DATASHEETS360

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



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IHS GlobalSpec Electronics

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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)

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Get started today.

Call 800.261.2052 or email us at **sales@globalspec.com**

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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	
Other Engineering Management	2%
General Corporate Management	2%
Other	13%

VISITORS BY REGION

Asia	
Europe	26 %
North America	
Africa	
South America	
Middle East	4%
Australia/Oceania	2%

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

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

SIZE OF ORGANIZATION

1-99 employees	65%
100-999 employees	
1,000-4,999 employees	
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%

IHS GlobalSpec Digital Media