

GlobalSpec Electronics Ad Network

Expand your reach and exposure while exclusively targeting the electronics industry.

Marketing Advantages

- Gain a combination of qualified traffic, branding, and exposure with up to **10 million banner impressions a month** on sites relevant to the professional electronics marketplace
- 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 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 Web site.

Get started today

Call GlobalSpec at 800.261.2052 or visit www.GlobalSpecElectronics.com



Rate Card		Electronics CPM (Cost per Thousand) Rates								
		100,000 to 300,000 impressions			300,000 to 500,000 impressions			500,000+ impressions		
Ad Type	Ad Size	Global	Asia	N. America or Other	Global	Asia	N. America or Other	Global	Asia	N. America or Other
Standard Set (must include all sizes)	300 x 250 728 x 90 160 x 600 468 x 60	\$26	\$28	\$30	\$23	\$25	\$27	\$21	\$23	\$25

- The Electronics Ad Network includes GlobalSpec Electronics categories down to the sub-category level; the Electronics Ad Network, which includes English-language, Electronics-focused websites around the world; and CR4 Electronics Community areas—all three for one low CPM rate
- CPM rates are net of any ad agency discounts
- The minimum campaign is 100,000 impressions
- Metrics available via GlobalSpec’s Client Services and DoubleClick and can easily integrate with Omniture, Google Analytics and other available analytic programs
- Please request a customized quote for Language Translation Services or for campaigns that do not use the standard set
- Please allow 2 weeks for GlobalSpec to approve and process orders prior to the start date of the campaign