

IHS GlobalSpec Electronics Ad Network

Expand your reach into Electronics while staying targeted

If you want to cast a wider net while still exclusively targeting the electronics industry, the IHS GlobalSpec Electronics Ad Network offers millions of banner impressions on sites relevant to the professional electronics marketplace.

- Gain a combination of qualified traffic, branding, and exposure
- Save time and resources by efficiently reaching this selected audience across many sites with a single media buy
- Use multiple formats and sizes including rich media and video
- Take advantage of geo-targeting and native language translation to better connect with your audience

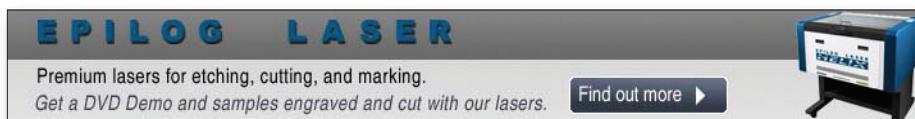
Put your company front and center in electronics

The IHS GlobalSpec Electronics Ad Network reaches a specific audience including design and development engineers and purchasing professionals who specify integrated circuits and semiconductors, passive components, connectors, optoelectronics, and test & measurement devices. A simple click on your banner will bring potential customers directly to your website.

IHS GlobalSpec Electronics Ad Network provides expert tracking technology and dedicated customer service, at attractive CPM rates—giving you measurable results.



◀ Electronics Network Banner Ads



GET STARTED TODAY. Call 800.261.2052 or email us at sales@globalspec.com.

IHS GlobalSpec Electronics Datasheet Promoter

Accelerate Awareness of Your Electronics Products with Your Target Audience

Get focused and targeted attention for your product datasheets from buyers and decision-makers in the electronics industry. IHS GlobalSpec Electronics' Datasheet Promoter is a powerful vehicle to drive awareness of and promote your electronics products and datasheets.

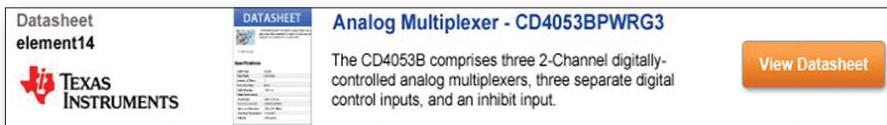
Featuring a proprietary banner format and partnerships with top electronics-focused websites, the IHS GlobalSpec Electronics Datasheet Promoter gives you leading awareness and clickthrough rates for your featured products and datasheets, along with the best in creative development, customer care and dedicated campaign management.

- Gain accelerated awareness for your featured products.
- Generate up to five times the clickthrough rates of IHS GlobalSpec channel or Run of Network banners.
- Feature up to three different products in one campaign.
- Benefit from "White Glove" service with dedicated campaign management.
- Receive proprietary, tested and exclusive creative generated by IHS GlobalSpec.

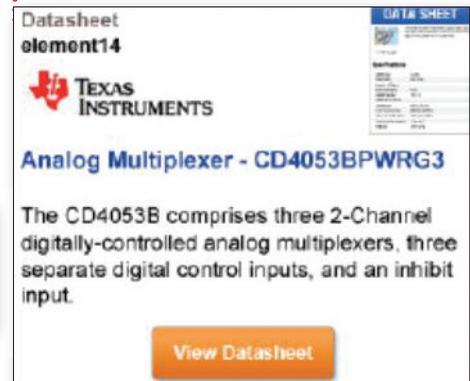
Put your product datasheets in the spotlight

Use IHS GlobalSpec Electronics' proprietary banner format and partnerships with websites around the world to get your Electronics industry product datasheets in front of buyers and decision makers. Accelerate awareness of your featured products and stimulate clicks through to your own website's datasheet pages at a rate greater than the industry average, while benefiting from industry leading service and support.

IHS GlobalSpec Datasheet Promoter is a powerful awareness vehicle to promote your electronics products and datasheets with excellent value CPMs and strong clickthrough rates.



Datasheet Promoter Ads



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