

Power electronics technical articles, market insights, and design trends from industry-leading electrical engineers.



Designed from the ground up to run on all devices and interfaces

### Digital Subscriptions

Various free digital subscriptions are available, ensuring content is seen by the broadest audience, including:

- Apple News
- RSS Feeds for News Readers
- Weekly Email Newsletter
- Social Media: Facebook, LinkedIn, Twitter and Google+

Average Session Duration

**03:41**

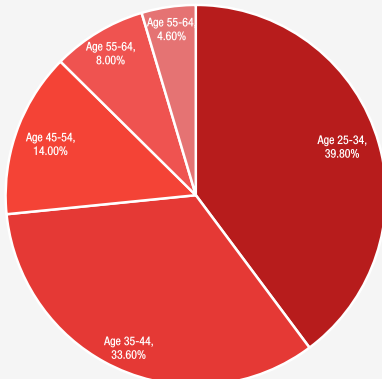
Average Pages Per Visit

**3.96**

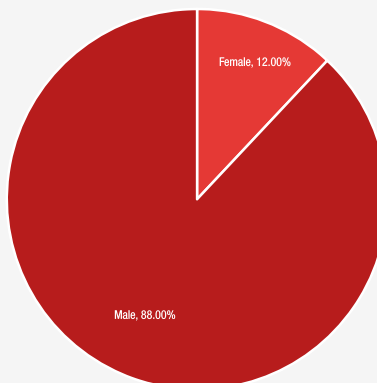
Percentage of New Visitors

**41.33%**

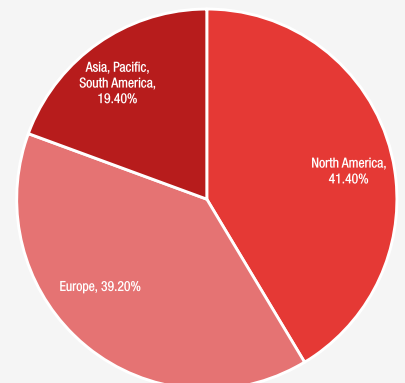
### Traffic By Age Group



### Traffic By Gender



### Traffic By Region



## Advertising Units

### Home Page



### Category Landing Page



### Article



## List Pricing

Advertising Unit	Creative Unit	Advertising Purchase Period		
		1 month	2 months	3 months
1	Leaderboard	\$700.00	\$1,260.00	\$1,680.00
2	Large Rectangle	\$700.00	\$1,260.00	\$1,680.00
3*	Leaderboard	\$450.00	\$810.00	\$1,080.00
4*	Large Rectangle	\$450.00	\$810.00	\$1,080.00
5*	Leaderboard	\$600.00	\$1,080.00	\$1,440.00
6*	Large Skyscraper	\$600.00	\$1,080.00	\$1,440.00

\* For advertising units 3, 4, 5 and 6, choose from one of the following categories, at time of placement:

- Assemblies
- Integrated Circuits (ICs)
- Passive Components
- Power Converters
- Semiconductors
- Test & Measurement
- Market Insights

## Creative Units



### Leaderboard

Desktop/Tablet Dimensions 728 x 90 (W x H, px)  
Smartphone Dimensions 320 x 50 (W x H, px)



### Large Skyscraper

Desktop/Tablet Dimensions 300 x 600 (W x H, px)  
Smartphone Dimensions 300 x 600 (W x H, px)



### Large Rectangle

Desktop/Tablet Dimensions 336 x 280 (W x H, px)  
Smartphone Dimensions 336 x 280 (W x H, px)

## Guidelines

EE Power's advertising guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net)):

- File size cannot exceed 60 kB
- All ad units must launch a new browser window when clicked on
- All standard ad types are accepted (JPG, GIF, SWF, HTML) except where noted
- Third Party tags should be served via JavaScript ad calls, not iframes
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds
- The same artwork cannot run two consecutive advertising periods. Either new artwork needs to be supplied for a consecutive period or a two week break between advertising from the same advertiser.

## Contacts

For advertising sales and availability, please contact your local EE Power sales representative, or inquire below at [advertising@eepower.com](mailto:advertising@eepower.com).