

## BENEFITS:

Our *Industry Sponsor Web Package Ad Program* is a mass market tool for reaching the largest number of engineers seeking thermal management solutions anywhere. If your goal is to create mass awareness of your message across the entire electronics cooling marketplace, over a sustained period, consider our 12-month *Industry Sponsor Web Package*. In 2021, our Industry Sponsor clients enjoyed an average 20,000 impressions per month.

## HOW THEY WORK:

- The *Electronics Cooling* site is now found by over 20,000 visitors per month, and Industry Sponsors are seen on almost every page of the site.
- Each campaign includes an exclusive 12-month run of site program, limited to only 12 advertisers at one time.
- Your ads rotate through the 4 ad positions (2 ads x 2 positions) that appear on every site page (excludes sponsored category pages)
- 1 Leaderboard banner (choice of 728 x 90 pixels or 970 x 90 pixels)
- 1 Medium Rectangle banner (300 x 250 pixels)
- Note:** banner image specifications are width x height
- Company logo featured on every site page (excludes sponsored category pages)
- Company Listing on Industry Sponsor Page

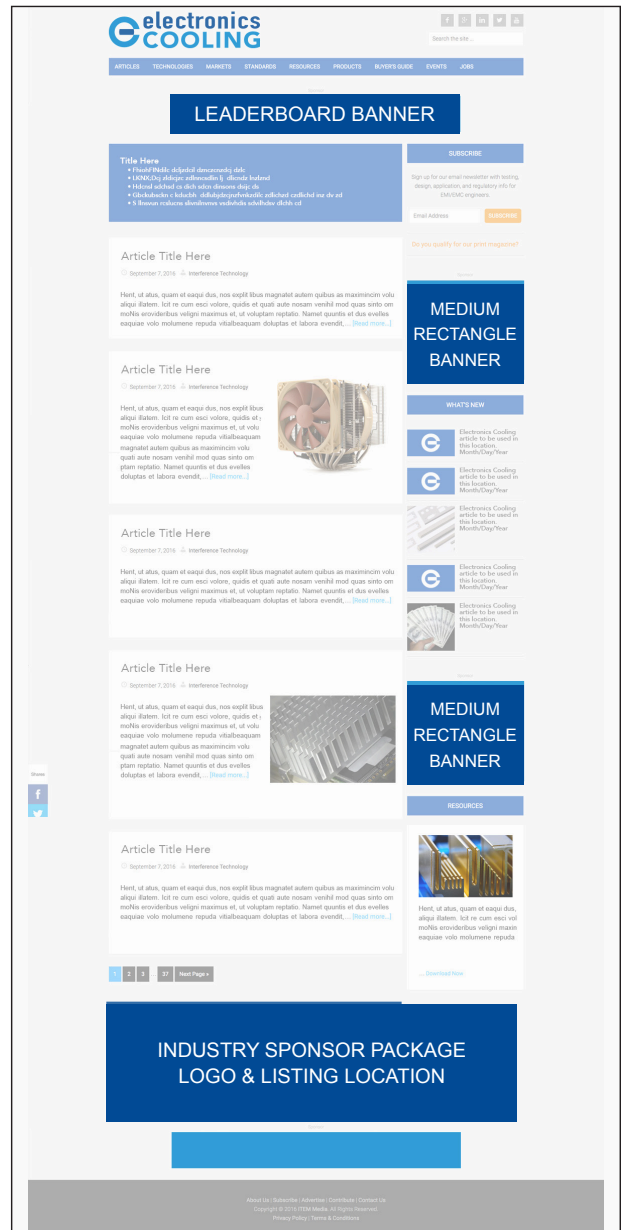
## PRICING: \$9,500 / 12 months

## SPECIFICATIONS:

- All image specifications are width x height
- Medium Rectangle Dimensions: 300 x 250px
- Leaderboard Dimensions: 728 x 90px or 970 x 90px\*
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, HTML, HTML5\*\*

\* For Leaderboard ads, ad must also be provided in 300 x 250 pixels to support mobile viewing.

\*\* If providing ad in HTML5 format, also provide ad in .jpeg, .gif, or .png format in case the viewer's browser does not support creative functionality. Please contact us for specifics if interested in using HTML5.



## BENEFITS:

As a *Category Sponsor*, you affiliate your brand with the topic (“Category”) of your choice and benefit exclusively from being seen by every visitor to our site who visits any of the pages in that category. Let’s say that Military & Aerospace is a vital market for your company, become the exclusive Category Sponsor of all of the military and aerospace pages in the *Electronics Cooling* site, and for a year, every visitor to our site who reads our military / aerospace content will see your brand. In 2021, our Category Sponsor clients enjoyed an average 20,000 impressions per month in addition to the page views from the category of your choice.

## HOW THEY WORK:

Everything included in Industry Sponsor Web Package (see adjacent page), PLUS:

- Exclusive ownership of the content category of your choice – see category choices below
- Your ads simultaneously display in all 4 available positions
- Sponsorship of 1 category-specific newsletter

## CATEGORIES

### TECHNOLOGIES

- Blowers/Fans/Filters
- Ceramics
- CFD Software
- Coolers
- Enclosures
- Free Air Cooling
- Heat Exchanger
- Heat Pipes
- Heat Sinks
- LED/Lighting
- Liquid Cooling
- Materials/Compounds/Adhesives/Substrates
- Plastics
- Refrigeration
- Semiconductor
- Software/Modeling
- Test & Measurement
- Thermal Imaging
- Thermal Interface Materials (TIM’s)

### MARKETS

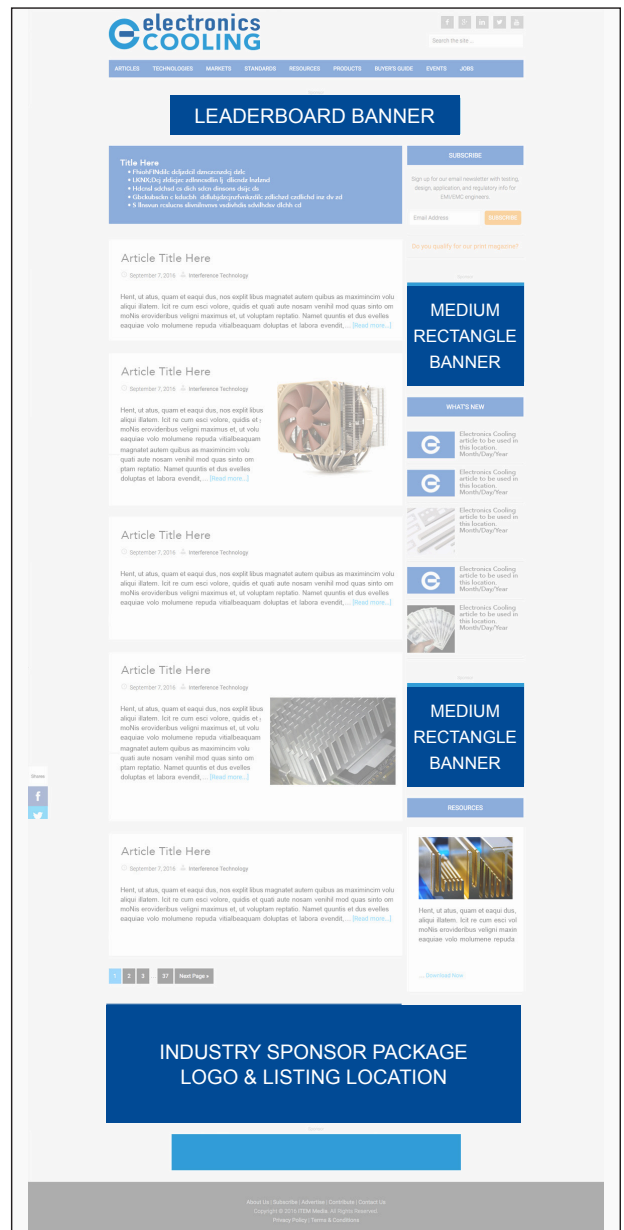
- Aerospace - Military
- Automotive
- Communications
- Computer
- Consumer
- Data Centers
- Defense
- Industrial
- IT Products
- Medical
- Power
- Research
- TECs

**PRICING: \$15,500**

### SPECIFICATIONS:

- All image specifications are width x height
- 2x Medium Rectangle Dimensions: 300 x 250px
- 2x Leaderboard Dimensions: 728 x 90px or 970 x 90px
- For Leaderboard ads, ad must also be provided in 300 x 250 pixels to support mobile viewing.
- Max File Size: 200 KB
- Animation: 15 sec max
- File Type: JPG, GIF, PNG, HTML, HTML5\*

\* If providing ad in HTML5 format, also provide ad in .jpeg, .gif, or .png format in case the viewer's browser does not support creative functionality. Please contact us for specifics if interested in using HTML5.



Sponsor Locations

## BENEFITS:

Excellent for companies looking for brand awareness, Billboard Ads are a newer option in the marketing scene that has grown in popularity over the last several years. Thanks to their highly viewable 970 x 250px size and placement above the fold of the page, your billboard ad ensures that your message or offer immediately gets in front of *Electronics Cooling's* 20,000 impressions per month.

## HOW THEY WORK:

- Appears above the *Electronics Cooling* logo on every page of the site that is not sponsored by an advertiser
- Mobile and desktop-friendly
- You receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only

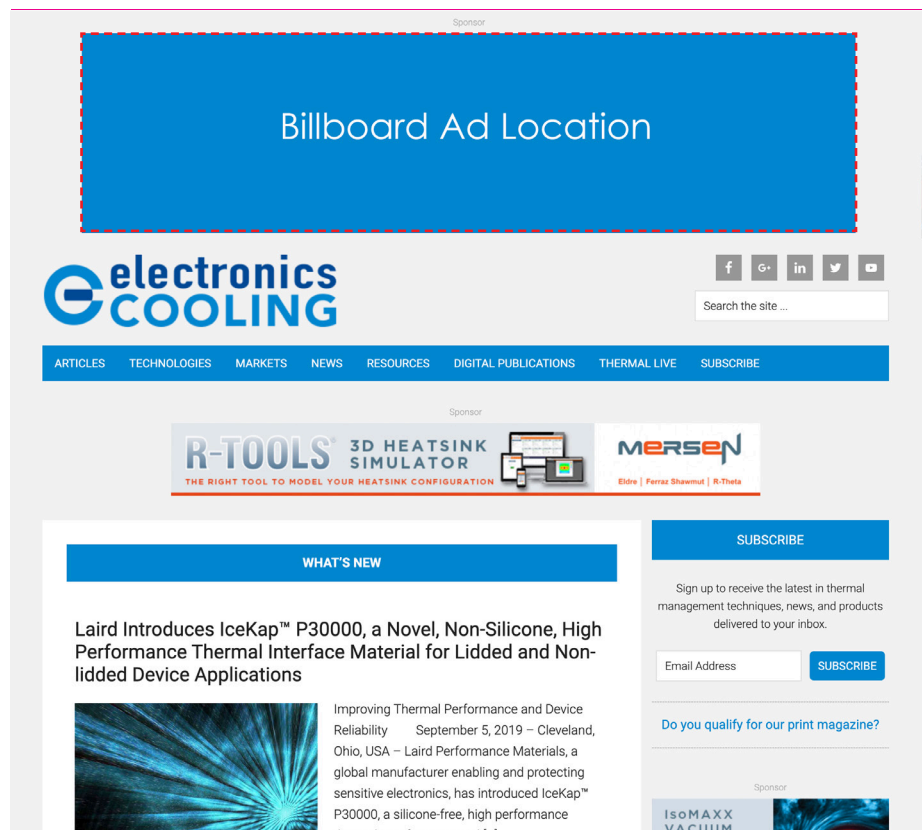
## PRICING:

**\$3,900 Per Month**

## SPECIFICATIONS:

- All image specifications are width x height
- Total Dimensions: 970 x 250px | Mobile Specs: 320 x 50px (used for screen smaller than 1366px)
- Export as .jpeg or .png
- 120 KB maximum file size
- Template with instructions will be provided to format ad to best fit site.

 Billboard Ad Location



## BENEFITS:

Inter-article ads are an ideal opportunity for content promotion and brand awareness. These leaderboard-sized graphics sits within an article after the first paragraph. The unconventional ad location is both highly visible and offsets the risk of “banner blindness”, guaranteeing greater impressions. Combining an inter-article ad with a billboard ad is a great way for your brand to “own” a page.

## HOW THEY WORK:

- Appears between first and second paragraphs of all article pages that are not sponsored by an advertiser
- Mobile and desktop-friendly
- You receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only
- Best Practice: Try promoting technical content with this ad location!

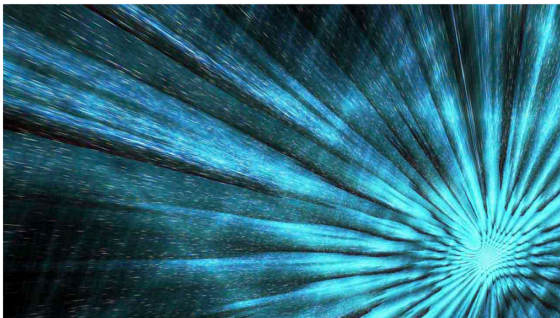
## PRICING:

\$3,900 Per Month


## SPECIFICATIONS:

- All image specifications are width x height
- Total Dimensions: 728 x 90px | Mobile Specifications: 300 x 250px
- Export as .jpeg or .png
- 120 KB maximum file size
- Template with instructions will be provided to format ad to best fit site.

September 12, 2019 | Electronics Cooling  
Applications, Computer, Industrial, New Products, TIMs



*Improving Thermal Performance and Device Reliability*



**September 5, 2019 – Cleveland, Ohio, USA** – Laird Performance Materials, a global manufacturer enabling and protecting sensitive electronics, has introduced IceKap™ P30000, a silicone-free, high performance thermal interface material (TIM) which takes advantage of a new polymer chemistry improving device reliability by reducing TIM “pump out.”

Inter-Article Ad Location | 720x990px


Semiconductor packaging design teams will realize improved device reliability from IceKap P30000's reduced potential for thermal material pump out, while thermal design teams will achieve improved device performance from IceKap P30000's extremely low thermal contact resistance and high thermal conductivity.

 Inter-Article Ad Location


Email Address  [SUBSCRIBE](#)

Do you qualify for our print magazine?

Sponsor



RESOURCES



**Ultra Low Thermal Resistant Adhesives for Electronic Applications**

Sponsored by Master BondAs advances in epoxy and silicone materials constantly evolve, manufacturers of advanced electronic systems will find that ... [Download Now](#)

## BENEFITS:

Pop-up Ads are a great tool for producing high visibility and daily new leads for a product, especially from a website like *Electronics Cooling*. With now over 20,000 impressions per month, our site is being found by an ever increasing audience of electronics engineers looking for thermal management solutions. Your Pop-up Ad ensures that your message, or offer, gets in front of them first before they engage in any other material in their search.

## HOW THEY WORK:

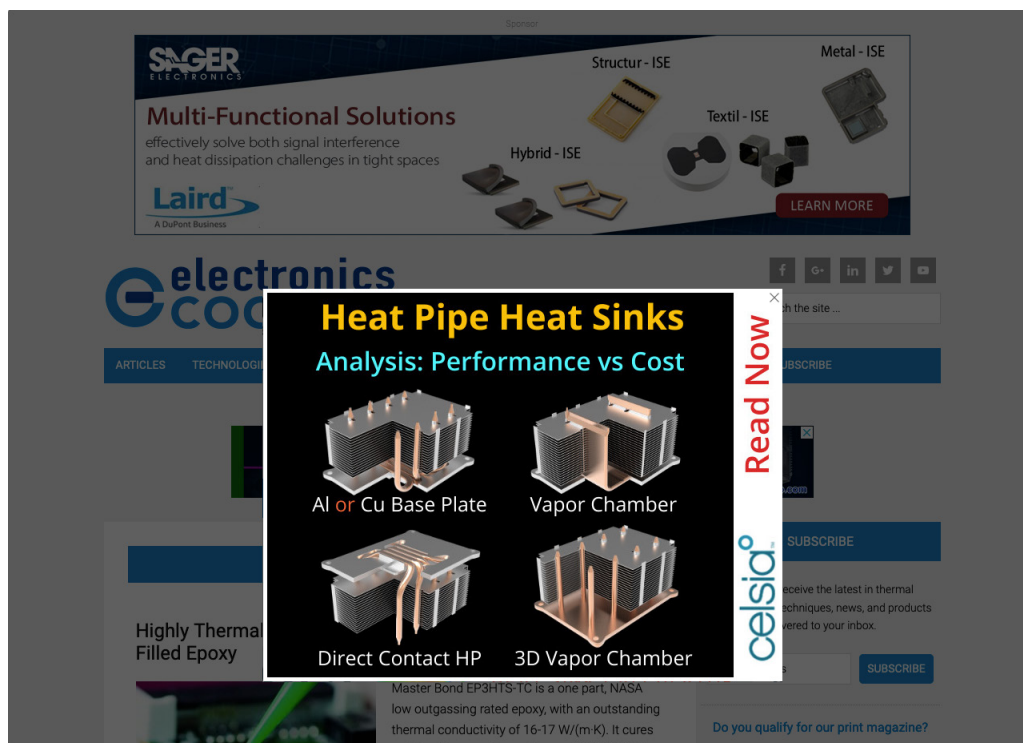
- Highest performing *Electronics Cooling* ad location.
- Triggered by exit-intent: reaching bottom of an article, idling, or moving cursor to top of web browser
- Appears once per day per user
- Mobile and desktop-friendly
- Receive impressions and click report
- Available as exclusive sponsorship in 30-day increments only
- Best Practice: Try promoting technical content with this ad location!

**PRICING:** \$3,900 / month

## SPECIFICATIONS:

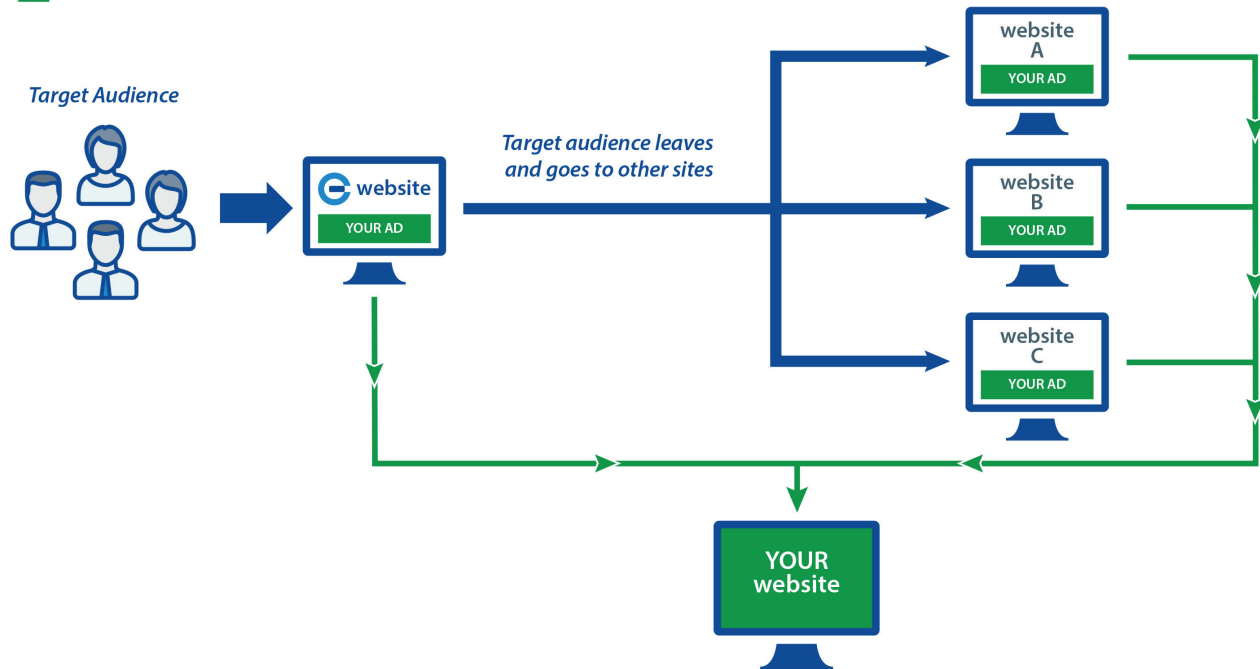
- All image specifications are width x height
- 640 x 480px, .png or .jpeg, used for screens larger than 1366 pixels wide (Desktop)
- 300 x 250px, .png or .jpeg, used for screens smaller than 1366 pixels wide (Mobile)
- Max File Size: 200 KB
- Ad must be provided in both dimensions to support the range of screen widths.

Pop-Up Ad Location



**Your Target Audience Web Journey**

**Your Ad Generated Traffic to Your website**



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## BENEFITS:

Expand the reach of your web ads on the *Electronics Cooling* website beyond electronics-cooling.com. With retargeting, your ads will continue to be seen by our website visitors after they leave our site, utilizing the Google Display Network: a collection of over 2 million websites that reaches over 90% of Internet users\*. In other words, our website visitors will see your ads on future sites that they visit. Excellent for continued brand awareness and lead generation. (Hint: offering technical content works best!)

## HOW IT WORKS:

You simply provide the banners and specify your maximum ad spend and the length you'd like your campaign to run, and we'll deploy the campaign and provide performance reports.

## SUPPORTED BANNER SIZES:

While Google supports a wide range of banner sizes,\*\* they've found the following to be most effective:

- All image specifications are width x height
- 336 x 280 large rectangle
- 300 x 250 medium rectangle
- 728 x 90 leaderboard
- 300 x 600 half page
- 320 x 100 large mobile banner

There is no requirement for minimum number of ad sizes you need to provide, but providing most or all of the five sizes recommended by Google will increase the likelihood for your ads to display and be clicked.

## PRICING:

**\$6,000 minimum**

**Want to extend your reach beyond the Google Display Network or explore social advertising?**

Ask us about how you can utilize our retargeting services on LinkedIn, Facebook, other display networks, and even email!