites

- EETimes Europe
- EDN Europe
- SmartZone
- Microwaves
- Analogue
- Power Management
- Automotive
- LEDlighting
- TAM
- Search Engine

EDN Europe daily newsletter reaches ±27,000 Design engineers

The EDN Europe daily newsletter reaches ±27,000 subscribers in Europe. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the electronics industry. The demographics are similar to those of the publication.

Each issue of the newsletter contains the following items:

- Lead story of the day
- Design News
- Business News
- Semiconductor Design
- Consumer
- Communications

Also included are top new products of the day and new White Papers available for download.

Three stylish advertising formats:

- Leaderboards
- IMU
- Text Banner

Leaderboard 728 x 90 pixels

The Leaderboard

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates:	1x : 1,200 €
	3x : 1,120 €
	5x : 1,050 €
	10x : 1,000 €
1 week (5 consecutive days) :	4,000 €

IMU 300 x 250 pixels

The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

Rates:	1x : 1,200 €
	3x : 1,120 €
	5x : 1,050 €
	10x : 1,000 €
1 week (5 consecutive days) :	4,000 €

Text Banner

up to 200 characters
+ optional picture 140 x 120

The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics.

Rates:	1x : 750 €
	3x : 700 €
	5x : 650 €
1 week (5 consecutive days) :	2,000 €

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