

# Datasheets360: Manufacturer 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 manufacturers to build brand awareness and position themselves for design wins during a critical phase in the buy cycle.

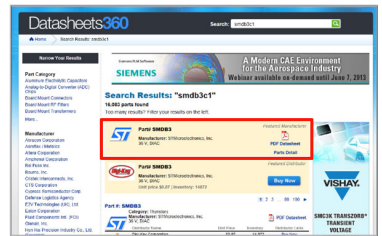
Take advantage of the following marketing opportunities on Datasheets360 to dominate share of voice for specific parts or entire part categories:



**Featured Manufacturer** - Increase your exposure among potential buyers, while drawing attention to your product datasheets. Featured Manufacturer ads appear at the top of a search results page. Designed and developed to feel like part of the search results, these ads offer manufacturers dominant representation within the search result set. Featured Manufacturer clients also have their logo included in the organic search results, delivering added value.

Featured Manufacturers will also receive 360,000 banner ad impressions over three months through IHS GlobalSpec's Datasheet Promoter.

Cost: \$10,995/annually



**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, the premier subscription-based utility containing over 300 million electronic parts. 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](mailto:sales@globalspec.com)

# 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.....	3%
Other Engineering Management.....	2%
General Corporate Management.....	2%
Other .....	13%

## VISITORS BY REGION

Asia.....	38%
Europe.....	26%
North America .....	18%
Africa .....	7%
South America.....	5%
Middle East.....	4%
Australia/Oceania .....	2%

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

Make purchases directly.....	26%
Approve requisitions.....	6%
Specify purchases .....	34%
Evaluate or recommend purchases .....	27%
Not involved in purchasing process.....	7%

## SIZE OF ORGANIZATION

1-99 employees.....	65%
100-999 employees.....	16%
1,000-4,999 employees.....	7%
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%