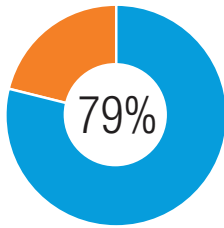


Electronic Components Video Edition Newsletters

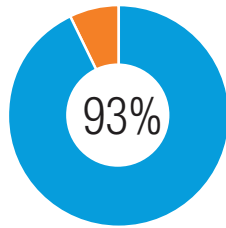
offers subscribers a variety of information on electronic design products and processes for application in computers, communications equipment, consumer electronics, and industrial systems all delivered in the most engaging and informative form of videos. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Analog/Mixed Signal
- Discrete & Power Devices
- Interface & Logic
- Memory

Key Subscriber Facts:

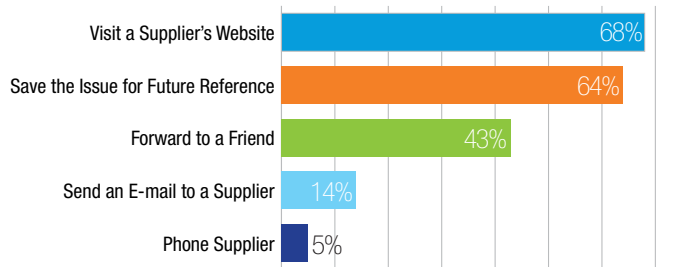


Make or influence company buying decisions

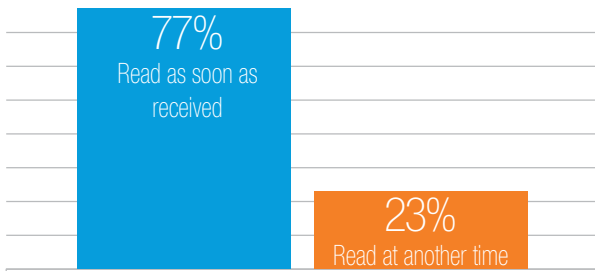


Use e-newsletter as a primary resource in early to middle buy cycle stage

Key Actions Taken by Subscribers Upon Reading:



Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

Current Subscriber Base 64,000+

Readership Profile by Industry (No.)

Engineering/Tech Design Services	8,600+
Education	4,000+
Consumer Products/Electronics	4,000+
General Manufacturing	4,000+
Automotive	3,500+
Instrumentation & Controls	3,200+
Industrial Machinery/Tools & Equipment	3,200+
Communications - Datacom/Telecom/Wireless/Network	3,100+
Semiconductor & Electronic Components	2,900+
Aerospace & Defense	2,800+
Computers, Systems & Peripherals	2,500+
Utilities/Energy	1,800+
Oil & Gas	1,700+
Medical Equipment/Instrumentation	1,700+
Government	1,300+
Building & Construction	1,200+
HVAC, Fire Control, Safety	1,000+
Chemicals, Plastics & Rubber	900+
Transportation	700+
Fabricated Metals	700+
Food & Beverage	600+
Biotechnology/Pharmaceuticals	600+
Paper, Printing & Textiles	600+
Agriculture/Forestry	400+
Packaging Machinery	300+
Unspecified Engineering	8,500+

Readership Profile by Job Function

Engineering, Design	13,000+
Technical Support/Services	6,400+
Engineering, Other	5,500+
Engineering, Consulting	4,700+
Marketing/Sales	3,800+
Research & Development	3,700+
Engineering, Faculty/Staff/Student	3,600+
Engineering, Process/Production	3,500+
Manufacturing	3,100+
Purchasing	2,500+
Maintenance/Facilities Management	2,300+
General Corporate Mgmt	1,900+
Project Management	1,200+
Architect/Builder/Contractor	800+
Quality Control/Assurance	700+
Unspecified Engineering	6,900+

as of Jan 2019

For more information, call 1-800-261-2052.

Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: www.globalspec.com/AdSchedule

Sample Ad: <https://www.globalspec.com/VerticalVideo>

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Posted on 360 Sites
Featured	600 x 200 animated image created by IEEE GlobalSpec 600 x 74 banner ad supplied by advertiser	30 words	1 link to video	1	Featured Video will be posted on Multimedia Section, supply up to 500 words of descriptive text for website.
Playlist	265 x 150 still from video	15 words	1 link to video	4	Playlist Video will be posted on Multimedia Section, supply up to 500 words of descriptive text for website.