



EVALUATION ENGINEERING

For Electronic Test & Measurement



2020 MEDIA PLANNER

- Technical Expertise
- Comprehensive Test & Measurement Coverage
- Multichannel Marketing Opportunities



EVALUATIONENGINEERING.COM

EVALUATION ENGINEERING

AT-A-GLANCE



59
YEARS OLD!

49,200*
QUALIFIED
MAGAZINE
SUBSCRIBERS

86,000**
TOTAL READERSHIP
WITH PASSALONG

100%*

SUBSCRIBERS
WITH PURCHASING
INFLUENCE



78,860***

3-MONTH AVERAGE MONTHLY PAGE VIEWS
ON EVALUATIONENGINEERING.COM

Core Technologies. Key Applications. Proven Solutions.

Evaluation Engineering provides in-depth coverage of core test technologies, focusing on modular, handheld, and benchtop instrumentation; automated test equipment; software and simulation tools; and inspection systems.

Each issue includes special reports on the instruments, software, and systems that *EE* readers rely on as well as key application areas and describe the diverse types of instruments, software, and systems that our readers can apply to solve the test problems those applications present.

Targeted Audience. Growth Opportunities.

- Outstanding reach to buyers of your products and services
- Opportunities to align your brand around trusted industry content
- Multiple media vehicles to increase brand awareness, drive traffic, generate leads, establish thought leadership
- Solid foundation in serving the business needs of audiences/vendors around the world
- Team of experts in B2B media to help grow your business

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AUDIENCE PROFILE

Evaluation Engineering (EE) has delivered in-depth technical information to the test engineering market for more than 50 years, serving engineers, engineering managers and corporate managers responsible for test measurement and quality of electronic products and systems.

49,200*

TOTAL DISTRIBUTION

JOB FUNCTION*

Production / Manufacturing Test	8,320
QC/WA/Reliability/Evaluation	2,884
Design/Development Engineering	19,747
R&D/Scientific	1,791
Corporate/General Mgt	14,479
Failure Analysis	124

BUY / SPECIFY PRODUCTS*

Test Instruments	20,269
ATE/QA/Production Test	15,211
Data Acquisition/Remote Monitoring & Control	23,425
Software	19,149
Protective Products/Devices	10,264
Instrument Architecture/Communications	14,979
Inspection Equipment	14,532
Test Services	13,596
Medical Electronics Test	5,500
Communications/RF/Microwave Test	10,900

PRIMARY END PRODUCT OR SERVICE*

Computers, Peripherals, Software & Office/ Business Equip.	3,738
Communications Systems & Equip.	3,970
Aircraft, Space, Marine, Gvt & Military Systems/Equip.	6,927
ICs, Semiconductors, Other Components or Subassemblies	2,797
Test/Measurement Instruments & Systems	2,461
Industrial Controls, Systems, Equip. & Robotics	4,744
Medical Electronic Equip.	3,993
Consumer Electronic Equip. & Appliances	3,864
Automotive & Other Ground Transportation	3,863
Materials, Hardware, Packaging	1,738
Contract Manufacturers/ Electronic Manufacturing Services	3,129
Systems Integrators	727
Independent Laboratories & Consulting Firms	3,843
Commercial/Industrial Users of Electronic Equip.	2,581
Schools, Universities & Libraries	747

MARKETING MIX

Reach and Convert More Buyers with the Winning Marketing Mix

TODAY'S EDUCATED BUYERS consume information at all hours of the day and from a wide variety of sources; they search the web, read trade magazines, watch videos and webcasts, read newsletters, download apps, and travel to trade shows, all in the pursuit of the latest information to help them do their jobs.

THE CHALLENGE

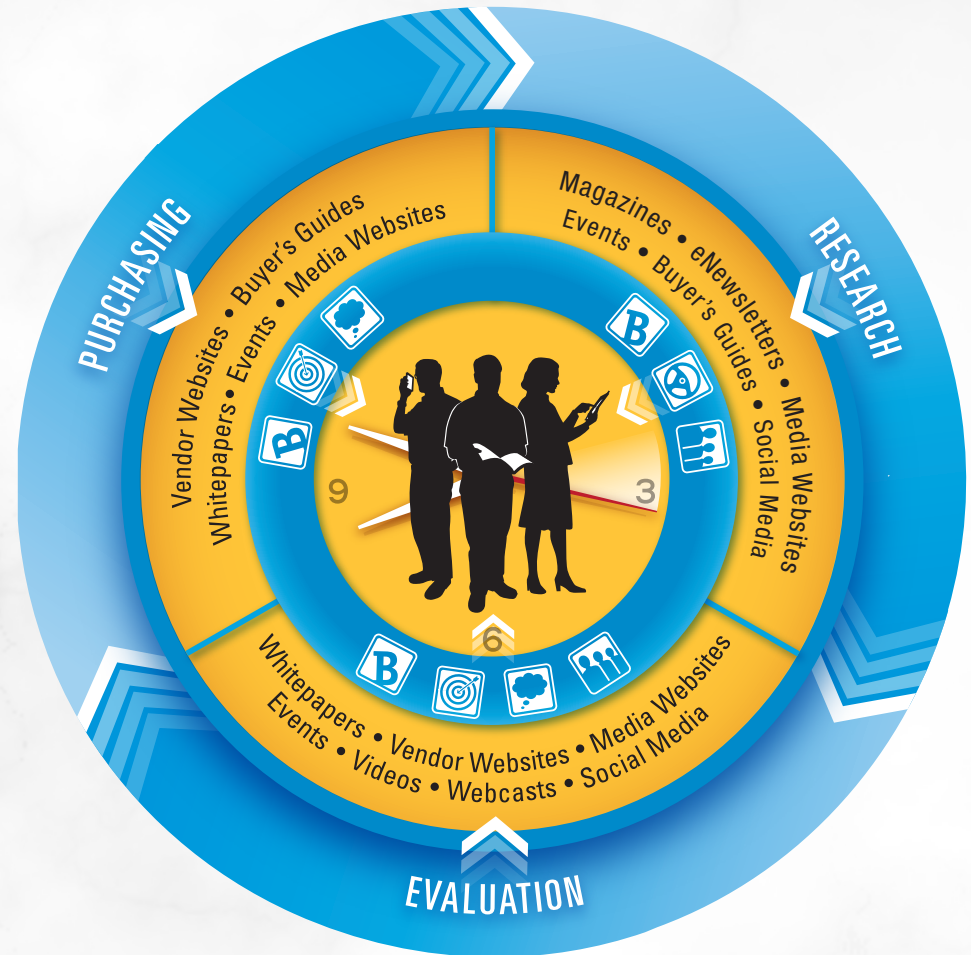
Finding the best mix of the many options available to reach and influence these buyers as they navigate numerous channels can be difficult. Using one marketing vehicle exclusively in the hopes of reaching prospects at "the right point" in their buying cycle may result in buyers seeing your message too late, or not at all. Spreading your message out across too many channels may leave you with too little frequency in any channel to make a memorable impression.

THE SOLUTION








Solving this challenge requires an understanding of how various information channels work in concert to reach and engage your prospects throughout the buying process. Creating an organized and well-planned strategy, with consistent presence in multiple channels that qualified buyers rely on, helps ensure your message reaches them often and effectively during their knowledge gathering.








THE WINNING MARKETING MIX

At *Evaluation Engineering*, we have the experience and the marketing options to reinforce your message to qualified decision-makers throughout the buying process. We look forward to the opportunity to work with you to create a winning marketing mix.



INTEGRATED MEDIA PORTFOLIO

YOUR MARKETING CAMPAIGN OBJECTIVES			OUR MARKETING APPROACH
 Brand A Brand Awareness campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the Test community.	 Traffic A Traffic Driving campaign is designed to push Test professionals to your website or other online offerings.	 Lead A Lead Generation campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the Test community.	 Push In a Push Marketing approach, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.
 Social A Social Engagement campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.	 Thought A Thought Leadership/Education campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.		 Pull In a Pull Marketing approach, your campaign is seen by industry professionals as they actively seek out information via search or browse vehicles

	YOUR MARKETING CAMPAIGN OBJECTIVES					MARKETING APPROACH	
MEDIA SOLUTIONS							
Print Magazine	■					■	
AdFlex	■	■		■	■		■
Banner Ads	■	■					■
Buyer's Guide	■	■	■			■	■
Newsletter Sponsorship	■	■	■			■	
Editorial Guides	■		■		■		■
Push Down Ads	■	■					■
Native Advertising	■	■			■		■
Video Sponsorship	■		■		■	■	■
Webcast Sponsorship	■		■		■	■	■
White Papers / SMARTPapers	■		■		■		■

The achievement of a campaign objective depends strongly on the creative unit and messaging for digital media. Ask your sales representative for examples of what works and what doesn't.



EVALUATION ENGINEERING

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2020 EDITORIAL CALENDAR

EDITORIAL CLOSE: 2 months prior to issue

	SPECIAL REPORTS		FEATURES		SECTIONS		SHOWS & EE REPORTS
	Instrumentation	Applications			Tech Focus	Technology Insights	
JANUARY <i>Ad close: 11/19</i> <i>Art due: 11/25</i>	Vector network analyzers	High-speed digital test	Design-for-test	Compliance/Regulations	USB instruments	Robotics	DesignCon Jan. 28-30 Santa Clara, CA
FEBRUARY <i>Ad close: 12/17</i> <i>Art due: 12/22</i>	Mainstream oscilloscopes	Aerospace test	Automated test	Inspection	Power supplies	Sensors	IPC APEX Feb. 4-6 San Diego, CA
MARCH <i>Ad close: 2/5</i> <i>Art due: 2/12</i>	Programmable power supplies & loads	Power semiconductor test	Thermal test	Optical test	PXI	5G	OFC Mar. 8-12 San Diego, CA APEC Mar. 15-19 New Orleans, LA
APRIL <i>Ad close: 3/9</i> <i>Art due: 3/16</i>	Switching systems	Electrical product safety	RF/Microwave test	Software	EMI suppression	Machine vision	ESC Apr. 22-23 Boston, MA Signet Ad Recognition Study
MAY <i>Ad close: 4/7</i> <i>Art due: 4/14</i>	Modular instruments	Medical test	Inspection	Renewable power test	Handheld instruments	Industrial IoT	NIWeek May 18-21 Austin, TX
JUNE <i>Ad close: 5/4</i> <i>Art due: 5/11</i>	Data acquisition systems	RF/Microwave test	Sensors	5G	EMC components	Wearables	Sensors Expo Jun. 9-11 San Jose, CA IMS Jun. 21-26 Los Angeles, CA

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	Instrumentation	Applications			Tech Focus	Technology Insights	
JULY <i>Ad close: 6/2</i> <i>Art due: 6/9</i>	EMC receivers & amplifiers	Semiconductor test	EMC/EMI test	Semiconductor test	DC/DC converters	3D printing	SEMICON West Jul. 21-23 San Francisco, CA EMC + SIPI Jul. 27-31 Reno, NV
AUGUST <i>Ad close: 7/6</i> <i>Art due: 7/13</i>	Signal & spectrum analyzers	Mil/Aero test	Cybersecurity	Instrumentation	Interconnect	Nanotechnology	AUTOTESTCON Aug. 24-27 National Harbor, MD
SEPTEMBER <i>Ad close: 8/3</i> <i>Art due: 8/10</i>	Regenerative power supplies & loads	Communications test	Automated test	Software-defined radio	Power supplies	Radar	EE's 2020 Job Report
OCTOBER <i>Ad close: 9/8</i> <i>Art due: 9/15</i>	Signal generators	Automotive test	High-speed digital	Automated test	Test sockets	Autonomous vehicles	Automotive Testing Expo Oct. 27-29 Novi, MI
NOVEMBER <i>Ad close: 10/5</i> <i>Art due: 10/12</i>	Portable instruments	Data converters	Cybersecurity	Battery test	Components	Smart fabrics	ITC TBD Washington, DC
DECEMBER <i>Ad close: 11/3</i> <i>Art due: 11/10</i>	Low/mid-density switching systems	5G test	2021 predictions	RF/Microwave test	Handheld instruments	6G	Signet Ad Recognition Study

MAGAZINE MECHANICAL SPECIFICATIONS

Page Specs Publication trim size: 7.875" x 10.875"

	FULL PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE		
Ad Size						
Shape	----	----	----	Island	Horizontal	Vertical
Non-Bleed	14.75" x 10"	7" x 10"	4.5" x 9.75"	4.375" x 7.375"	6.75" x 4.75"	3.25" x 9.75"
Bleed	15.75" x 11"	8" x 11"	5.25" x 11"	--	8" x 5.5"	4.125" x 11"
Trim	15.5" x 10.75"	7.75" x 10.75"	5" x 10.75"	--	7.75" x 5.25"	3.875" x 10.75"
Live	14.75" x 10.25"	7.25" x 10.25"	4.25" x 10.25"	3.875" x 6.875"	7.25" x 4.75"	3.25" x 10.25"





CREATIVE SPECIFICATIONS

Format (hi-resolution, full color):

- PDF with PDF/X-1a option (preferred)
- InDesign
- Quark XPress
- Illustrator
- Photoshop

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

	1/3 PAGE		1/4 PAGE	1/6 PAGE
Ad Size				
Shape	Horizontal	Vertical	Square	Vertical
Non-Bleed	6.75" x 3"	2.125" x 9.75"	4.5" x 4.75"	2.125" x 4.75"

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR

ELECTRONIC SUBMISSION OF PRINT AD MATERIAL

PDFx1a is the preferred pdf format for ad file submission.

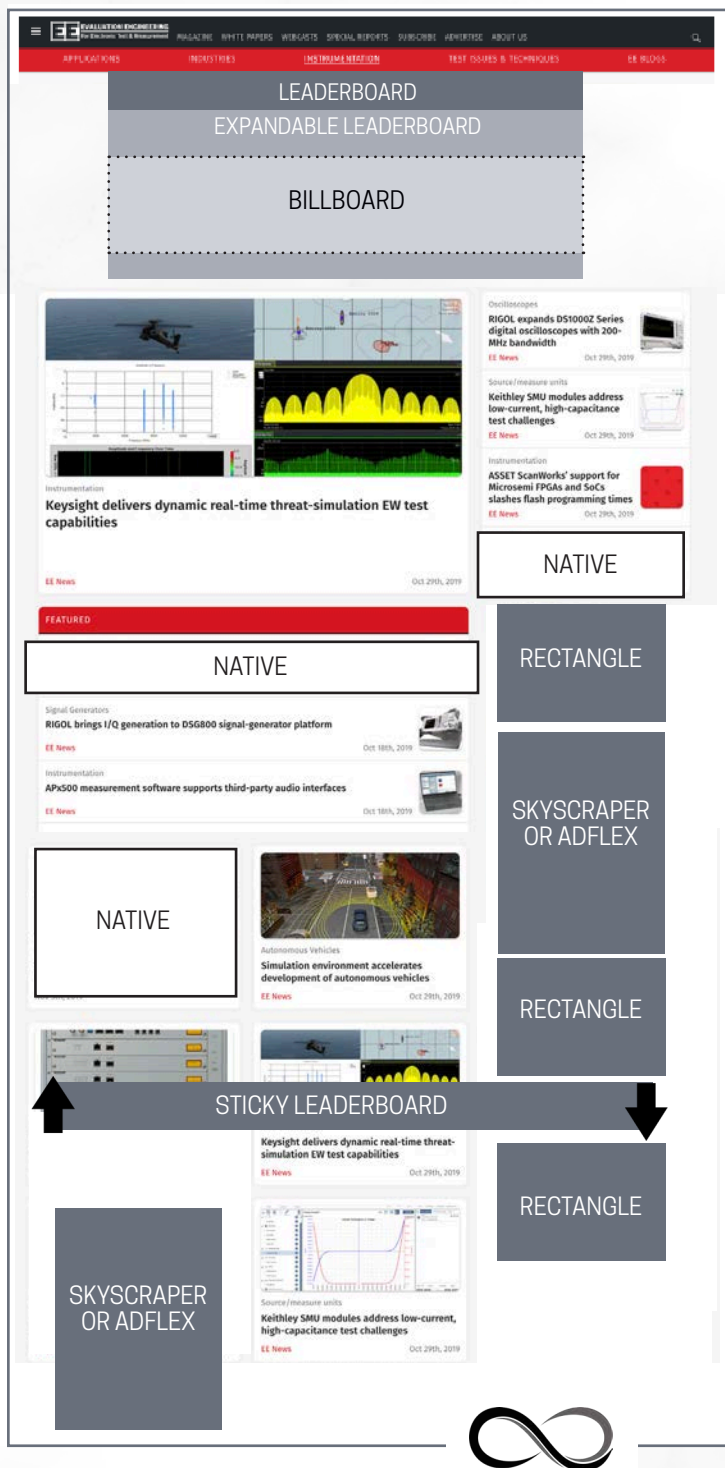
TO EMAIL:

For files up to 10MB, please email your ad to: pw-admaterial@endeavorb2b.com. Please include advertiser name, publication name, and issue date.

TO FTP TRANSFER:

For large files over 10MB, please send via ftp, such as the free service: www.wetransfer.com. Please use pw-admaterial@endeavorb2b.com in the [Email To] field for your upload. Please include advertiser name, publication name, and issue date in the message field.

ASK YOUR SALES REP about additional ad formats, such as belly band, gatefold inserts and others!



DIGITAL ADVERTISING: WEBSITE BANNERS

Our newly re-architected site runs on BASE, a digital publishing platform specifically built for B2B media. It is optimized for impressions via an engaging user experience on desktop and mobile devices. The site is hosted on industrial-strength servers and utilizes a robust worldwide content delivery system from Amazon Web Services.

SPONSORSHIP	CREATIVE SPECIFICATIONS
Leaderboard	BANNER: 970 x 90, 728 x 90 pixels (40k max. file size); Link to URL ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300 x 50 pixels (40k max. file size); Link to URL
Expandable Leaderboard	COLLAPSED: 970x90 (40k max. file size) EXPANDED: 970x415 pixels (100k max. file size). File format: gif or jpg PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300x50 (40k max. file size). Link to URL
NEW! Billboard	BANNER: 970 X 250 (SEE PAGE 12 FOR DETAILS)
Rectangle	BANNER: 300x250 pixels (40k max. file size). ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg
Skyscraper	BANNER: 300x600 pixels, (40k max file size) No animation FILE FORMAT: gif or jpg
AdFlex	ADFLEX: Available as 300x250 or 300x600 (SEE PAGE 23 FOR DETAILS)
Sticky Leaderboard (Persistent on scroll)	BANNER: 970x90, 728x90 pixels (40k max. files size). Link to URL ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg. PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300x50 pixels (40k max. file size). Link to URL
NEW! SITE RESKIN	(SEE PAGE 10 FOR DETAILS)
NATIVE SPONSORED CONTENT	(SEE PAGE 17 FOR DETAILS)

Banner ads that appear on our **TOPIC CHANNELS** enjoy **INFINITE SCROLL** — your advertising continues to appear as content continues to load!

NEW! SITE RESKIN

Make the BIGGEST
STATEMENT POSSIBLE on
evaluationengineering.com!

SITE RESKIN

Offering maximum impact across desktop, tablet, and mobile devices, the Site Reskin delivers maximum exposure for your branding and messaging while generating high click-through rates.

THIS AD UNIT DISPLAYS ACROSS ON THE TOP AND SIDE BORDERS OF THE WEBPAGE, CREATING A BACKGROUND or “skin” on the page that surrounds *Evaluation Engineering’s* editorial content. **YOUR ADDITIONAL 300 X 250 BANNER** ad appears at the top of the page and reappears on scroll.

Only available through Endeavor Business Media, this high impact ad unit yields the highest click-through rate of any measured ad type.

CONTACT YOUR BUSINESS SOLUTIONS MANAGER FOR DETAILS ON OUR MOST IMPACTFUL BANNER OFFERING TO DATE !



INFINITE SCROLL ON SITE RESKIN



DIGITAL DISPLAY ADVERTISING: SPECIAL REPORT SPONSORSHIP

Special Report Series

Two monthly *EE* staff-written reports – each sponsored by one advertiser, delivered to thousands of email subscribers, and linked to the full article on the *EE* website. See the Editorial Calendar on page 7 for available topics.

INCLUDES LEADS FROM EMAILS:

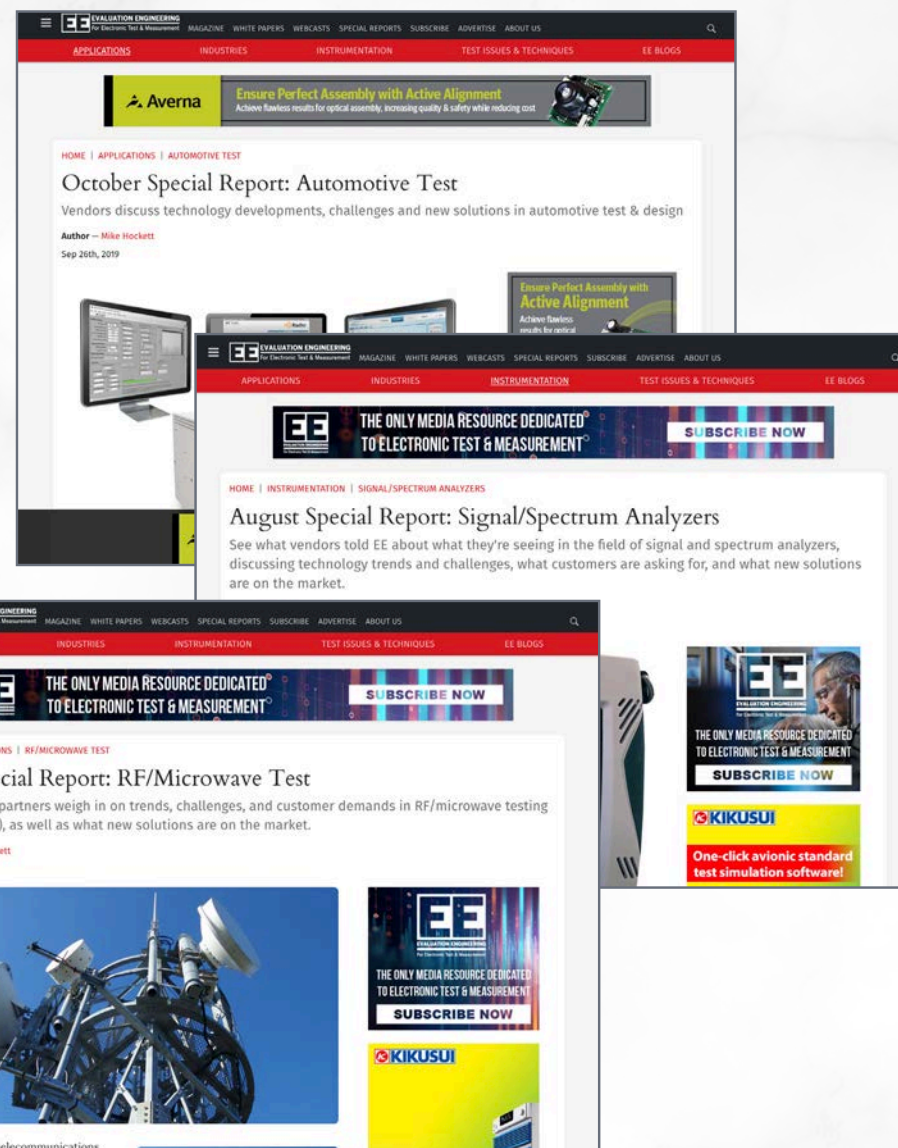
- Your logo, 3-6 word headline, 50 words of text and URL next to the article introduction in an exclusive monthly email blast
- Links to article in the *EE* Newsletters and monthly “It’s Coming” issue email

INCLUDES CLICKS AND IMPRESSIONS FROM WEB:

- Your adhesion banner ad
- Your sponsorship logo, 3-6 word headline, image, 50 words, and URL remains stationary as visitor scrolls the website article
- Hotlink text within the website article to your website
- Left-of-cover ad OR right of back cover ad in the *EE* monthly digital edition
- Your logo next to article’s headline in the print and digital edition
- Links to article from *EE* homepage
- Special Sponsor ad on *EE* homepage

MONTHLY REPORT

- Includes leads, clicks, and impressions from email and web program elements



EXPANDABLE LEADERBOARD | **NEW!** BILLBOARD BANNER

The Expandable Leaderboard and Billboard banners are highly interactive, rich-media ad units that provide impactful branding and directresponse opportunities. These premium position ad units provide visibility, even when collapsed.

Large, high-impact Expandable Leaderboard and Billboard ad units can support a more detailed message through the use of streaming video and multiple targeted links to your offers. They can also support an interactive form for capturing user contact information.

EXPANDABLE LEADERBOARD SPECS:

- Collapsed: 970 x 90; Max. file size: 40k
- Expanded: 970 x 415; Max. file size: 100k
- Mobile: 300x250; 40k Max. file size
- Allow space for “open” and “close” button on both versions of the ad (collapsed and expanded). Button will be placed 15 pixels from the right and 15 pixels from the top. Please do NOT incorporate a button in your design.
- File formats: .gif, .jpg

VIDEO SPECS:

- Collapsed Panel: 970 x 90 pixels, 60kb, + click-through URL
 - Expanded Panel: 970 x 415 pixels, 40kb Hyperlink: + click-through URL
 - Video: Max file size 7MB and preferred 4:3 aspect ratio
 - Video Format: Mp4 Only
 - Hyperlink: + click-through URL
 - Format: HTML5, .gif, .jpg
- **The video player (400 x 300 pixels) will be on the right side of the panel, do not place content on this side or the video will cover your content.
- * Leave room on both panels for the open/close button, 65 pixels from the right and 20 pixels from the top. DO NOT incorporate a button into your design.

BILLBOARD SPECS:

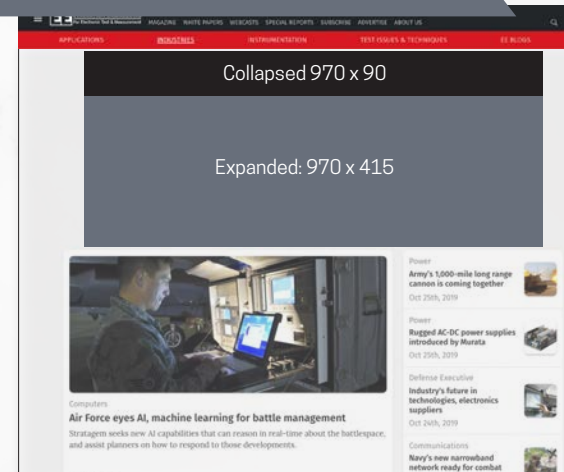
970 x 250 + click-through URL link

PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS:

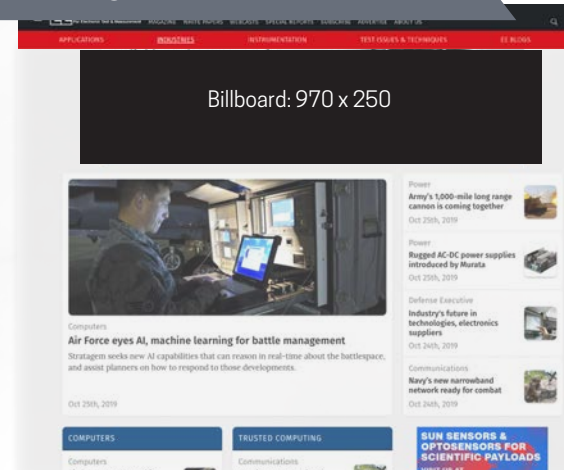
300 x 50; Max file size: 40k

File format: gif, jpg, tags, png

EXPANDABLE LEADERBOARD



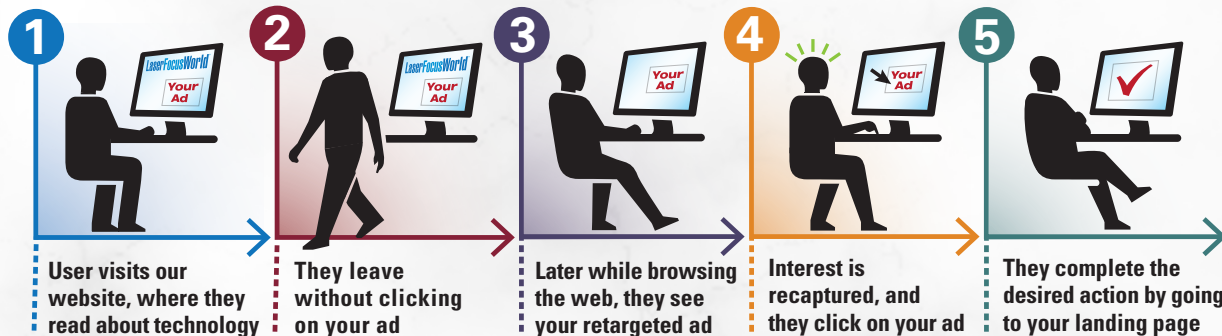
BILLBOARD BANNER



AUDIENCE EXTENSION

Increase ROI by Targeting Qualified Professionals, Wherever the Internet Takes Them

Engaging prospects and nurturing them to a purchase can take up to seven sales message touch points. Innovative web technologies allow you to display your ads to evaluationengineering.com visitors as they navigate the Internet, keeping your message in front of key prospects even after they have left evaluationengineering.com. We apply behavioral methodologies and sophisticated bot-blocking technology to identify site visitors who express interest in the various topics covered on our site, and tag them with a “cookie” to find them elsewhere on the Internet. Then we deliver your banner to these prospects until they click on it, ensuring your impressions are reaching and nurturing true prospects and not bots.



NEW THIS YEAR!

AUDIENCE EXTENSION ALSO AVAILABLE FOR FACEBOOK AND INSTAGRAM!

Your company can advertise to *Evaluation Engineering's* audience on Facebook and Instagram. It's easy, effective, cost-efficient, and keeps your brand in front of sales prospects.

BENEFITS

- » Click-through rates as high as 1%
- » Targeted audience
- » Amplified branding and purchase prompts
- » Cost-effective
- » One ad fits all
- » Facebook ad shows in newsfeed, right rail & mobile app
- » Ad serves on Instagram

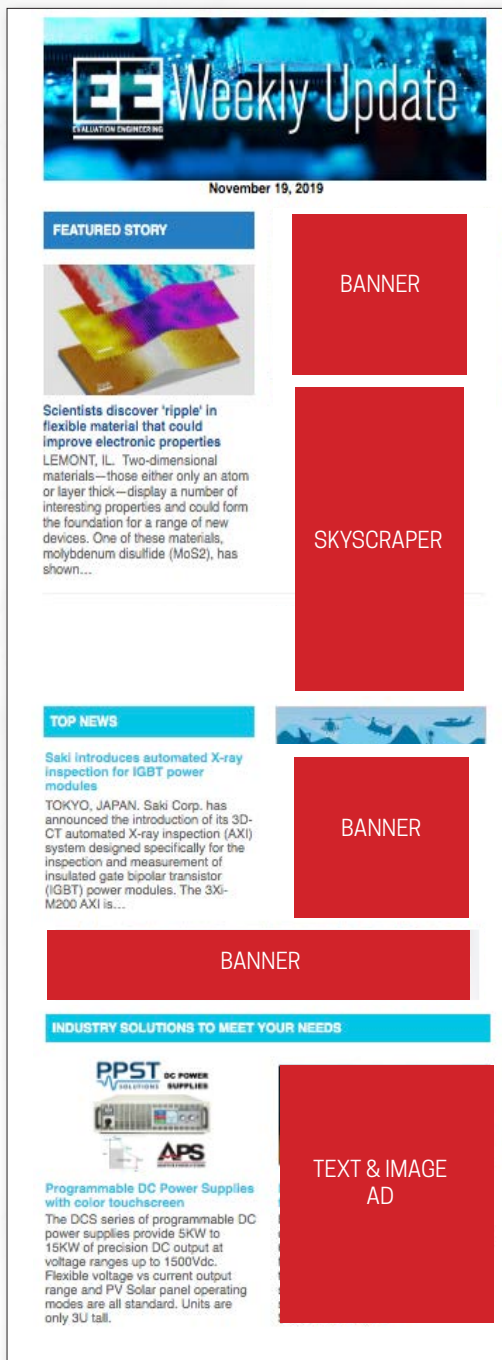
BENEFITS OF THE AUDIENCE EXTENSION PROGRAM

- Brand-safe inventory targets humans while blocking bots, and other invalid traffic
- Interest-based ads retarget users of specific technologies
- More successful conversion rates – up to 10x higher than traditional advertising
- Extended period of prospect engagement
- Boost brand awareness and stay top of mind
- Perception of being a large company
- Improved return on investment
- Turnkey – easy to buy from us
- Increased frequency of brand and product visibility
- Ability to obtain a lead from other sites via your *Evaluation Engineering* ad
- Option to retarget with multiple messages and IAB-standard ad sizes
- Ads display on mobile and desktop platforms
- Shortening the buying process

Please submit the following sizes: 728x90, 320x50, 300x600, 300x250 in JPG, GIF, or PNG format plus click-thru URLs.

- GIF's cannot be animated for more than 30 seconds.
- Banners must include a logo that is displayed on the landing page.

EMAIL ADVERTISING: WEEKLY UPDATE NEWSLETTER



Weekly Update
EVALUATION ENGINEERING
November 19, 2019

FEATURED STORY

Scientists discover 'ripple' in flexible material that could improve electronic properties
LEMONT, IL. Two-dimensional materials—those either only an atom or layer thick—display a number of interesting properties and could form the foundation for a range of new devices. One of these materials, molybdenum disulfide (MoS₂), has shown...

BANNER

SKYSCRAPER

TOP NEWS

Saki introduces automated X-ray inspection for IGBT power modules
TOKYO, JAPAN. Saki Corp. has announced the introduction of its 3D-CT automated X-ray inspection (AXI) system designed specifically for the inspection and measurement of insulated gate bipolar transistor (IGBT) power modules. The 3Xi-M200 AXI is...

BANNER

BANNER

INDUSTRY SOLUTIONS TO MEET YOUR NEEDS

PPST DC POWER SUPPLIES
The DCS series of programmable DC power supplies provide 5KW to 15KW of precision DC output at voltage ranges up to 1500Vdc. Flexible voltage vs current output range and PV Solar panel operating modes are all standard. Units are only 3U tall.

TEXT & IMAGE AD

The *Evaluation Engineering* weekly update newsletter is the ideal vehicle for promoting a new product or brand message to a targeted audience of buyers and purchase influencers. Filled with trusted technical content, news and product information, this newsletter is a simple and effective way to drive traffic and push your marketing message to your target audience, as they make strategic purchasing decisions. The newsletter reaches recipients beyond the magazine's circulation.

RESPONSIVE NEWSLETTER DESIGN ENSURES YOUR AD DISPLAYS WELL ACROSS ALL PLATFORMS

Animated gifs are accepted in our newsletters. Animation cannot be guaranteed to work with all email clients. The first slide should include your call to action.

- **Deployment:** Each Tuesday
- **Ad Deadline:** 7 days prior to issue
- **Creative Due:** 3 days prior to issue
- **Send creative/file to**
pw-webtraffic@endeavorb2b.com

SPECIFICATIONS

All banner positions are single-sponsor

SPONSORSHIP	CREATIVE SPECIFICATIONS
Banner	<ul style="list-style-type: none"> ▪ 300 x 250 pixels ▪ max. file size: 40k ▪ format: gif, jpg
Skyscraper	<ul style="list-style-type: none"> ▪ 300 x 600 pixels ▪ max. file size: 40k ▪ format: gif, jpg
Banner	<ul style="list-style-type: none"> ▪ 600 x 100 pixels ▪ max. file size: 40k ▪ format: gif, jpg
Text & Image Ad	Contact your sales representative for specifications



Evaluation Engineering's weekly Solutions Center newsletter includes high-quality editorial from our content team as well as sponsored content from our partners. Each newsletter is custom-tailored to a specific technology segment.

TOPICS INCLUDE

- Power Loads & Supplies
- Test & Measurement
- Software & Data Acquisition
- RF/Microwave Test

SPECIFICATIONS

- 300x300 px image(max file size 40KB)
- Headline (8 words max)
- Body (30 words max)
- URL

Product Showcase Newsletter

Promote your products in *Evaluation Engineering's* Product Showcase newsletter. The showcase is a great way to generate interest and drive prospects to your website, literature, products and services. Your message will reach thousands of buyers and purchase influencers who subscribe to the *Evaluation Engineering* newsletter!

FREQUENCY: Weekly

CREATIVE SPECIFICATIONS:

- Product Image: 320 (w) x 180 (h) px
- Headline: 36 characters max (including spaces and punctuation)
- Body Copy: 400 characters max (including spaces and punctuation)
 - One paragraph
 - No bullet points
 - No custom formatting (bold, italics, color)
 - No hyperlinked text
- Call-to-Action Text: 34 characters max
- One Click-through URL

RESPONSIVE NEWSLETTER DESIGN ENSURES YOUR AD DISPLAYS
WELL ACROSS ALL PLATFORMS

NEW! AMPLIFY: Lead Generation + Native | LIST RENTAL

Amplify is a three-step **lead-generation and sales-nurturing program** that generates highly qualified leads with a strong likelihood of accepting sales calls, submitting RFPs, and converting to sales.

HOW DOES IT WORK?

Amplify uses the latest marketing automation technology to qualify prospects as they move through the sales funnel. We do this with a multi-step, or tiered, email drip campaign.

WHY SHOULD I USE IT?

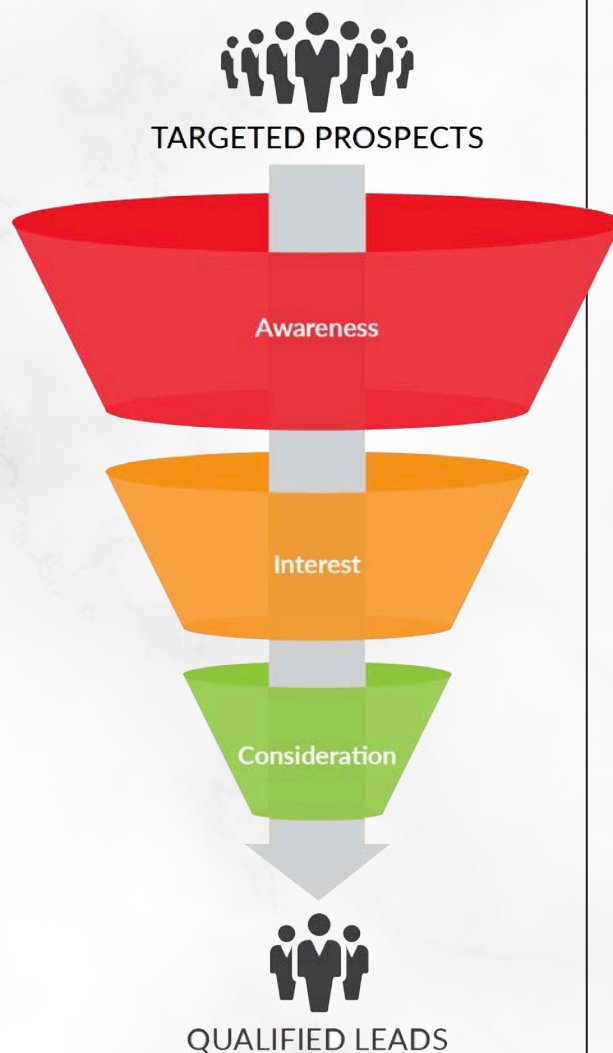
Amplify helps you develop relationships with buyers at every stage of the sales funnel from “prospect” to “qualified lead.” You will generate demand for your products while accelerating your prospects through the buying journey.

» You will receive detailed reports on how your campaign performs as well as highly qualified leads for your sales team.

HOW DO I START?

Tell us whom you want to reach by selecting from our database of industry and business segments. You will then be asked to provide us with your content and creative messaging.

OUR CONTENT MARKETING TEAM WILL WORK WITH YOU TO DEVELOP AN ENGAGING CAMPAIGN THAT RESONATES WITH EVALUATION ENGINEERING READERS.



Direct Access to Test & Measurement Professionals

BASIC LIST RENTAL

Target your most desired prospects with *Evaluation Engineering* email, postal, and telephone list rental.

Select by job function, industry served, and/or purchase influence to bring your marketing message to test & measurement decision-makers

Evaluation Engineering's email, phone or postal lists connects you with highly engaged decision makers in the industry.

Evaluation Engineering's list rental contacts are highly-qualified:

- **VERIFIED:** as purchasers of test & measurement products and services
- **COMPREHENSIVE:** have been active within a 24-month period
- **TARGETED:** are identified by job function, industry served and/or purchase influence
- **UP-TO-DATE:** Our constantly updated content drives new professionals to subscribe
- **GDPR AND CASL COMPLIANT**

CONTENT MARKETING: NATIVE ADVERTISING

Native Advertising is a form of media where the ad experience follows the natural form and function of the user experience in which it is placed. Native ads match the visual design of the experience they live within, and look and feel like natural content. Native ads must behave consistently with the native user experience, and function just like natural content.

The screenshot shows the Evaluation Engineering website with several native ad placements:

- NATIVE 1:** A large banner ad for "Heterogeneous Integration ramps up electronics clout" by Ken Cormier, dated Oct 28th, 2019. It features a colorful abstract image.
- NATIVE 2:** A smaller ad titled "Making more of Moore's Law" by Mike Hockett, dated Sep 23rd, 2019. It includes a small image of a circuit board.
- NATIVE 3:** A large ad titled "Fabs valued at nearly \$50 billion to start construction in 2020" by Mike Hockett, dated Sep 12th, 2019. It features a bar chart showing investment trends.

Other visible content includes a sidebar with "Automotive Test" and "Semiconductors" sections, and a bottom section with "Communications Test" and "Wireless" articles.

The screenshot shows the MasterBond website with a native ad overlay. The ad text reads: "BUNDLE YOUR NATIVE AD WITH SPONSORED CONTENT OR EXCLUSIVE STORIES!". The background of the ad features a G-Shock watch and a circuit board. The MasterBond logo and navigation menu are visible at the top.

- **THREE AD SIZES:**
Multiple placements offer maximum engagement
>> Channel-targeted
- Ad positions easily integrate into content labeled as "sponsored"
- Performance delivers an average of 1-2x of banner ads
- Ad blocker/ad fraud resistant
- **EXCLUSIVE! Online ad creation tool.** Create as many ads as you need as often as you want!
- Easy materials collection:
 - >> Image
 - >> Title (75 characters max.)
 - >> Link/URL
 - >> Description (255 characters max.)

NEW! A/B REPORTING — Measure the success of your Native ads with our campaign creative report. Monitor impressions and click-through rates on multiple ad units and adjust your creative as necessary to increase engagement.

WHITE PAPERS AND **NEW** SMARTPAPERS

Drive more leads with your expert content using our promotional capabilities

WHITE PAPERS ensure your content is visible where decision makers go to conduct purchasing research and create vendor short lists. Online White Paper sponsorships leverage our site's content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Includes exclusive email blast to 5,000 subscribers. The sponsor receives leads from the eblast plus an ad on the *EE* website for three months that includes an image of the white paper, headline, logo, 50 words and link. The program also includes promotion in the *EE* newsletter for added exposure. Additional audience retargeting campaigns also available.

CREATIVE SPECIFICATIONS: Your White Paper with logo (gif or jpg file) and brief abstract are posted in the online White Paper library. Users who click on the link must register to download the White Paper, resulting in instant leads for you. Delivery to defined and qualified airport business decision-makers.

Transform your white paper into a custom content marketing solution delivering high engagement with our proprietary digital platform!



With SMARTpapers, our subscribers are automatically recognized and allowed access without requiring registration!

SMART GRAPHICS ▪ SMART GATING ▪ SMART ANALYTICS

This cloud-based marketing solution features:

- The latest in web technology
- Interactive graphics and video
- Delivery to defined and qualified airport business decision-makers
- Content optimized for mobile, tablet, laptop and desktop devices
- Social media engagement
- Customizable content

Reporting provides the following metrics:

- Which content pages were viewed
- Time spent on each page and video
- Identifying influencers who shared the SMARTpaper and how broadly
- Email addresses for sales follow-up
- Match emails to our subscriber database for deeper profiling information

Packaging includes:

- Design and host your SMARTpaper issue for up to 12 months
- Published as a piece of content on evaluationengineering.com
- Prominently featured as Sponsored Content on evaluationengineering.com homepage
- One advertiser exclusive eBlast
- Facebook and Twitter posts



Generate High-Level Leads

Editorial Guides are downloadable (PDF) high-level summaries of key industry topics by *Evaluation Engineering* editors accompanied by a package of hand-selected, recent, must-read articles on the topic from the pages of *Evaluation Engineering*'s highly respected magazine and website. Editorial Guides are posted to *Evaluation Engineering*'s website to generate leads not only from our audience but from online search as well. Additionally, Editorial Guides offer you the opportunity to align your company with high-value, thought leadership oriented content.

Editorial Guides gives readers a direct line to Editor in Chief Rick Nelson's insights into industry topics. The downloadable format makes them perfect not only for desktop reading and printing, but also for taking on the go — ground or air — on a laptop, iPad, tablet, Kindle, or other eBook device.

BENEFITS INCLUDE:

- Two full-page ads in the Editorial Guide
- Sponsor logo on cover and each page of the Editorial Guide
- Resource page at the end of the Editorial Guide includes 1,000-word sponsor company overview and links to related topics and offers on sponsor website (5 links max.)
- Each Editorial Guide will be promoted in two newsletters during the three-month sponsorship period
- The Editorial Guide and sponsor logo will be featured on Evaluationengineering.com's homepage for one week (min.)
- Exclusive email promotion will be sent to targeted users, promoting the Editorial Guide and highlighting the sponsor
- Optional: Executive Interview. Maximum 3 questions

Ask your sales representative about available topics.

HOME

EDITORIAL GUIDE: Urban air mobility: building a safe and secure foundation for the skies of tomorrow

From — Wind River

As urbanization - the movement of rural residents to urban areas - continues worldwide, the number of cities with populations topping more than 10 and 20 million residents is expected to grow throughout the 21st century. With the streets, sidewalks, and public transportation systems full of people traversing Delhi, Beijing, New York, and Lagos, among others growing more full by the day, technology companies large and small have turned their eyes skyward. But how can technology keep those skies safe as Urban Air Mobility (UAM) systems are introduced?

To access this piece of premium content, please fill out the following form:

DOWNLOAD YOUR FREE COPY

Email Address*

Country*

Please select one ...

First Name*

Last Name*

Primary Job Function

Please select one ...

Company*

Generate High-Quality Leads with a Webcast Sponsorship!

The screenshot shows a webcast registration page for Evaluation Engineering. The header includes the logo and a 'REGISTER NOW »' button. The main title is 'Key Design Considerations and Applications for HOT MWIR', with a premiere date of November 12, 2019. The page is presented by Jen Richardson, Director of Business Development at OEM FLIR. The webcast description discusses the challenges of infrared imaging systems and the benefits of the HOT MWIR system. The registration form includes fields for email, first name, last name, company, and phone number, along with a 'Register' button.

Evaluation Engineering webcast sponsorships generate high-quality leads for your sales team – varying in quantity depending on type of program and technology topic. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company’s technical expertise, showcase customer testimonials, and explain product differentiators.

Custom or Editorially-driven – your choice. Choose a custom webcast to present your own content, and we will produce and promote your webcast to our targeted recipients who want to learn about your products and services. OR co-sponsor one of our editorial webcasts which generate relevant contacts attracted by our independent speakers.

TYPES OF WEBCASTS:

EDITORIALLY DRIVEN CONTENT

- Technology topic
 - With industry-respected Expert as guest speaker
 - With Editors as speakers – e.g.: Industry state of the union, or wrap-up of an industry conference
- Sponsor-presentation
 - Single sponsor, moderated by Editors
 - Multi sponsor, moderated by Editors
- Industry executive, interviewed by Editors
- Sponsor customer, interviewed by Editors
- Panel Discussion (sponsor-provided), moderated by Editors

* Exclusive sponsors receive two polling questions.

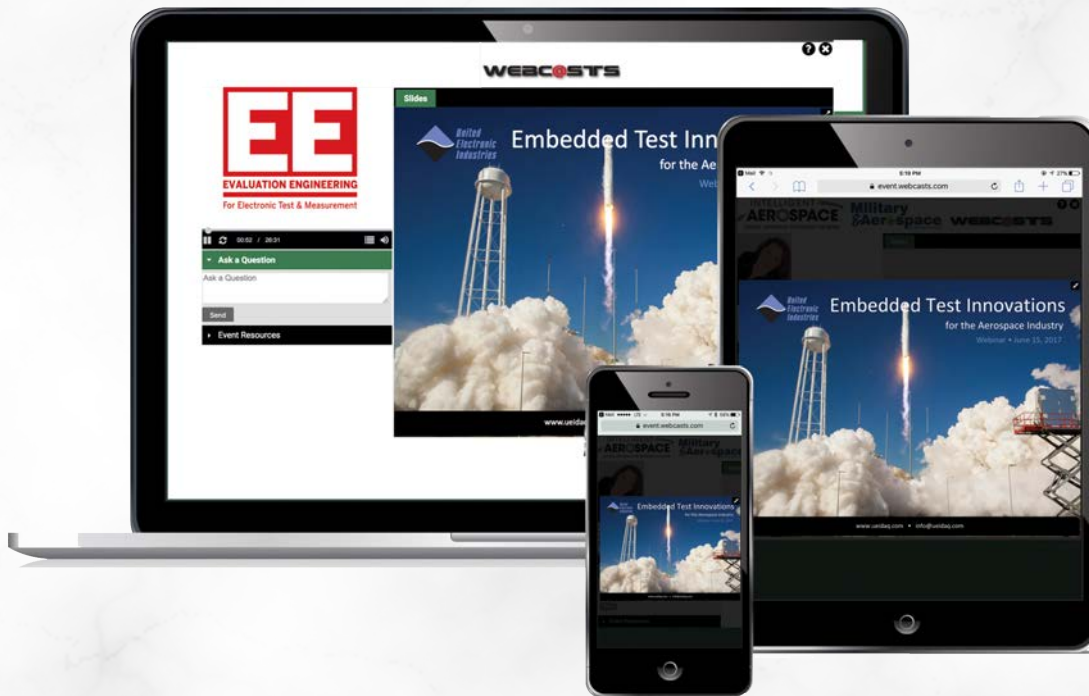
CUSTOM SPONSORED CONTENT

- Customer case study – with one of their customers
- Video webcast – on-location with our crew (extra charges apply), or supplied by customer
- Product demo (generically moderated)
- How-To tutorial with examples
- Whiteboard presentation
- The Tradeshow presentation
- Presentation adapted from a conference

OPTIONAL

- Program with accreditation test for continuing education credits
- Social Video Chat (Google Hangout)
 - Lower price alternative (open to all with no lead registration and limited promotion.)

LIVE... ON DEMAND... BOTH



Our webcast platform is optimized for desktop, mobile and phone use.

YOUR SPONSORSHIP PACKAGE INCLUDES:

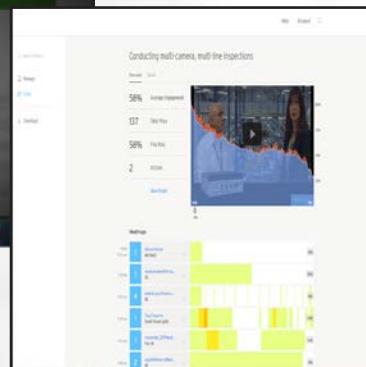
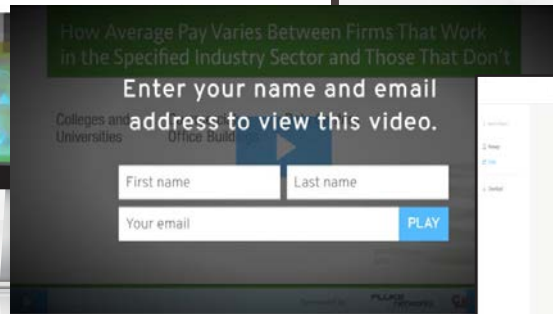
- Our brand cache
- SEO optimizations
- Editor/Moderator
- Rehearsal/Dry Run
- Campaign tracking, great platform, includes polling, video, screen-sharing and more
- Email promotion, HTML and text – 2x10,000 before, 1x10,000 after (also available for sponsor use for their own distribution)
- Promotion on our home page webcast aggregator pane
- Social activity during presentation
- Reminder emails 24 hours and 30 minutes before webcast
- On-demand hosting for six months in our webcast library
- Collaborative consulting on the event topic/theme
- Targeted global prospect list
- Landing page on our site, including a 100-word description and links to sponsors' website
- Links to appropriate company assets, product sheets, website, related downloads, etc.
- 24/7 reporting from registrations, and downloadable highly qualified sales leads
- Lead scoring, a measurement of attendees' participation, interest and engagement
- Pre-roll and Post-roll Video Commercial – 20 second bumpers using sponsor-supplied video (optional at extra cost)
- Polling question during the program, with data dropping into attendees' registration*
- Q&A period typically allows for six to ten questions
- Social Media Boost (optional at extra cost)

* Exclusive sponsors receive two polling questions.

CONTENT MARKETING: VIDEO



Video offers a unique and effective way to capture the attention of your prospects, demonstrate new products, and extend the reach of your trade show presentations. Whether you produce your own video content or are looking for a low-cost alternative that delivers professional quality, *Evaluation Engineering* can help.



NEW! Video Lead Traction

Turn your trade show booth presentations and existing video assets into powerful lead-gen promotions! Special reporting also lets you know the number of plays your video received and how engaged viewers are with your content.

SPONSORSHIP SPECIFICATIONS

PRODUCT	PRODUCT DESCRIPTION	PRODUCTION ELEMENTS	DELIVERABLES
PRODUCT INNOVATION VIDEO (COMPANY SPOTLIGHT)	<i>Evaluation Engineering</i> will produce your professional newsroom-style video using your script with our studio and on-air presenter. This 3-minute video format is ideal for promoting the technical features and benefits of a new product, features <i>Evaluation Engineering</i> and sponsor branding, and can be re-used on your site and in your booth at trade shows.	<ul style="list-style-type: none"> 1 camera/crew, 1 host on camera Production produced in <i>Evaluation Engineering</i>'s professional video studio Client provides 250-350 word script Client provides up to 15 high-Res images, B-Roll and logo 1 round of edits 	<ul style="list-style-type: none"> 30 min. shoot, resulting in 2-3 min. video Homepage, and shared email promotion Inclusion on the <i>Evaluation Engineering</i> Video Gallery page, hosted 24 months Client receives digital copy after the first 30 days Reporting on video views
TRADE SHOW VIDEO (INDUSTRY EVENT)	<i>Evaluation Engineering</i> 's Video Showcase program extends the reach of your trade show presentations by providing a low-cost opportunity to capture them on camera. Our professional videographer records a video at your booth. The edited video is posted on our site and promoted via our Video Showcase email newsletter to attract viewers, plus you receive a copy to post on your own site, YouTube, and elsewhere.	<ul style="list-style-type: none"> 1 camera/crew 1 HD camera kit, wireless lav kit, camera light Up to 2 locations in booth Up to 2 people in a shot Up to 2 still shots includes logo, video title, video description, related link, and related call-to-action 1 round of edits 	<ul style="list-style-type: none"> 30 min. shoot, resulting in 2-3 min. video Promotion through our newsletter Inclusion on the <i>Evaluation Engineering</i> Video Gallery page, hosted 24 months Client receives digital copy after the first 30 days Reporting on video views
VIDEO SPONSORSHIP WITH PROMOTION	If you have already invested in creating video content, <i>Evaluation Engineering</i> can help you recoup that investment by hosting your videos on our site and promoting them to our targeted audience. This program ensures your content is seen not only by those proactively searching for video, but also by those passive users who will click through to your video from our promotion.	<ul style="list-style-type: none"> Client provides video 	<ul style="list-style-type: none"> Dedicated email promotion Inclusion on the <i>Evaluation Engineering</i> Video Gallery page, hosted 24 months Reporting on video views

CONTENT MARKETING: ADFLEX

The AdFlex Sponsor is a premium, content-driven display ad on our homepage, enabling site visitors to engage with your relevant industry content via Content Marketing, Social Media, and Video Consoles. Powered by mobile-friendly HTML5, your branding images and call to action are locked in while prospects navigate your dynamically populated content.

OPTION A

OPTION B

**Brand your company and products,
improve engagement metrics, and
drive traffic to your web site.**

PRODUCT MATERIAL SPECIFICATIONS

Branded Header Image
280 x 120
(jpg, gif, or png)
Click-through URL

Background
300 x 600
(jpg, gif, or png)
or hex color code

Tabs [up to three]
Title: 25-character max
Background: hex color code
Font: hex color code

Call to Action Image:
280 x 50 (jpg, gif, or png)
Click-through URL

Mobile Viewing
320 x 70 banner
with click-through URL

Content Area 1
Video or Banner Ad

- Video: MP4 or YouTube link
- Banner: 280 x 158 (jpg, gif, or png)
- Click-through URL

Content Area 2
3-5 content listings with the following:

- 150 x 150 thumbnail
- Title
- Description
- Click-through URL

Choose from articles on your site and/or Endeavor-hosted content assets.

HIGH-ENGAGEMENT LANDING PAGES: HELP FOR YOUR LEAD-GEN EFFORTS

- The hub of your lead-gen efforts
- Every campaign should have a custom landing page
- Landing pages need to look good and read well to perform great

We will create a high-engagement campaign with an eye towards conversion. After a concise consultation with you and your team, we will help you establish the overall objectives of this program, messaging, look & feel, and develop a detailed timeline for each stage to meet your objectives and deadlines.

THE FOLLOWING SERVICES ARE PROVIDED IN THIS STAGE.






- Messaging meeting to detail overall program objectives
- Develop copy and overall direction
- Provide two design and copy options for review and feedback
- Initial review round of creative direction based on feedback
- Present a second round of creative based on feedback
- Finalize creative direction based on edits
- Develop all files as per approved creative
- Test on various browsers and email platforms to ensure best-of-class functionality
- Coordinate with media to ensure all file transfers are in accordance of specifications and function as intended
- Landing page can house your high-value communication assets such as videos, white papers, case studies, analytic tools, etc.



HIGH-ENGAGEMENT LANDING PAGES: HELP FOR YOUR LEAD-GEN EFFORTS

Draw New Leads to Your Landing Page

Now that you have created your landing page, *Evaluation Engineering* Marketing Solutions can also help you create other types of media that will generate more visits to your site.

		DELIVERABLES
	TARGETED EMAIL PROMOTION <ul style="list-style-type: none"> ▪ Creative development: copywriting and design ▪ Programming/HTML development ▪ Hosting 	<ul style="list-style-type: none"> ▪ One HTML email ▪ One landing page with lead capture form ▪ Hosting of landing page ▪ Real-time lead forwarding to client email address and weekly summary spreadsheet
	WEB BANNER <ul style="list-style-type: none"> ▪ Creative development: copywriting and design ▪ Programming/HTML development ▪ Hosting of landing page 	<ul style="list-style-type: none"> ▪ One animated banner ▪ One landing page with lead capture form ▪ Hosting of landing page ▪ Real-time lead forwarding to client email address and weekly summary spreadsheet
	RETARGETED WEB BANNER <p>With <i>Evaluation Engineering's</i> new Audience Extension program, your ads will be in front of key prospects—buyers of defense technologies—even after they've left Evaluationengineering.com.</p> <p>The Audience Extension program makes use of innovative web technologies that keep track of buyers who visit Evaluationengineering.com and display your ads to them as they navigate the Internet. The program allows you, the advertiser, to get your targeted message to prospects and continue the marketing conversation, nurture the prospect along to the high-converting landing page, and ultimately shorten the buying process time frame.</p>	<ul style="list-style-type: none"> ▪ Use of the banners created before ▪ Campaign that targets high qualified traffic from our site ▪ Real-time bidding for Ad slots on major advertising networks ▪ We manage all aspects of that external campaign ▪ Full reporting
	NEWSLETTER CONTENT PROMOTION <ul style="list-style-type: none"> ▪ Write a maximum of 50-word description with a link to landing page and image to be posted on Newsletter page. ▪ Programming/HTML development ▪ Hosting of landing page 	<ul style="list-style-type: none"> ▪ One landing page with lead capture form ▪ Hosting of landing page ▪ Real-time lead forwarding to client email address and weekly summary spreadsheet
	INTERACTIVE "WHITE PAPER LIVE!" OR OTHER CONTENT <p>A boost for your demand generation – improve results 2-3x by harnessing the power of interactive video content</p>	<ul style="list-style-type: none"> ▪ Video interview editing in your graphics and content assets ▪ 3-months hosting on site and top tier visibility in the white paper library ▪ Exclusive promotional email deployment to 10,000 targeted selects ▪ Promotion through our editorial newsletters

MARKETING SOLUTIONS & ENDEAVOR RESEARCH

Endeavor Business Media now offers a wide range of marketing services. We connect your brand with solutions that move people to action. We've built a team of the best branding strategists, digital marketers and creative design experts all under one roof for maximum impact.

SERVICE OFFERED

- CONTENT CREATION
- INFOGRAPHICS
- DIGITAL & PRINT AD DESIGN
- MARKETING COLLATERAL
- BROCHURES & CATALOGS
- WEB DESIGN & DEVELOPMENT
- HTML EMAILS
- SEO
- SOCIAL MEDIA STRATEGY
- HIGH-ENGAGEMENT LANDING PAGES



BONUS! We are offering a FREE comprehensive audit of your website. To take advantage of this great opportunity, contact our team at marketingservices@endeavorb2b.com.

EVALUATIONENGINEERING.COM



SURVEYS

For an easy and effective method for gathering the information you need, utilize the *Evaluation Engineering* audience to generate responses to your organization's questions. Results are analyzed and compiled into a special report in PowerPoint and Excel. In addition you'll receive the raw data (not including respondent names).

INFOGRAPHICS

Infographics are graphic representations of data and information that can be absorbed at a glance. Presenting information in a visual format provides viewers immediate knowledge. Infographics are also a great way to present your custom content.

CONSULTING

Endeavor Research provides insight and analysis at the company, country, and industry level including, but not limited to, competitor and market data, valuations, market trends, product pipelines and forecasts. With vetted experts across the globe, our team delivers high quality analysis and business intelligence from in-depth primary and secondary research to proprietary databases and directories.

Learn more about Endeavor Research.

Contact our team at research@endeavorb2b.com.

SOCIAL MEDIA AND SEO AUDITS

SOCIAL MEDIA BRAND & COMPETITOR ANALYSIS

Evaluation Engineering Marketing Solutions can perform a social media audit as a standalone project designed to develop and/or inform your communications strategy, or as part of a larger strategic project to improve/optimize an overall communications program.

The audit process is fully customized to your needs, but may include:

- Competitive analysis
- Brand reputation analysis
- Content analysis
- Brand alignment

Through this process, we consider:

- Are stated goals and objectives being met?
- Is the current strategy optimizing ROI?
- Is the target audience being engaged?
- How does the social strategy integrate with overall marketing?
- Is social building positive influence among customers?
- Is social driving brand visibility and amplifying its messages?
- What is your competitor's footprint on social media?
- What are your competitors doing right on social media?
- What are your competitors doing wrong on social media?

Each audit includes a written report with the findings and recommendations:

- Social media brand & competitor analysis
- Review of existing channels
- Competitor / industry analysis
- Gap analysis
- Recommendations

Can't handle the truth about Marketing Automation?

Implementing marketing automation into your business can be overwhelming. Our experienced team will help make the process easier. We work with all platforms and will assist you in creating content, inventory, customer personas, templates, and html emails. We'll even assist with branching logic and drip campaigns. Let us manage your campaigns while you manage your business. Call us so you can get a full night's rest.

SEARCH MARKETING/SEO SMART PACKAGES

The rules continue to change, has your SEO organic strategy and tactics changed? We know that SEO can be a daunting challenge. With our packages, your website and online presence will become easy to find. Remove the doubt; select one of our packages today!

SILVER PACKAGE:

This great starter package is ideal for small to medium size businesses. Upon implementation, your company's website will be optimized for the search engines. Our online experts will create and manage:

- Keyword research
- Initial competitor analysis
- On-site optimization
- Clean code
- Alt tags
- Title tags
- Meta tags
- Site map
- Google Analytics installation
- Submission to major search engines and directories

GOLD PACKAGE:

This package takes your website to the next level. We provide ongoing analysis and insight. You get everything in the silver package plus:

- Copy editing for SEO purposes (up to 50 web pages)
- Internal linking
- Landing pages for up to 10 keywords (copy provided by client)
- Submission to less popular search engines and directories
- Review hosting statistics (if applicable) and Google Analytics reports/provide insights
- Provide content development and management insight



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**Delivering the highest-quality
content in the B2B markets we
serve via the various, multi-channel
formats that today's readers demand.**

**Learn more at
endeavorbusinessmedia.com.**

