

Design & Engineering New Product Submission Instructions

* required fields

Limit of one submission per month.

The submission MUST include an image of the product as a separate graphics file (PNG, JPG, TIFF) with a resolution of at least 700 pixels by 400 pixels. Higher resolution images are better. Landscape images are preferred since this is the presentation format used on our website. File name should be like this: **Company-product.png**

Product Information

- Product Name*: A short but complete product name
- Descriptive Title*: A short headline used when presenting the product. It **SHOULD NOT INCLUDE** the **company name** or the **product name**. Marketing hype such as New or Fastest is discouraged and will be removed. This headline may be edited.
- Technology*: This should be a technology keyword found on our website such as Analog or Power Management. It is used to set the category associated with the product. If none fits, then you can provide a new one.
- Market*: This should be a market keyword found on our website such as Automotive or Robotics. It is used to set the category associated with the product.
- Part Number*: this should be the part number you use on your site or that distributors would use if applicable.
- SourceESB URL: [SourceESB](#) is our parts database site. You can [contact us](#) about adding your company and parts if they are not already listed on SourceESB.
- Product URL*: This is the web page URL for the product on your website. This can be to a specific product page or a general category or product family page.
- Press release URL*: This should be the web page URL where the product press release is found. This may be on your site or a marketing/advertising site.

Summary*: (up to 150 words)

The summary should be one or two paragraphs. It should highlight the product features and why the product is important to developers, engineers or programmers. It should start with the **company name** and include the **product name** in the first sentence. *No marketing fluff*. Technical details recommended.

Company Information

- Company Name*: This should be the full company name
- Website URL*: This is the company URL to be included with the product
- SourceESB URL: This is the company URL on [SourceESB](#) if available. This is highly recommended
- D&E company URL: This is the company page on our website where articles related to the company are listed. This allows the gallery or article where this submission is used to appear on the company page article list
- Social media: List any social media we can use like [Twitter@altembedded](#).

Contact Information

Submitted by*

Product Contact

You will be contacted with the URL of any articles or galleries that use this submission. Two sets of contact fields are included in case the submission is provided by a third party. The product contact, if provided, will be the person that could handle additional editorial requests for information. None of this information is made public.