



# EDN NORTH AMERICA ONLINE RATES

Based on an engineer-centric way of thinking, EDN.com Design Centers focus on distinct engineering disciplines, such as analog design, IC design, consumer electronics, processor-based design, and power management. Each Design Center delivers not only in-depth technical articles, product news, and opinions from EDN's editors, but also a wide range of information from outside our walls, such as contributed how-to articles, details on reference designs, and information on key technical conferences.

Our editors – most of whom are EEs – built each Center. They perform this job through their own articles; by sparking discussions in their blogs; and by procuring useful, hype-free content from relevant vendors. They even gather video clips and other multimedia when that type of data can help to explain a complex concept. Additionally, EDN.com features an industry News Center and a Business Center with strategy and management insights. This 3-D view of our industry offers advertisers specific, targeted opportunities to reach our audience at the correct point in the development cycle and decision process.

Standard Units	Dimensions	Gross CPM	Notes
Leaderboard	728x90	\$185	
Promo Banners - bottom position	728x90	\$40	
Wide Skyscraper	160x600	\$235	
Rectangle (Boombbox)	336x280	\$345	
Half Page	300x600	\$450	
Home Page Spotlight Tile	120x90	\$100	
3:1 Rectangle	300x100	\$150	
Technology Quick Link	Text only	\$40	
Large Pop-under	720x300	\$450	
Hot Spot Button	88x31	\$40	
RSS Feed	text	\$650	Up to 4 sponsors per feed

  

Rich Media Units	Dimensions	Gross Rate	Notes
Welcome Billboard	640x480	\$3,500/day	Two-consecutive-day minimum required; no impression guarantee; frequency cap; 1x per 48 hours
Peel Back	125x125 expands to 500x500	\$5,000/wk	No impression guarantee
– Home Page Only		\$15,000/wk	No impression guarantee
– Peel Back Every page all week		\$200 CPM	
– Peel Back ROS			
FooterBar - Home page only	982x25 expands to 982x300	\$5,000/wk	No impression guarantee
Tickettape Ad	982x30		No impression guarantee
– Home Page		\$5,000/wk	No impression guarantee
– Center Home Page		\$1,500/wk	No impression guarantee
Post-it Ad	340x40 Strip with 100x100 expanding unit	\$125	Product Feed sections - Home Page and Center Home Pages
Home Page Polite Push-Down	982 x 30 pushes down to 982x315	\$3,000/day	Home Page right below header and above content; Three-day minimum
Leaderboard Polite Push-Down	728 x 90 pushes down to 728x315	\$250 CPM	
Video Button	100 x 100 expands to 600x600	\$250 CPM	

  

Sponsorship	Units/Dimensions	Gross Rate	Notes
Home Page Take-Over (Roadblock)	Half-page ad, 300x600 Rectangle 336x280 Spotlight Tile 120x90 Hot Spot Button 88 x 31	\$5,000 per day	No guarantee on impressions; does not include editorial usage of 120 x 90 or Post-It ad
Site Take-Over (Site Roadblock)	All ad units described in Home Page take-over plus all Leaderboards, Rectangles, Skyscrapers, Spotlight Tiles and Hot Spot Button ads	\$15,000 per day	No Guarantee on impressions. Does not include exclusive sponsorship areas or ad units, Resource Center, Knowledge Center, ProductFEED; Blogs; RSS Feeds, etc.
Design Centers			
– Platinum Program	336x280, 728x90, 160x600	\$10,000	50% SOV, Includes: 75,000 impressions (targeted & ROS), 1 newsletter, 1 Featured Vendor
– Standard Program	336x280, 728x90, 160x600	\$5,000	25% SOV, Includes: 37,500 impressions (targeted & ROS), 1 asset posting in Resource Center
Knowledge Centers			Custom development and pricing required



# EDN NORTH AMERICA ONLINE RATES *contd.*

Lead Generation	Description	Gross Rate	Notes
Resource Center – Cost per Lead  – Item Posting – Featured Vendor	Text & URL to asset	\$50  \$1,200/qtr \$3,000/mo	Standard business card data; Leads delivered real time No promotion included 25% SOV per center, ten assets posted, unlimited leads, includes rotation in eAlert promotion
Webcast – Live Audio – On-Demand Audio – Live or On-Demand Audio – 15 Min. Audio On-Demand Minicast – Video Webcast		\$11,175  \$14,705 \$5,300 \$19,500	No Moderator included, no guarantee on leads  With Moderator
Research	8-10 question survey	\$11,765	Custom research fielded, four-page executive summary report written from results and distributed to participants who opt-in to receive the paper - 100 leads guaranteed

Video	Cost Per Play	Exclusive	Notes
Pre/Post Roll	\$1.20	\$6,475	15 seconds
Video Expandable Banner	\$1.50	\$7,650	Runs in conjunction with pre roll ad
Video Leave Behind	\$1.75	\$8,825	Can be purchased as a stand-alone unit
Overlay Ad		\$2,060	Specific to video, must target a specific point of the video
Takeover Ad	\$1.90		
Custom Branded Video Player		\$23,530	Includes traffic package, runs on its own page from the "More" drop down
Custom Video Channel		\$17,650	Vendor lineup included on the EDN Tech Clips page player - limited to two vendor channels at a time

Newsletters	Text Ad Vertical or Horizontal	JR Button Ad Half-Vertical	Issue Schedule
EDN Online	\$6,500	\$4,000	Weekly, Thursday
EDN on Analog	\$3,000	\$2,000	Bi-weekly, Tuesday
EDN on Components	\$3,000	\$2,000	Bi-weekly, Thursday
EDN on Consumer Electronics	\$3,000	\$2,000	Bi-weekly, Wednesday
EDN on IC Design	\$3,000	\$2,000	Bi-weekly, Thursday
EDN on Embedded Processing	\$3,000	\$2,000	Bi-weekly, Wednesday
EDN on Power Technology	\$3,000	\$2,000	Bi-weekly, Tuesday
EDN on Test & Measurement	\$3,000	\$2,000	Last Monday of every month
Electronic News Today	\$4,000	\$2,500	Daily, Monday - Friday
Electronic Business	\$3,000	\$2,000	Bi-weekly, Tuesday
Sample Source	\$3,000	\$2,000	Second Tuesday of every month

In-depth program information and specifications are available. Programs may be customized to meet your specific needs. Contact your EDN sales representative for details.