



## Effective Advertising for the Electronics Industry

### Reaching the right people with your advertising ...

Radio-Electronics.com is a respected technical resource on the Internet for professional electronics engineers. By placing your advertising in front of these people, you can maximise the effectiveness of your advertising.

You can benefit from our advertising packages. We offer transparent and flexible options. You see what you are getting and we work with you and tailor the advertising to meet your needs.

### Benefits ...

Our on-line advertising provides many advantages for advertisers:

- **Adaptable:** with today's website technology it is possible to tailor campaigns to suit your needs. We provide support to enable you to achieve this.
- **Controllable:** using our advertisement management software it is possible to provide what you want, when you want it and how you want it - we can even provide "Geo" targeting.
- **Measurable:** using current on-line monitoring it is possible to find out exactly how your campaign is performing so we provide comprehensive statistics for you. However do not underestimate the benefits of branding on the Internet.
- **Targeted:** our website provides technical resources and analysis for electronics engineers. It is targeted at the people who make the real decisions about products.

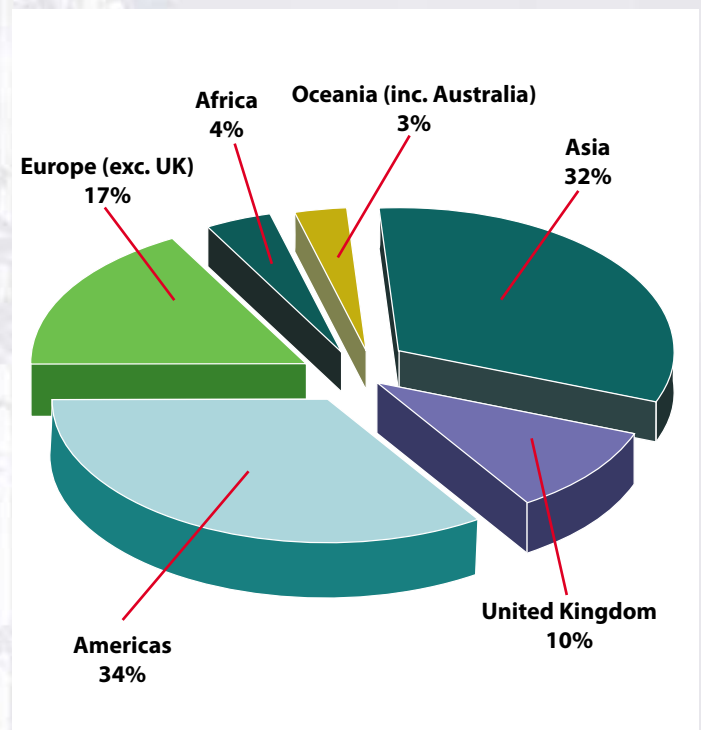
### Advertisements ...

We offer you advertising on a CPM (cost per thousand impressions) basis. We do not normally offer space for a month where you do not know what visibility you get. Regardless of the traffic on the website, you will receive the number of impressions you book. In addition to this, we offer excellent value for money as we are a lean dynamic publishing organisation offering rates that are particularly competitive

### Our readership ...

The readership of Radio-Electronics.com is growing rapidly as more people discover the value of our content. Traffic to the website is over 350,000 page impressions a month from approximately 160,000\* visits (Full up to date statistics are available on request; also check our traffic using Google Ad Planner - see the link from our "Advertise with us" page).

Our readers are worldwide. Recent statistics indicate where our visitors come from around the globe.



### Contact:

For further information, or to book an advertisement, please contact the Radio-Electronics.com team on:  
**+44 (0) 1442 864191 or +44 (0) 7785 938024**

## Advertisement options ...

We offer advertising in four positions on the pages:

<p><b>Leaderboard</b></p> <p>728 x 90 pixel leaderboard advertisements across the site provide the highest visibility</p>	<p><b>Banner</b></p> <p>468 x 60 banner advertisement across the site provides excellent exposure and visibility</p>
<p><b>Skyscraper</b></p> <p>160 x 600 skyscraper for targeted areas within the site. Provides and excellent focus</p>	<p><b>Multi-Purpose-Unit</b></p> <p>300 x 250 pixel medium rectangle MPU for targeted areas within the site provides unique opportunities for eye-catching advertisements within the page</p>

Advertisements are rotated with other advertisements to give the number of impressions you require.



Advertisement Position	Advertisement Size	Cost per 1000 Impressions, CPM
Leaderboard	728 x 90 pixels (Max file size 20k)	£80.00
Banner	468 x 60 pixels (Max file size 15k)	£75.00
Multi-Purpose Unit (MPU)	300 x 250 pixels (Max file size 20k)	£95.00
Skyscraper	160 x 600 pixels (Max file size 15k)	£80.00

Charges are subject to UK VAT for UK transactions. Order subject to a minimum order value of £750. Orders subject to terms and conditions published on Radio-Electronics.Com website.

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