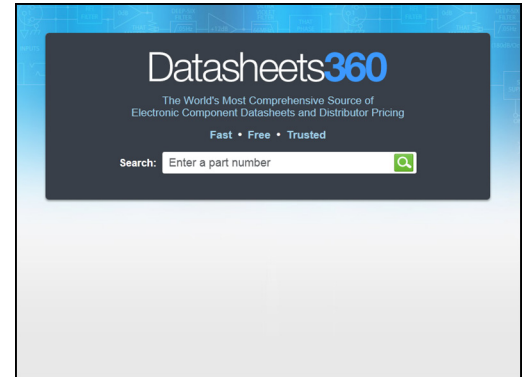


Datasheets360: Distributor Marketing Opportunities

Gain visibility where decisions are made

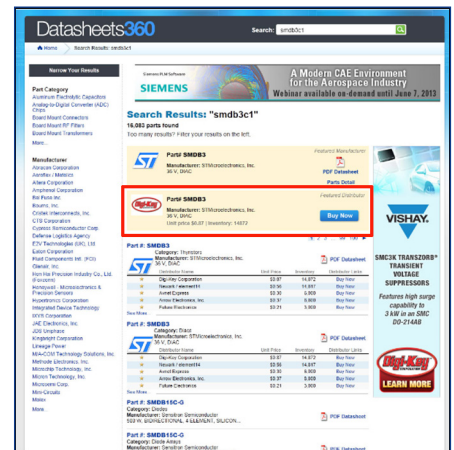
Datasheets360 is a comprehensive source for manufacturer datasheets and distributor pricing and availability information – searchable by partial and exact product numbers. Built to facilitate product consideration and ultimately part procurement, the site represents an opportunity for distributors to drive transaction-ready traffic to your site to buy products, request samples or register for valuable content.

Take advantage of the following marketing opportunities on Datasheets360 to dominate share of voice for specific parts or entire part categories:



Featured Distributor - Increase your exposure among potential buyers in the product categories most relevant to your business objectives. Featured Distributor ads appear at the top of a search results page, strengthening presence in the search results. The ad unit offers a prominent “buy now” button, driving traffic to buy products. Designed and developed to feel like part of the search results, these ads offer distributors dominant representation within product search results. This exclusive advertising opportunity is available to only a limited number of subscribers.

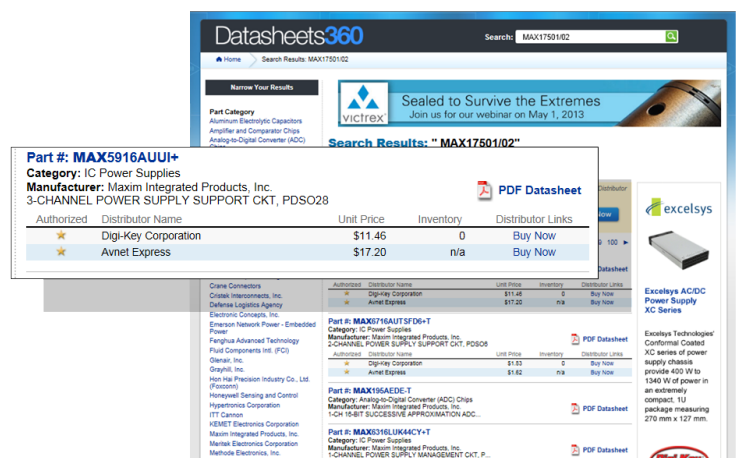
Cost: \$3,000/month (3-month minimum)



Enhanced Listing – Receive prioritized ranking among equal, relevant search results for distributors. The Enhanced Listing product highlights distributor names on both Datasheets360.com and within CAPS Universe, the premier subscription-based utility containing over 300 million electronic parts.

Distributors with Enhanced Listings will also receive 300,000 banner ad impressions over three months through IHS GlobalSpec’s Datasheet Promoter.

Cost: \$10,995/annually



Product Category Ads - Establish your brand and gain targeted exposure with Product Category Ads. These ads are displayed when a user searches for a part within a relevant product category, both on Datasheets360.com and within CAPS Universe. Also designed to feel contextual with the search results, Product Category Ads are only available to a limited number of advertisers.

Cost: \$2,500/month (3-month minimum)

Part #: 74AC240SJ
 Category: IC Interfaces
 Manufacturer: Fairchild Semiconductor Corporation
 Description: AC SERIES, DUAL 4-BIT DRIVER, INVERTED OUTPUT, PDSO20

SPECIFICATIONS

Technology	CMOS
Device Type	Line / Bus Driver
Performance	Supply Voltage: 3.3V Operating Temperature: -40 to 85 C (-40 to 185 F)
Packaging	Package Type: SOP, 5.30 MM, LEAD FREE, EIAJ TYPE2, SOP-20 Pins: 20
Features	RoHS

Authorized Distributors

Authorized Distributor	Unit Price	Minimum Order	Inventory	Distributor Links
Dig-Key Corporation	\$0.49	0	0	Buy Now
Arrow Electronics, Inc.	\$0.24	0	0	Buy Now
Avnet Express	\$0.25	2,014	0	Buy Now

Distributors

Distributor	Unit Price	Minimum Order	Inventory	Distributor Links
America II Electronics, Inc.	n/a	0	18,110	Buy Now

Product Category Ad: Communication & Networking ICs. Introducing new products every day, Mouser is the first choice among design engineers seeking the newest products and latest technologies.

Search Results: "74AC1095CTR"
 1,276,287 parts found

Part # 74AC240SJ
 Manufacturer: Fairchild Semiconductor Corporation
 AC SERIES, DUAL 4-BIT DRIVER, INVERTED O...

Part # 74AC240SJ
 Category: IC Interfaces
 Manufacturer: Fairchild Semiconductor Corporation
 AC SERIES, DUAL 4-BIT DRIVER, INVERTED O...

Part # 74AC240SJ
 Category: IC Bus Interfaces and Controllers
 Manufacturer: Fairchild Semiconductor Corporation
 AC SERIES, DUAL 4-BIT DRIVER, INVERTED O...

Part # 74AC1095CTR
 Category: IC Bus Interfaces and Controllers
 Manufacturer: Fairchild Semiconductor Corporation
 AC SERIES, QUAD 1-BIT DRIVER, TRUE OUTPUT...

Part # 74AC1095CTR
 Category: IC Bus Interfaces and Controllers
 Manufacturer: Fairchild Semiconductor Corporation
 AC SERIES, QUAD 1-BIT DRIVER, TRUE OUTPUT...

Part # 74AC1154PWR
 Category: IC Interfaces
 Manufacturer: Texas Instruments Semiconductor Products
 AC SERIES, DUAL 4-BIT DRIVER, TRUE OUTPUT...

IHS 4DOnline CAPS Universe

Part Number	Code	Part Number	Mfr Name	PG	Part Description	Manufacturer Part Description	Manufacturer Package Description	CAGE Code
74AC1095CTR		74AC1095CTR	Fairchild	D	AC SERIES, DUAL POSITIVE EDGE TRIGGERED J-KBAR FLIP-FLOP, COMPLEMENTARY OUTPUT, PDSO16	DUAL (K)BAR POSITIVE EDGE-TRIGGERED FLIP-FLOP	0.150 INCH, MS-012, SOIC-16	198D3,87933,59621,7D983,6...
74AC1095CNR		74AC1095CNR	Fairchild	D	AC SERIES, DUAL POSITIVE EDGE TRIGGERED J-KBAR FLIP-FLOP, COMPLEMENTARY OUTPUT, PDSO16	DUAL (K)BAR POSITIVE EDGE-TRIGGERED FLIP-FLOP	0.150 INCH, MS-012, SOIC-16	198D3,87933,59621,7D983,6...
74ACT1095CTR		74ACT1095CTR	Fairchild	D	ACT SERIES, DUAL POSITIVE EDGE TRIGGERED J-KBAR FLIP-FLOP, COMPLEMENTARY OUTPUT, PDSO16	DUAL (K)BAR POSITIVE EDGE-TRIGGERED FLIP-FLOP	0.150 INCH, MS-012, SOIC-16	198D3,87933,59621,7D983,6...
74ACT1095CNR		74ACT1095CNR	Fairchild	D	ACT SERIES, DUAL POSITIVE EDGE TRIGGERED J-KBAR FLIP-FLOP, COMPLEMENTARY OUTPUT, PDSO16	DUAL (K)BAR POSITIVE EDGE-TRIGGERED FLIP-FLOP	0.150 INCH, MS-012, SOIC-16	198D3,87933,59621,7D983,6...
74AC174PQR		74AC174PQR	Fairchild	D	AC SERIES, POSITIVE EDGE TRIGGERED D FLIP-FLOP, TRUE OUTPUT, PDIP16	HEX D FLIP-FLOP WITH MASTER RESET	PLASTIC, DP-16	198D3,87933,59621,7D983,6...
74AC1745CTR		74AC1745CTR	Fairchild	D	AC SERIES, POSITIVE EDGE TRIGGERED D FLIP-FLOP, TRUE OUTPUT, PDSO16	HEX D-TYPE FLIP-FLOP WITH MASTER	0.150 INCH, MS-012, SOIC-16	198D3,87933,59621,7D983,6...

Get started today.

Call 800.261.2052 or

email us at sales@globalspec.com

DATASHEETS360 DEMOGRAPHIC PROFILE

VISITORS BY TOP INDUSTRY SEGMENTS

Electronic Instruments & Test Equipment	12%
Engineering/Tech Design Services	12%
Consumer Products/Electronics.....	10%
Computers, Systems & Peripherals	6%
Semiconductors, Electronic Components & Photovoltaics	6%
Academic/Independent R&D Labs/Consultant	5%
Industrial Controls, Motion Controls, Robotics	5%
Aerospace.....	4%
Automotive/Transportation	4%
Communications - Datacom/Telecom/Wireless/Network.....	4%
Contract Manufacturing/Electronics Manufacturing Service.....	4%
Defense	3%
Medical Equipment/Instrumentation.....	3%
Alternative Power Generation	2%
Other	20%

JOB FUNCTION

Technical Support/Services	26%
Design/Development Engineer.....	15%
Engineering Process/Production	8%
Engineering Faculty Staff/Student	6%
Test Engineering.....	6%
Design/Development Engineering Management	5%
Other Engineering	5%
Research & Development	5%
Marketing/Sales	4%
Purchasing/Logistics.....	3%
Other Engineering Management.....	2%
General Corporate Management.....	2%
Other	13%

VISITORS BY REGION

Asia.....	38%
Europe.....	26%
North America	18%
Africa	7%
South America.....	5%
Middle East.....	4%
Australia/Oceania	2%

ROLE DATASHEETS360 USERS PLAY IN THE PURCHASING OF COMPONENTS, EQUIPMENT AND SERVICES

Make purchases directly.....	26%
Approve requisitions.....	6%
Specify purchases	34%
Evaluate or recommend purchases	27%
Not involved in purchasing process.....	7%

SIZE OF ORGANIZATION

1-99 employees.....	65%
100-999 employees.....	16%
1,000-4,999 employees.....	7%
5,000-9,999 employees.....	4%
10,000 or more employees.....	8%

FREQUENCY OF ONLINE SEARCH FOR ELECTRONIC COMPONENTS

Daily.....	28%
Weekly	28%
Few times a month.....	25%
Few times a year	12%
Never.....	7%