Media Kit

A Supplyframe Design-to-Source Intelligence Solution
Supplyframe Media Network

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Supplyframe exists to make life better for electronics professionals.

4 The Supplyframe Influence Engine
The world’s most comprehensive marketing channel for the electronics industry

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Leveraging Supplyframe’s globe-spanning network

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ACCELERATING HARDWARE INNOVATION

Delivering Design-to-Source Intelligence

Electronics professionals pursue a common goal: to create great products. Supplyframe believes we can achieve more by working together. Our mission began in 2003 with a network of websites engineers and procurement professionals use every day to get their job done.

Supplyframe aligns electronics demand with supply and brings new levels of resiliency and profitable growth to the global electronics value chain, with transformative, intelligence-based solutions to deliver insights at key decision points throughout the entire design-to-source product lifecycle. Leveraging billions of continuous signals of design intent, demand, supply, and risk factors, Supplyframe’s Design-to-Source Intelligence (DSI) Platform is the world’s richest intelligence resource for the electronics industry.

Creating Meaningful Engagement Through our Global DSI Network

Our DSI Network of over 70 vertical search engines, community sites, and media properties has allowed us to build the largest community of electronics professionals in the world – over 10 million engineering and supply chain professionals worldwide engage with our SaaS solutions, search engines and media properties each month to power rapid innovation. Electronics is a giant global community that includes professionals, students, hobbyist makers, and hackers. Through open hardware and an open community, we connect these engineers and procurement professionals with component suppliers and distributors who can provide the parts and technical content they need to make their designs a reality.

Delivering Unparalleded Insights Through our DSI Platform

The signal data generated by the DSI Network is aggregated into Supplyframe’s DSI Platform, where it is normalized into an industrial scale data architecture, using multiple applied AI methods to generate insights related to global electronics supply and demand. The always-on, always-learning, always-improving nature of the DSI Platform makes it the world’s richest, real-time intelligence resource for the electronics value chain.

Supplyframe is bringing people together to build the most passionate global electronics community on earth.

Come Join us.

Supplyframe helps electronics professionals make better decisions. And by helping them make better decisions, we’re helping move hardware development forward.
Most Influential Source for Design Cycle

Supplyframe has grown to become the world's most comprehensive and influential marketing channel for the electronics industry. No other organization is as central to the daily design and sourcing decisions of the industry. We're connected to key decision makers throughout the design cycle, from critical early research steps to the final design and sourcing.

Supplyframe DSI Solutions for Manufacturers

More than 10 million procurement professionals and design engineers at global manufacturers use Supplyframe DSI solutions to locate inventory, compare pricing, and buy components directly from electronics distributors and manufacturers. In the past 12 months these sites, including FindChips and OEMsTrade, have generated over 18 million shopping cart referrals.

Supplyframe China DSI Network

Supplyframe China's DSI Network of media properties such as EEFocus and vertical search engines like DataSheet5 help our partners with awareness, technical content promotion, and influence purchase decisions by engineers and procurement professionals in China. Leveraging this network, our partners can engage over one million of China's design engineers via e-newsletters, e-mail list rental, social communities, and online advertising.
VITAL STATISTICS ON THE SUPPLYFRAME NETWORK

Every Month:

The Supplyframe Network touches every corner of the globe. Wherever electronics are being designed, engineers are using Supplyframe Network sites.

10.9 MILLION GLOBAL UNIQUES

101.5 MILLION PAGE VIEWS

22 MILLION PRODUCT SEARCHES

9 MILLION DOWNLOADS

2.2 MILLION BUY NOW CLICKS

36% APAC

34% AMERICAS

30% EMEA
Supplyframe Media Network

- Creating meaningful connections
- Building advanced design tools
- Fostering engineering communities
Supplyframe's flagship advertising product, IPO ads return 10x the impact of any other ad product in the industry. IPO campaigns are effective for lead generation, product launches, branding, event promotion, and more. Our dedicated ad operations team can have new campaigns up and running in a matter of days.

Supplyframe Media IPO  (Introductions, Promotions, Offers)
Supplyframe IPO ads lead the industry

PROGRAM HIGHLIGHTS:
> Reaches a global audience of engineers actively researching and buying
> Delivers on an industry-leading network of 60+ URLs
> It’s turnkey: Supplyframe develops creatives in-house
> Geo-target any region with custom/localized ads
> Detailed monthly reporting of critical metrics
> A/B testing to optimize effectiveness

Supplyframe Media Network

RETURN 10X THE IMPACT OF ANY OTHER AD PRODUCT IN THE INDUSTRY

<table>
<thead>
<tr>
<th>Product:</th>
<th>Industrial Motion Sensors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description:</td>
<td>High-performance and ultra-low-power sensing solutions for Industry 4.0</td>
</tr>
</tbody>
</table>

Download Datasheet

Co-op Campaign

Supplyframe-developed ad unit

Gross CPM $230

Contact your sales rep for more information

Part #: TPS562209
Description: 17 V Input, 2A Synchronous Step-Down Regulator in SOT-23
Download Datasheet
Get Sample

Dual-CTA IPO Ad

Part #: MCP2561/2FD
Description: CAN FD Transceivers
- Supports both CAN 2.0 and CAN FD applications
- Industry’s lowest standby current consumption < 5 μA
Download Datasheet

IPO Ad driving datasheet downloads
IPO Embedded Video

Best Practices

The embedded video on IPO allows for supporting video content to be shown alongside the standard table format with the Product Name and Description.

As more and more online content is consumed in video format, this new ad type brings this trend to the engineering community and continues to hit them on the most relevant and actively searched sites in the industry.

IPO VIDEO “BOOST”

> Low touch, Supplyframe can create in-house similar to IPO
> Global or Regional Targeting available
> Ideal for Bundles that are running the same products for 2-3 mos

RECOMMENDATIONS FOR OPTIMIZED VIDEOS

> Shorter videos are recommended for higher completion rates
> Target message for audience: specific parts/products are best for Engineers
> Messaging should be clear and concise
> Include a Call to Action if possible

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Display Ads / Banners
Proven techniques – superior targeting

PROGRAM HIGHLIGHTS:
> Amplifies brand awareness in the marketplace
> Spurs buying with special offers
> It’s turnkey: Supplyframe develops creatives in-house
> Geo-target specific regions with custom/localized ads
> IAB-standard ad formats can leverage existing creative
> Detailed monthly reporting of critical metrics

Supplyframe runs branded, sales-driving display ads across our influence channels. These ads reach engineers and purchasers as they use the most visited electronics product and technology search sites in the world. And you can leverage advanced formats in your Supplyframe display ad including embedded video. Embedded video ads support behavior analytics so we can track and report on video views and click throughs.

Dynamic Banners
Relevant to viewer with contextual content

PROGRAM HIGHLIGHTS:
> Directly related to prospect’s search with dynamic contextual content
> Puts a “Buy Now” for the brand above all other listings
> Turnkey program with an in-house format built by Supplyframe
> Multiple formats allow for custom product fields to be included
> Detailed monthly reporting of critical metrics

As an extension of Supplyframe’s branded, sales-driving ads, the Dynamic Banners also run across our influence channels. These ads can be targeted to Engineers or Purchasers and are the most relevant display ads in the industry with content that is directly related to the viewers most recent search.
Audience Extension

Target prospects across the web

PROGRAM HIGHLIGHTS:
> Funnels fresh traffic from millions of sites across the Web
> Ads are targeted based on recent behavioral and contextual data
> Prospects see ads for products they’re interested in
> Conversion rates significantly higher than non-targeted banners
> Access to 98% of global online advertising inventory
> Segment by Part Category or Industry Vertical

Audience Extension programs help our advertising partners greatly expand their pool of potential prospects. Proprietary technology and contextual data allows us to actively target engineers and purchasers who visit Supplyframe sites searching for parts. After they leave, we can show them specially-targeted ads wherever they go on the Web.

There are two segmentation targets currently available: Part Category and Industry Vertical. Target your ads by the type of parts engineers are searching for or by their industry.

Audience Extension represents a level of segmentation not available with off-the-shelf retargeting products. Supplyframe’s behavioral and contextual understanding of electronics professionals allows you to show prospects the most targeted ads of any program in the industry.

AUDIENCE
Electronics Engineers (Global), Purchasers (Global), Innovators (Global)

SPECS
Various IAB-Standard ad units available

RATES
Gross CPM: $20 – 35
Contact your sales rep for more information
Pre-Roll Video

Best Practices

The Pre-Roll Video solution feeds off of the same network as Audience Extension, targeting users who have visited the Supplyframe network with video ads that run across the web.

VIDEO SPECIFICATIONS & REQUIREMENTS

- Created In-House by Supplyframe team or Client provided creative is accepted.
- Maximum :30s videos – :15 or shorter is preferred
- FLV, MP4, WebM, WMV, F4V, AVI, M4V, MOV and MPG are all accepted. Alternatively, customer can provide a URL for an externally hosted video in XML format
- Landing Page URL

RECOMMENDATIONS FOR OPTIMIZED VIDEOS

- Shorter videos are recommended for higher completion rates.
- Target messaging for audience: products are best for Engineers, while Buyers would be more interested in 10% off offers.
- Messaging should be clear and concise
- Include a Call To Action if at all possible

SOLUTIONS

Supplyframe Network

Supplyframe + tindie + DesignLab
522K Engineers, Electronics Professionals, Product Designers, Industrial Designers, Entrepreneurs, Students, and Makers.

Retargeted in-Stream Video Ads

In 15 seconds or less, retargeted videos ads will deliver before, during, and after video content on sites such as Yahoo, CBS, MSN, and CNET.

Target by Persona (Supplyframe Engineers, Buyers, or Hackaday audiences), Part Category, and Region.

Post-campaign metrics: impressions, clicks, completion rate, and video % complete.

Pre-Roll video footage example
Hackaday Banner Ads

Be part of the hardware revolution

PROGRAM HIGHLIGHTS:
> Hackaday.com is a top destination for electronics engineers and makers
> Sponsors are ensured 100% share-of-voice on page
> Programs include three IAB-standard sizes
> 1.6M monthly uniques and 6.8M monthly page views
> Supplyframe can create ads, or repurpose your existing creative

Hackaday banner ads put your brand in touch with a passionate community of engineers who are at the forefront of the hardware resurgence. The Hackaday readership is loyal to the DIY aesthetic and highly interactive online. Advertisers have a unique opportunity to present their brand differently, perhaps with a slight twist that will appeal to this enthusiastic online community.

AUDIENCE
Innovators (Global)

SPECs
Three IAB-standard sizes are available: Medium Rectangle (300 x 250), Leaderboard (728 x 90), and Wide Skyscraper (160 x 600)

RATES
Gross CPM: $20 – 35
Contact your sales rep for more information

PUT YOUR BRAND IN TOUCH WITH A PASSIONATE COMMUNITY OF ENGINEERS
Supplyframe runs branded, sales-driving display ads across our influence channels. These ads reach engineers and purchasers as they use the most visited electronics product and technology search sites in the world.

And you can leverage advanced formats in your Supplyframe display ad including embedded video. Embedded video ads support behavior analytics so we can track and report on video views and click throughs.

PROGRAM HIGHLIGHTS:
> Amplifies brand awareness in the marketplace
> Spurs buying with special offers
> It’s turnkey: Supplyframe develops creatives in-house
> Geo-target specific regions with custom/localized ads
> IAB-standard ad formats can leverage existing creative
> Detailed monthly reporting of critical metrics

As an extension of Supplyframe’s branded, sales-driving ads, the Dynamic Banners also run across our influence channels. These ads can be targeted to Engineers or Purchasers and are the most relevant display ads in the industry with content that is directly related to the viewers most recent search.

PROGRAM HIGHLIGHTS:
> Directly related to prospect’s search with dynamic contextual content
> Puts a “Buy Now” for the brand above all other listings
> Turnkey program with an in-house format built by Supplyframe
> Multiple formats allow for custom product fields to be included
> Detailed monthly reporting of critical metrics

AUDIENCE
Innovators (Global)

SPECs
IAB-Standard 300x300, 600x75, 300x150

RATES
Gross CPM: $60 – 75
Contact your sales rep for more information

AUDIENCE
Innovators (Global)

SPECs
IAB-Standard 300x250

RATES
Gross CPM: $60 – 75
Contact your sales rep for more information
A/B Testing Programs
Commitment to performance optimization

PROGRAM HIGHLIGHTS:
> Turnkey solution to avoid “set it and forget it” syndrome
> Supplyframe helps you continually test content, templates, and more
> We also offer landing page optimization because it’s conversions that count
> Eliminate guesswork about what type of ad will work best for your brand

A critical part of Supplyframe’s service to our partners is an ongoing commitment to optimization. Armed with years of data, we’re constantly working to improve performance. Our in-house analytics team closely watches metrics by geo, product, website, template, CTA, and a multitude of other variables. Your advertising deserves this kind of attention, and our superior performance is the result.

PURPOSE-BUILT MEDIA PACKAGES

Custom media packages are available as well, based on objectives and specific needs (Impressions, traffic, CTR, etc.). Contact us to learn more about how these tailored media packages can help you strategically reach your audience using a combination of our existing offerings!

Supplyframe’s media offerings allow for a variety of touchpoints across our vast digital network, facilitating impressions, higher CTRs, and strategic product advertisements designed to reach engineering and buyer audiences faster and more efficiently than ever before.

As part of our purpose-built solutions, Supplyframe is pleased to also offer strategic, custom packages using our existing offerings. Whether the objective is impressions, visits to a landing page, or product awareness, media packages offer tailored approaches to meet every objective.

NPI BURST PACKAGE
Ideal for introducing a new product or component and includes the following:

> 1 business wk of promotion (M–F)
> Front-loaded impressions with more delivered in the first 2 days
> Served to a network of 10.5M engineers, buyers, electronics industry professionals, students, and makers
> Advertisements served across numerous channels:

While NPI Burst is one example, Supplyframe’s offerings allow for countless strategic approaches to meet the needs of our clients. Whether the goal is driving traffic or a focus on CTR from IPO and Facebook, we are ready and able to customize and combine our solutions for optimal results.

CONTACT US TODAY TO LEARN MORE ABOUT OUR PURPOSE-BUILT MEDIA PACKAGE SOLUTIONS!
Video Content

Video dominates the internet as a primary source of news and information for consumers today. Supplyframe established our video program in order to join the conversation, gain insight into trending topics, and share knowledge and stories that we have unique access to. Today, we have become a trusted, go-to source of media by providing an unbiased perspective, thoughtful storytelling, and an approach that engages audiences far beyond the world of electronics.

**PROGRAM HIGHLIGHTS:**
- Medical/Health
- Transportation
- Smart Cities
- Wearables
- > Automotive
- > Aerospaces
- > Industrial Automation
- > Energy

**WHO WE SERVE (NORTH AMERICA + EUROPE):**
- 1,732,080 Electronics Professionals
- 7,655,323 Product Developers
- 26,003,458 Industrial Designers
- 190,000 Makers/Hobbyists
- 210,000 EE Students

**AUDIENCE NETWORK:**
- 522,000 Engineers, Electronics Professionals, Product Designers, Industrial Designers, Entrepreneurs, and Students,

**PRODUCTS**

**Sponsored Content**
Short-form videos (1-2 minutes each), often created with sourced content to provide relevant news for viewers in a quick, digestable, shareable format.

**Partnered Content**
Longer, documentary-style videos (+/-9 minutes each) produced in-house with an emphasis on storytelling through strong original content.

**Events / Activations**
Sponsored events such as speaker series, lectures, and live-streams put on by Supplyframe to support education and foster community.
Supplyframe Engineering Pipeline (SEP)

Drive traffic to your product pages

PROGRAM HIGHLIGHTS:
> Funnels traffic directly to your site
> Leverages your information-rich product pages
> Engineers get product info as they prepare to buy

When an engineer or purchaser searches for electronic component information on research sites within the Supplyframe network, the search results include Supplyframe proprietary SEP product links. When the searcher clicks on a SEP link, they're immediately connected to the manufacturer's product page. SEP links provide direct access to all the information engineers and purchasers need to make design and buying decisions.

Product Sample Requests

Generate high quality sales leads

PROGRAM HIGHLIGHTS:
> Drive sample requests for product launches
> Increase quality sales leads
> Make it easy for engineers to find samples during the design cycle

A sample request for your product is the ultimate online design win conversion. It means your product is in the final stages of a design-in decision. Supplyframe can help you increase the volume of these valuable sales leads by offering samples to the millions of engineers who use sites on the Supplyframe network every month. We present the online form and, once it’s completed, you receive the request to evaluate and fulfill.

Supplyframe Media Network

AUDIENCE
Electronics Engineers (Global), Purchasers (Global)

RATES
Contact your sales rep for more information
Supplyframe DesignSense

Accelerate Engineering Adoption and Unlock Design Cycle Visibility

The global engineering community utilizes Supplyframe’s services to find or request and download IPC-compliant symbols, footprints, and 3D models for their PCB designs. Manufacturers and distributors utilize DesignSense to gain insights into design trends, component adoption, and market developments.

SUPPLYFRAME DESIGNSENSE OFFERINGS

DesignSense Model Services & Web Catalogs
Distributors and component manufacturers can provide DesignSense CAD models from their product pages.

DesignSense Model Services & New Requests
DesignSense Model Services turnaround time of 6 hours from model request to model delivery.

DesignSense Library Loader
Library Loader is an application that manages the extraction of the CAD models, integration into the component part library, and insertion into an active design.

DesignSense Sales Intelligence
DesignSense Model Services also works in tandem with Sales Intelligence.
Supplyframe
E-Commerce Services
Supplyframe Sourcing offers a turnkey solution for monetizing your inventory feed, putting your products at the point of purchase on leading global e-commerce sites such as FindChips and OEMsTrade. Millions of purchasing professionals and engineers use these sites to locate inventory, compare pricing, and buy components directly from electronics distributors and manufacturers. By featuring your inventory and pricing on Supplyframe Sourcing sites, your products are showcased to a targeted audience of motivated part buyers.

**E-Commerce Services**

Driving electronics buyers to your shopping cart

**PROGRAM HIGHLIGHTS:**
- Reach active engineers and part buyers every day
- Broadcast your available inventory and pricing
- Capture “buy-now” clicks directly to your shopping cart
- Search results are optimized for both global and regional audiences
- Available premium listings and display add-on programs

**AUDIENCE**

Purchasers (Global)

**RATES**

CPC model; Contact your sales rep for more information

OEMsTrade.com provides additional merchandising opportunities

FindChips.com is our flagship e-commerce channel
Buy Now Listings

Match motivated buyers with your in-stock parts

**PROGRAM HIGHLIGHTS:**
- Prominently feature in-stock parts to active part buyers daily
- Listings are precisely matched to visitor search terms
- Prime location and high relevance return superior conversion rates
- Only displays your ad if you have stock to fulfill the order
- Cost-effective CPC pricing model optimizes ROI
- Co-op programs available optimizes ROI

Buy Now Listings are precisely matched to the part numbers and keywords being searched and appear at the very top of the search results. In addition to standard pricing and availability data, Buy Now Listings feature a prominent “Buy” call to action. Coupled with prime positioning, this differentiator translates to strong performance results.

Buy Now Listings co-op programs are a smart way to double up on brand exposure. Buy Now Listings results can be filtered to feature part results by brand. This means manufacturers and distributors can team up to bring engineers the most targeted results available.

**AUDIENCE**
Purchasers (Global)

**SPECS**
Supplyframe-developed ad unit

**RATES**
CPC model; Contact your sales rep for more information
Supplyframe
China
EEFocus Banners
A bold branding platform in China

PROGRAM HIGHLIGHTS:
> A powerful platform to strengthen brands and introduce products
> The EEFocus network enjoys 4M page views and 1M uniques monthly
> Promote on three Chinese-language sites that cover the entire product design cycle
> Programs include an optimized mix of IAB-standard sizes

The EEFocus network provides unparalleled reach and authority in China's growing electronics sector. This unique banner program positions your brand in front of engineers performing a range of tasks across a network of active sites. Three niche-positioned websites cover industry analysis, reference design gallery and online videos. Video banners are also available now. EEFocus packages includes an optimized mix of prime banner positions on all three websites. EEFocus packages include an optimized mix of prime banner positions on all three websites.

EEFocus Welcome Billboard
Tell your story with maximum impact

PROGRAM HIGHLIGHTS:
> High-impact ad format captures attention and tells your story
> Reaches 100K unique visitors every week
> Ideal for urgent, high-profile announcements
> Get 100% share-of-voice on four EEFocus network sites
> Program balances high impact and low disruption for audience

Speak to the Chinese engineering audience with maximum impact. The Billboard program helps you make a splash on four EEFocus network websites: EEFocus.com, cirmall.com, and moore8.com. Billboards display prominently in front of site pages conveying your message with emphasis. The program is carefully crafted, based on extensive experience and user testing, to strike a balance and provide the greatest impact for advertisers with minimal disruption for our audience.

Billboard ads broadcast your story across the EFocus network -

Supplyframe China

Supplyframe China

AUDIENCE
Electronics Engineers (China)
Purchasers (China)

SPECS
Various IAB-standard sizes

RATES
Contact your sales rep for pricing options

Supplyframe China

Supplyframe China

AUDIENCE
Electronics Engineers (China)
Purchasers (China)

SPECS
Max ad size 950 x 580

RATES
Contact your sales rep for pricing options
EEFocus E-Mail List Rental

According to the recent Supplyframe-EEFocus survey of electronics professionals in China, e-mail is still the preferred method of contact from suppliers. Our e-mail direct marketing programs (eDM) put you directly in touch with an active audience of over 700,000 engineers, designers, and students in China. Successful campaigns showcase new product releases, sample offers, and event marketing. Just provide your campaign assets and the EEFocus team will expertly align your campaign with the right audience.

PROGRAM HIGHLIGHTS:

> EEFocus subscribers are active engineers, designers, and students
> Open and click metrics consistently beat industry average
> Expert segmentation reaches the right readers
> EEFocus team handles design, execution, and reporting
  Note: We handle eDM design at an extra fee
> Content guidance, eDM design, and translation services available

AUDIENCE
Electronics Engineers (China)

RATES
Contact your sales rep for pricing options
EEFocus E-Newsletters
Content that resonates in China

PROGRAM HIGHLIGHTS:
> EEFocus newsletters reach over 400K subscribers each month
> Reach this readership with high visibility banner and text ads
> Engagement is high, averaging 15–20% open rate and CTR above 2%
> Multiple industry verticals to choose from
> Custom branded Chinese-language newsletters also available

EEFocus e-newsletters cover high-interest topics and current events in China’s booming electronics sector. Sponsorship opportunities place your brand in front of a targeted readership of over 400,000. It’s a cost-effective way to reach the vast electronics engineering community in China.

Achieve even greater content marketing objectives with your own custom branded Chinese-language e-newsletter. The in-house editorial team will write, design, and distribute your newsletter tailored to your specific needs.

Premium DS5 Listings
Target engineers in China more effectively

PROGRAM HIGHLIGHTS:
> Your content is prominently featured near the top of the results
> Ads are contextually matched to the search terms entered
> Match by part number, keyword, category, or any combination
> Prime location and high relevance return superior conversion results
> Cost-effective CPC pricing model optimizes ROI

Datasheet5 (www.datasheet5.com) is a reliable electronic components search engine and best design resource assistant targeting Chinese engineers, with archives of over 200 million electronic datasheets, 260 million parts parameter specification and 15 million parts with ECAD models for design. Premium DS5 Listings showcase your products to prospects based on the categories, part numbers and keywords they are searching, leading to greater likelihood of clicks and conversions.

This Program, much like Google and Baidu search programs, allows electronics manufacturers and distributors to feature the right content to the right audience at the right time.
EEFocus Social Communities
Build an ecosystem for your products in China

PROGRAM HIGHLIGHTS:
> EEFocus network reaches 1M engineers across China
> Community traffic: 182K monthly average page views, 41K monthly average users, and 1K monthly sign-ups
> Receive valuable lead info for key downloads and engagement
> EEFocus team engages community and grows user base
> Unique promotional channels within the EEFocus network

EEFocus social communities can help you create an ecosystem for your products where customers, supply chain partners, and prospects come together to ask questions, exchange ideas, and learn about new technologies. The team at EEFocus will assemble, populate, launch, and maintain your Chinese-language social media community.

Social communities represent a cost-effective way to generate leads, retain and develop existing customers, provide technical support, and engage supply chain partners. And you can promote your products and services within the community without additional advertising budget.

Resource Center
Convert content into leads in China

PROGRAM HIGHLIGHTS:
> Repurpose your existing technical content to generate leads
> Prospects fill out a lead gen form to access your selected content
> Resource Center is promoted across the EEFocus network of sites
> Easy-to-start: just provide content, banner, and logo
> Receive regular lead reports with name, email, company, phone, and more

The Resource Center offers registered EEFocus users access to design solutions and helpful support files such as white papers, circuit diagrams, tutorials, technical articles, and reference designs. As users view and download these files, their contact information becomes available to Resource Center sponsors for further qualification. Additionally, sponsors can present company news, video clips, event calendars, and other promotions within the Resource Center to enhance brand awareness.
Dev Board Promo Package

Drive design-in through best tool at best timing

**PROGRAM HIGHLIGHTS:**
> Turnkey solution to promote and sell development kits
> Stimulates design wins by encouraging early board adoption
> Editorial team creates authoritative content about your dev boards
> Drive direct clicks to your online shopping cart
> Lead generation add-on program available

Supplyframe China has designed a turnkey package for promoting development boards. It’s an end-to-end solution that provides everything engineers need to know when buying a new development kit. We put your dev boards in front of an audience of 2 million Chinese engineers seeking expert reviews and recommendations.

Our in-house engineers and editors come together to create an authoritative evaluation report of your dev board, providing step-by-step hands-on video guidance for engineers who are doing part selection research with specific dev board. Your dev board is promoted across the Supplyframe China network. Add-on leads-gen program is also available to reach who have shown strong interest of your board with personal information.

Reference Design/Schematics Gallery

A premium schematics collection with your part designed

**PROGRAM HIGHLIGHTS:**
> EEs in China turn your reference designs into detailed schematics
> Cirmall collects the finished designs and promotes them in a marketplace
> Engineers download their favorite designs
> Designers can earn rewards for their finished schematics

Cirmall improves abstract reference designs by engaging senior engineers to submit schematics they’ve developed and verified on the basis of your official documentation. Their designs are collected and promoted in the Cirmall marketplace where other EEs can find and download the ones they choose. These contributors, with their recognized design pieces, can even earn rewards for creating popular materials.

Cirmall is a win-win: Our partners gain user-generated content while also increasing products awareness and adoption. EEs benefit from a database of helpful schematics and can earn rewards for submitting their work.
Premium Video Service
Help your campaigns be heard, be seen and be viral

PROGRAM HIGHLIGHTS:
> An in-house video production team consisted of National Documentary Award directors & editors
> New Production Introduction Suite/Live Webinars
  Online Tutorials/Event Streaming/Executive Interview
> Social media circulation inside and outside China

Even with serious topics like “electronics design”, a visualized message simply goes further, spreads wider, and conveys clearer. It’s the reason why Supplyframe China has set up a professional video production team to help our clients optimize their various marketing campaigns.

For branding, you need people to hear your story and to resonate with your vision. For new product introduction, you need to approach engineers with well-chosen highlights as well as solid peer guidance. For penetrating the PCB board with big design-wins, you need to convert prospects into loyal fans. The list goes on.

With video professionals onboard and a group of tech guru consultants, Supplyframe China is ready to discuss your next video plan.

AUDIENCE
Electronics Engineers (China)

RATES
Contact your sales rep for pricing options

Webinars
Theme Documentary
Master Class / Online Tutorials
Event Streaming
University Programs
Developing the next generation of engineers

PROGRAM HIGHLIGHTS:
> Relationships with 100+ universities in China
> Establish your brand among budding designers + purchasers
> Opportunities for various sponsorship roles
> Involvement includes contests, seminars, promotions, and surveys

The advantage goes to companies who build relationships with the design engineers and purchasing professionals of the future. Supplyframe-EEFocus gives you the advantage by maintaining an organizational connection with over 100 Chinese universities and the professors, teachers, administrators, researchers, and students who populate them. With more than 10,000 electronics engineering professors in our database, we can promote your brand in high-visibility sponsorship roles.

Design Contests
A winning lead-generation tool

PROGRAM HIGHLIGHTS:
> Helps create positive differentiation and brand affinity
> High-quality leads generated via contest submissions
> Contests are an exciting “story” that often garner heavy media attention

EEFocus design contests are an engaging lead generation tool where everyone wins. EEFocus can handle everything including the schedule, contest microsite, multi-channel promotion, judges panel, player invitation, and more making the contest turnkey. Or we can work together to make it a success. Contests are an exciting way for electronics providers and engineers to come together around a mutually beneficial event.

As an add-on to our Design Contest programs, EEFocus can organize and execute live events surrounding the contest. Events like workshops, seminars, launch parties, and awards ceremonies leverage additional value for your contest.
Supplyframe China

Social Media Promo
Reach China’s Engineers

PROGRAM HIGHLIGHTS:
> A suite of 4 different themed wechat accounts with 50,000 followers
> Always-on connection to engineers and purchasers
> Fulfilled by popular content selected from all EEfocus media properties
> Versions available for both Apple iOS and Android

Provide total solution including content generation, creative design, and promo campaign on multiple mainstream social media platforms in China including Zhihu, Bilibili, Wechat and Weibo, etc.

Bom2Buy
Search and procurement platform for electronic components of China

PROGRAM HIGHLIGHTS:
> Simplifies the component procurement process by sourcing authorized dealers and authentic parts
> Electronically integrated with key supplier data feeds
> Return RFQ accurately and efficiently by BOM clean up, alternatives recommendation, risk level reference and other real time data analysis upon artificial intelligence.

Navigating the growing world of electronic components in China is becoming increasingly complex. The ecosystem is composed of authorized and non-authorized dealers, trading companies, brokers, and various other trading platforms. Bom2Buy.com simplifies the process by connecting buyers with authorized dealers supplying authentic parts to locate inventory, compare pricing, and buy components directly from trusted electronics distributors and manufacturers.
Rates + Specifications
IPO and Display Advertising

Retargeting is available (IPO Ads). Translation services are available. Cost based on minimum program commitment and number of languages required. We accept third-party ad tags (e.g., Google Analytics, DoubleClick, etc.).

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>IPO AD</th>
<th>DISPLAY: BANNER ADS</th>
<th>DISPLAY: BANNER ADS OFF NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHANNEL</td>
<td>Supplyframe Media Network</td>
<td>Supplyframe Media Network/Supplyframe Sourcing</td>
<td>Hackaday Sponsorship and Audience Extension</td>
</tr>
<tr>
<td>SPEC</td>
<td>Supplyframe-developed ad unit</td>
<td>300w x 250h px</td>
<td>300w x 250h px, 160w x 600h px, 728w x 90h px</td>
</tr>
<tr>
<td>ACCEPTED FILE TYPES</td>
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<td>GIF, JPG, PNG, SWF, Animated GIF, Embedded Video</td>
<td>GIF, JPG, PNG, SWF, Animated GIF</td>
</tr>
<tr>
<td>LINKING URL/ALT TEXT</td>
<td>Maximum 256 characters</td>
<td>Maximum 256 characters</td>
<td>Maximum 256 characters</td>
</tr>
<tr>
<td>MAX FILE SIZE</td>
<td>n/a</td>
<td>35kB</td>
<td>35kB</td>
</tr>
<tr>
<td>AUDIENCE BUY</td>
<td>Network-wide single day audience buy available. Contact your sales representative for pricing options.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RATES</td>
<td>Gross CPM $230</td>
<td>Gross CPM $180</td>
<td>Gross CPM $20 – 35</td>
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</tbody>
</table>

Translation services are available. Cost based on minimum program commitment. We accept third-party ad tags (e.g., Google Analytics, DoubleClick, DART).
Premium Listings

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>SUPPLYFRAME MEDIA NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>Contact your sales representative for pricing options</td>
</tr>
</tbody>
</table>

PREMIUM DS5 LISTINGS

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>SUPPLYFRAME CHINA</th>
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</thead>
<tbody>
<tr>
<td>RATES</td>
<td>Contact your sales representative for pricing options</td>
</tr>
</tbody>
</table>

PRODUCT SAMPLE REQUESTS

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>SUPPLYFRAME MEDIA NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>Contact your sales representative for pricing options</td>
</tr>
</tbody>
</table>

E-Newsletter

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>CIRCULATION</th>
<th>FREQUENCY</th>
<th>RATE</th>
<th>AD FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDUSTRIAL</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
<tr>
<td>AUTOMOTIVE</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
<tr>
<td>NETWORK +</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
<tr>
<td>ANALOG + POWER</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
<tr>
<td>WEARABLE SENSORS</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
<tr>
<td>RF + MICROWAVE</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
<tr>
<td>MCU/MPU/DSP</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
<tr>
<td>SPOTLIGHT COLLECTION</td>
<td>50,000</td>
<td>1x/Month</td>
<td>$1,250</td>
<td>Top Leaderboard (728 x 90 px), Text Link</td>
</tr>
</tbody>
</table>

Leaderboard Ads: 35kB maximum file size; GIF, JPG, PNG, SWF, Animated GIF file types are accepted; maximum 20 Chinese characters for linking URL/Alt text. Text Ads: maximum 3 text links; maximum 30 Chinese characters; maximum 20 Chinese characters for linking URL/Alt text. We accept third-party ad tags (e.g., Google Analytics, DoubleClick, etc.). Contact your sales representative for specs.
## EDM

### SUPPLYFRAME CHINA

<table>
<thead>
<tr>
<th>LIST SEGMENTATION</th>
<th>AD FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td></td>
</tr>
<tr>
<td>Communications, Broadcasting, and TV Equipment</td>
<td></td>
</tr>
<tr>
<td>Computers and Networking</td>
<td></td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td></td>
</tr>
<tr>
<td>Energy</td>
<td></td>
</tr>
<tr>
<td>Industrial Controls, Systems, and Equipment</td>
<td></td>
</tr>
<tr>
<td>Industry Services</td>
<td></td>
</tr>
<tr>
<td>Internet of Things</td>
<td></td>
</tr>
<tr>
<td>Medical Equipment</td>
<td></td>
</tr>
<tr>
<td>Military Aerospace</td>
<td></td>
</tr>
<tr>
<td>Tool Vendor (Test and Measurement/Software)</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

| RATES             | Contact your sales representative for pricing options                     |

### E-Commerce Services

### SUPPLYFRAME SOURCING

| RATES             | Contact your sales representative for pricing options                     |

### SUPPLYFRAME SOURCING CHINA (BOM2BUY)

| RATES             | Contact your sales representative for pricing options                     |

### QuoteFX, QuoteWin, DesignWin, and Findchips Pro

### SUPPLYFRAME SOURCING

| RATES             | Contact your sales representative for pricing options                     |
# Social Communities

## SUPPLYFRAME CHINA

<table>
<thead>
<tr>
<th>AUDIENCE BUY</th>
<th>N/A</th>
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</thead>
<tbody>
<tr>
<td>RATES</td>
<td>Contact your sales representative for pricing options</td>
</tr>
</tbody>
</table>

### INCLUDED FEATURES

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>DESCRIPTION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOMAIN</td>
<td>Dedicated domain name</td>
<td>1x</td>
</tr>
<tr>
<td>DESIGN + DEVELOPMENT</td>
<td>Complete site build</td>
<td>1x</td>
</tr>
<tr>
<td>CUSTOMIZATION</td>
<td>Custom site build from a variety of pre-built features and content options</td>
<td>1x</td>
</tr>
<tr>
<td>E-MAIL / NEWSLETTER MARKETING</td>
<td>E-mail announcement of community launch and its content (sent to 2,000 names/mo.)</td>
<td>1x</td>
</tr>
<tr>
<td></td>
<td>Monthly e-mail blast promoting your community and its content (sent to 2,000 names/month)</td>
<td>Monthly/Ongoing</td>
</tr>
<tr>
<td></td>
<td>Community newsletter sent to community members</td>
<td>Monthly/Ongoing</td>
</tr>
</tbody>
</table>

### ADVERTISEMENTS

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>DESCRIPTION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display banner ad across EEFocus network sites (20,000 impressions/month)</td>
<td>Monthly</td>
<td></td>
</tr>
<tr>
<td>Display text banner ad in an EEFocus.com monthly newsletter (30,000 impressions/month)</td>
<td>Monthly</td>
<td></td>
</tr>
<tr>
<td>IPO ad promotion across Supplyframe Media Network (30,000 impressions/month)</td>
<td>Monthly/Ongoing</td>
<td></td>
</tr>
</tbody>
</table>

### EDITORIAL COVERAGE

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>DESCRIPTION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial coverage on EEFocus.com</td>
<td>1x</td>
<td></td>
</tr>
</tbody>
</table>

### EEFOCUS.COM CONNECTION TO YOUR COMMUNITY

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>DESCRIPTION</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community listing via toolbar tab and community callout box on homepage</td>
<td>Ongoing</td>
<td></td>
</tr>
</tbody>
</table>
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