



<http://www.electronics-eetimes.com/en/Learning-center/>

- houses the electronics industry's best white papers, application notes, technical articles, book chapters, and case studies
- is the leading reference resource for electronics engineers. Make sure your company's high-quality papers are included within this critical design resource
- submitting your papers is FREE

<http://www.electronics-eetimes.com/en/Learning-center/submit-a-white-paper.html>

Generate leads with Technical Paper Sponsorships?

Technical Paper Sponsorships enable you to generate highly-targeted leads in a single 30-day campaign or with the extended lead packages, to transform your library of papers into a long-term, sustained lead generation engine.

Through EETimes' Technical Paper Sponsorships, your company gains access to a powerful combination of email marketing services and premium Web site positioning to deliver your technical information to an interested audience within a focused timeframe. A Technical Paper Sponsorship is the best way to be sure your paper stands out in the library and also generates leads for you.

Pan European audience reach: EETimes connects you to a powerful audience of European registered users who access our site for specific information and on-going education and training.

Generate leads: Use a EETimes Technical Paper Sponsorship to generate timely leads by promoting your paper to a pan-European audience of electronics engineers and engineering managers for 30 days.

Increase brand awareness: Raise your product's profile, with highly-visible content within the EETimes Europe site network and in email newsletters, while measuring the success of your program with detailed lead reporting.

Material Specifications

1. A PDF of the white paper
2. The title to be used for the white paper
3. A short description of what the paper is about of 80 to 120 words
4. Picture 600x400 jpg or npg

Individual Technical Paper Sponsorship features:

Inclusion in the weekly featured technical paper newsletter, sent to $\pm 22,000$ readers.
30-day rotation on EETimes Europe home page
Listing in featured paper section of the technical paper home page
Individual: \$ 2,600 NET

Technical Paper Sponsorship Triple Packs:

Purchase a pack of three Technical Paper Sponsorships at a discounted rate and we will extend your lead reporting access to 12 months for each individual sponsorship.

Triple Pack: \$ 6,500 NET

Optional Technical Paper Sponsorship Features:

Additional Language Sponsorship (i.e., German) \$ 1,300/month
To learn more about how your company can benefit from a Technical Paper Sponsorship, or for detailed specifications please contact your sales representative or André Rousselot at +32 2 7400053 or send an email to papers@eetimes.be