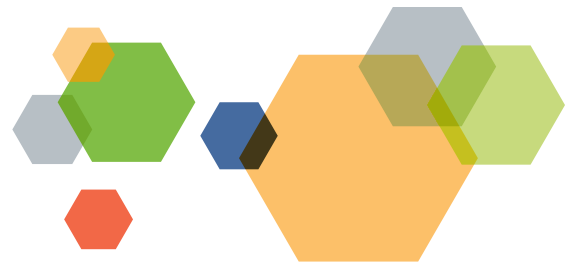




Position your brand as a thought leader.



Generate awareness, demand and sales. Looking for new ways to showcase a brand or business among a relevant audience? Do it with Native Advertising opportunities from Engineering360 Media Solutions. Programs include:

Industry Perspectives Sponsorships Feature your article among the industry-leading editorial content on Engineering360.com. The Industry Perspectives Sponsorship gives you a custom article and puts it on the “News & Analysis” area of the site, giving you exposure among a targeted, relevant audience. Sponsorship packages featuring e-newsletter and banner advertising, designed to drive additional traffic to your content, are also available.

Dedicated Advertorial Pages Each sponsored editorial page on Engineering360 features a wealth of information about your company and includes:

- Two banner advertisements
- Company logo
- Product image

- 200 words of copy
- Sponsorship credit
- Links to three assets (videos, white papers, datasheets, etc.)
- Links to social media
- A “learn more” form, allowing your audience to contact you for more information

For maximum results, we recommend that you focus your content on a specific product and campaign. Include products details, specifications and availability, as applicable.

This sponsorship also includes a variety of push marketing opportunities designed to drive traffic:

- Five e-newsletter ads in relevant Engineering360 e-newsletters
- 300,000 impressions on Engineering360.com
- Two co-branded custom emails
- Product announcement category sponsorship on Engineering360.com

The screenshot shows a web page from Engineering360. The main content area features an article titled "Reliable, Space Critical, High Energy Dense" by Mark Faulhaber from Standex-Meder Electronics. The article text discusses the benefits of planar transformers for electric vehicles, highlighting their efficiency and compact size. There are links to download a design guide and browse design examples. A sidebar on the right lists upcoming webinars, including "An Introduction to Humidity and Moisture Measurement" and "Get the Most Out of Digital Microscopy".