



# Connect with your audience through content.

Engineering360 offers a suite of content marketing services that help you connect to your audience in a way they can relate to—through valuable industry intelligence. After all, information and insight are the fuel that drives these motivated professionals day after day.

We even have tools to help you promote your white papers, research reports, industry perspectives and other content:

**Featured White Paper Banner Sponsorship** Promote your thought leadership content on Engineering360.com. With the Featured White Paper Banner Sponsorship, your white paper offering is showcased on the home page of Engineering360.com, driving traffic and demand. And since our audience is registered, you will know exactly who accessed your content.

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**Content on Demand** Our Content on Demand service provides turnkey content development from a roster of industry-leading subject matter experts. We handle everything for you—from content direction to writing, production and project management. A menu of preset topics is available, along with managed services for high-volume content or custom writing formats. Choose from a constantly evolving

roster of topics in the electronics industry. Many types of content are available to meet your specific marketing needs, goals and objectives. These include: basic articles, blogs or other “snackable” content; technical articles written with an engineer or subject matter expert; white papers and advanced technical papers.

