

# 2012 MEDIA PLANNER

# EE

## Evaluation Engineering

# 50

1962 - 2012



### KEY COVERAGE AREAS:

- Instruments
- ATE
- Inspection
- Communications Test
- MIL/Aero Test
- EMC and Compliance

### NEW FOCUS FOR 2012:

- Mobile Apps for Engineers
- Cloud Computing
- Medical Test

**WRITTEN BY ENGINEERS  
...FOR ENGINEERS**

## FROM THE EDITOR

As EE-Evaluation Engineering celebrates its 50th anniversary, we look forward to providing our subscribers with the cutting-edge technical information needed to excel in their job. As always, EE will provide in-depth coverage of core test technologies, focusing on modular and benchtop instrumentation, automated test equipment, test software, and inspection systems.

Features will describe in detail how the core technologies apply to communications, semiconductor test, board and system test, and military/aerospace markets. Also, we'll delve into techniques needed to overcome challenges in power management, signal integrity, and electromagnetic compatibility.

In addition, we are expanding EE's coverage of medical test, sensors, wireless data acquisition, and remote monitoring applications. Recognizing the increasing importance of mobile devices and the changing nature of computing, there will also be a new focus on mobile apps for engineers and the role that cloud computing plays in our readers' professional lives.

Finally, in recognition of EE-Evaluation Engineering's 50 years of service to the industry, we will look back on the evolution of key product classes and take a fresh look at possible future trends.

We look forward to an exciting 50th Anniversary year and hope you'll join us. The following is an overview of the many marketing opportunities EE is offering for 2012. Enjoy!

*Rick*

Rick Nelson  
EE Executive Editor



## MONTHLY SPECIAL REPORT SPONSORSHIP

EE offers its advertisers an exclusive program that delivers the maximum electronic exposure, increased web traffic, and leads that include email, titles, and mailing addresses.

Each month our editors publish an original Special Report article available to just one sponsor.

The single article is delivered via email to our 36,000 subscribers prior to EE's monthly publication release to ensure maximum interest.

### 2012 MONTHLY SPECIAL REPORT TOPICS

JAN	Oscilloscopes	JUL	Wireless Test
FEB	Modular Test	AUG	Modular Data Acquisition
MAR	Aerospace Defense Test	SEP	Modular Test
APR	PXI	OCT	Oscilloscopes
MAY	Switching Systems	NOV	3D ICs
JUN	Oscilloscopes	DEC	PXI Test

### SPECIAL REPORT ELEMENTS

1. EMAIL: Initial email blast to 36,000 EE subscribers containing the article introduction and Sponsors column with logo, headline, up to 50 words, and up to three web links. (9-14% open rate and generates leads)
2. WEB: Email is linked to EE microsite with continuation of the article on multiple web pages, plus Sponsor's column on each page (logo, headline, up to 50 words, and up to three web links, PLUS optional image (300 x 225 up to 300 x 600 pixels).
3. WEB: Sponsor's pop-under ad (600 x 400 pixels), appears when visitor closes the Special Report web pages.
4. DIGITAL EDITION: Left of cover ad on the monthly issue (640 x 480 up to 600 x 800 pixels). Digital Edition has exposure through website and 6 email blasts: blast to 7,277 BPA-audited digital edition subscribers, email invite to EE's 36,000 opt-in subscribers announcing the new monthly issue, and 4 weekly eNewsletters.
5. WEB: Sponsor's text ad on EE's website home page for one month (headline, up to 50 words of text, 120x120 pixel image, and link).



1.



2.



3.



4.



5.

MONTHLY SPECIAL PREPORT: \$6,500 net  
Only 12 available - first come, first served, so book now!

WEST U.S. MICHAEL HUGHES, Associate Publisher  
805-529-6790 mhughes@evaluationengineering.com

EAST U.S. TOM FLYNN 770-645-2944  
tflynn@evaluationengineering.com

## EE EVOLUTION: 50 YEARS OF TEST TECHNOLOGY



**TWELVE MONTHS OF CELEBRATION.  
ONE GREAT PACKAGE.  
FOUR OPPORTUNITIES EACH MONTH.**

Join EE in celebrating 50 years as we examine the past, present, and future of test engineering and delve into changes that have occurred over the past five decades. Each month we will highlight a specific topic, with FOUR Sponsorships available in print, in email, and online each month.

### FEATURED TOPICS:

JAN	Oscilloscopes	JUL	Microwave Test
FEB	Power Supplies	AUG	EMC
MAR	Signal Generators	SEP	Signal Analyzers
APR	Multimeters	OCT	Environmental Test
MAY	Switching Systems	NOV	Data Acquisition
JUN	Spectrum Analyzers	DEC	ATE

### SPONSORSHIP INCLUDES:

- 1. PRINT/DIGITAL EDITION:** Your 1/4-page, horizontal four color ad appears on the inside back cover, facing the exclusive "50 Years in..." feature article written by our editors, specific to the monthly topic listed above and reaching more than 50,000 subscribers.<sup>1</sup>
- 2. WEEKLY eNEWSLETTER:** Your logo with web link appears next to "SPONSORED BY" above the "Spotlight on 50 Years of Test Engineering" section in the weekly EE eNewsletter. This new section contains articles gleaned from past issues of EE, specific to the monthly topic listed above, reaching 36,000 opt-in subscribers.
- 3. ONLINE:** Your logo with web link appears on the exclusive EE website page featuring the accumulated articles and features from the "50 Years of Test Engineering" program for the entire year, promising the ultimate online exposure for your message!
- 4. DIGITAL EDITION INVITE:** Not only does your print ad appear in the digital edition with live web links, but your "SPONSORED BY" logo appears above the "50 years" feature highlighted on the monthly issue invite, emailed to our 36,000 subscribers.

**TOTAL SPONSORSHIP PACKAGE \$3,000 net**



<sup>1</sup> EE BPA Statement June 2011

## DIGITAL EDITION ENHANCEMENTS

Make the most of your print display ad with electronic options available on the monthly digital edition sent to 36,000 opt-in electronic test and design engineering decision makers and buyers, five times each month; once in the issue's direct email invite and four times a month in EE's weekly enewsletter blast. For enhancements, see an example at: <http://www.healthmgtech.com/ebook/A1lq90/HMT1002>



**LEFT OF COVER:** Issue Sponsor: be the first message EE subscribers see, positioned left of the front cover as the sole sponsor – first seen position.

Rate: \$2600 net per issue

Option: Add your logo and text ad to the monthly email issue invite.

Rate: Additional \$1200 net

**ONE LOGO IN TOOLBAR:** Your exclusive logo appears in upper right of toolbar and links to your website.

Rate: \$600 net per issue

**GATEFOLD / TIP-ON:** Make a big splash at a fraction of the cost of print.

Gatefold: \$1800 net per issue

Tip-on: \$1400 net per issue

**RICH MEDIA:** Add a video, movie clips, Flash animation, or even audio to your ad to draw attention and retention.

Rate: \$2200 per issue

**HOTSPOT LINKS:** Individual web links are highlighted within your ad.

Rate: No charge for the first link

\$250 additional links

**ADD-A-PAGE OR INSERT:** Not purchasing a print ad? Send us your PDF to print specifications and we will add it to the digital edition, opposite of insider back cover. Each page must be 2-sided: front and back.

Rate: \$2400 per issue

**CUSTOM DIGITAL eBOOKS:** We'll produce and host your annual reports and product catalogs in this exciting digital format.

Rate: \$1500 and up, depending on number of pages, rich media, and linked overlays.

Please call for a custom estimate.

## ONLINE OPPORTUNITIES WITH LEADS

EMAIL Opt-in subscribers 36,000+  
EE DIGITAL EDITION (BPA-audited: 7,277) Monthly Blast: 36,000+

■ **EWEEKLY EE-news AD WITH LEADS** Top Position \$1,700 net Other Positions \$1,500 net  
Send us your headline, up to 25 words of text, image (300 x 300 pixels) and up to 3 links and we'll do the rest.

■ **EXCLUSIVE MONTHLY "SPECIAL REPORTS" WITH LEADS** \$6,500 net  
Exclusive monthly sponsorship of a special EE staff-written report on a specific industry topic – see 2012 Editorial Calendar for topics. Includes all leads of subscribers who click:

- your sponsorship banner at front of emailed article
- your ad that is on the right side of each online article page (3-4)
- your pop-under ad that appears when online article is closed
- your exclusive ad, left-of-cover, on the monthly EE digital edition

■ **ePRODUCT SHOWCASE WITH LEADS** Top Position \$1,000 net Other Positions \$750 net  
Monthly product-only email. Send us your headline, up to 50 words of text, image (300 x 300 pixels) and up to 3 links to your web page of choice and we'll do the rest.

■ **MONTHLY EE DIGITAL EDITION WITH LEADS** No charge  
Your print ad delivers leads from online subscribers who receive the EE issue via email. Increase visibility for your digital edition ad by having our art department add animation for a nominal fee.

## MONTHLY WEBSITE POSITIONS

■ **LEADERBOARD: TOP** run-of-site  
standard leaderboard 728 x 90 pixels \$2,125      super leaderboard 964 x 90 pixels \$2,500

■ **LEADERBOARD: BOTTOM** run-of-site  
standard leaderboard 728 x 90 pixels \$1,250      super leaderboard 964 x 90 pixels \$1,500

■ **BLOCK AD / VIDEO AD** run-of-site  
300 x 250 pixels \$2,000 video ad (add \$350 production fee)

■ **SPONSORS' LINKS BY CATEGORY** home page only, for print advertisers: No Charge

■ **HOME PAGE POP-UP / SITE POP-UNDER**  
Share flash or animated gif message 600 x 400 pixels \$4,000

■ **ADVERTORIAL BANNER** Your headline, 50 words, image (300x300 pixels), and up to 3 web links  
run-of-site, upper \$1,800      run-of-site, lower \$1,600

■ **PAGE CURL** Upper right opens over top quarter of screen with mouse roll-over.  
home page only 500 x 500 pixels \$3,500 net

■ **DOUBLE SKYSCRAPER** run-of-site 320 x 600 pixels \$1,850

■ **STANDARD BANNER** run-of-site  
upper 468 x 60 pixels \$1,500      run-of-site, lower 468 x 60 pixels \$1,200

■ **BUTTON** run-of-site 125 x 125 pixels \$700

## MAGAZINE RATES

53,782 BPA-AUDITED SUBSCRIBERS  
46,505 PRINT / 7,277 GLOBAL DIGITAL EDITION<sup>1</sup>



Spread  
14<sup>3</sup>/<sub>4</sub>" x 10" non-bleed  
15<sup>3</sup>/<sub>4</sub>" x 11" bleed



Full Page  
7" x 10" non-bleed  
8" x 11" bleed



2/3 Vertical  
4<sup>1</sup>/<sub>2</sub>" x 9<sup>3</sup>/<sub>4</sub>" non-bleed  
5<sup>3</sup>/<sub>8</sub>" x 11" bleed



1/2 Island  
4<sup>1</sup>/<sub>2</sub>" x 7<sup>3</sup>/<sub>8</sub>" non-bleed  
5<sup>3</sup>/<sub>8</sub>" x 8<sup>1</sup>/<sub>4</sub>" bleed



1/2 Vertical  
3<sup>1</sup>/<sub>4</sub>" x 9<sup>3</sup>/<sub>4</sub>" non-bleed  
4" x 11" bleed



1/2 Horizontal  
6<sup>3</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>" non-bleed  
8" x 5<sup>3</sup>/<sub>4</sub>" bleed



1/3 Square  
4<sup>1</sup>/<sub>2</sub>" x 4<sup>3</sup>/<sub>4</sub>" non-bleed  
5<sup>3</sup>/<sub>8</sub>" x 5<sup>3</sup>/<sub>4</sub>" bleed



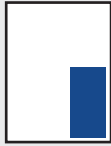
1/3 Vertical  
2<sup>1</sup>/<sub>8</sub>" x 9<sup>3</sup>/<sub>4</sub>" non-bleed  
3" x 11" bleed



1/3 Horizontal  
6<sup>3</sup>/<sub>4</sub>" x 3" non-bleed  
8" x 3<sup>3</sup>/<sub>4</sub>" bleed



1/4 Vertical  
3<sup>1</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>" non-bleed  
4" x 5<sup>3</sup>/<sub>4</sub>" bleed



1/6 Vertical  
2<sup>1</sup>/<sub>8</sub>" x 4<sup>3</sup>/<sub>4</sub>" non-bleed



1/8 Horizontal  
3<sup>1</sup>/<sub>4</sub>" x 2<sup>1</sup>/<sub>2</sub>" non-bleed



1/8 Banner  
7" x 1<sup>1</sup>/<sub>4</sub>" non-bleed

## B/W GROSS RATES - RUN OF BOOK

SIZE	1x	3x	6x	12x	18x	24x	36x
Spread	\$12,996	\$12,606	\$12,228	\$11,861	\$11,624	\$11,391	\$11,164
Full	\$7,023	\$6,812	\$6,608	\$6,410	\$6,281	\$6,156	\$6,033
2/3 Page	\$5,985	\$5,805	\$5,631	\$5,462	\$5,353	\$5,246	\$5,141
1/2 island	\$5,216	\$5,059	\$4,907	\$4,760	\$4,665	\$4,572	\$4,480
1/2 page	\$4,785	\$4,642	\$4,503	\$4,368	\$4,280	\$4,195	\$4,111
1/3 page	\$3,591	\$3,483	\$3,379	\$3,277	\$3,212	\$3,148	\$3,085
1/4 page	\$2,589	\$2,511	\$2,436	\$2,363	\$2,316	\$2,269	\$2,224
1/8 page	\$2,160	\$2,096	\$2,033	\$1,972	\$1,932	\$1,894	\$1,856

## COLOR AD SPREAD

2 color-std	\$800	\$1,450
2 color-PMS	\$950	\$1,800
3 or 4 process	\$1,665	\$2,714
Metallics	\$1,801	\$2,650



<sup>1</sup> EE BPA Statement  
June 2011

## COVERS & SPECIAL POSITIONS

Inside Front Cover: add 20% to the size/frequency discount  
Inside Back Cover: add 15% to the size/frequency discount  
Back Cover: add 25% to the size/frequency discount  
Guaranteed Positions: add 10%

## CLOSING DATES

- Closing the 1st of the month prior to publication, materials due one week later.
- Cancellations are not accepted after the closing date.
- The Publisher reserves the right to select position.

Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed and subject to production limitations. Inserts are accepted as supplied or as Publisher-printed. Contact your EE Account Executive for more details.

## MATERIALS

Web offset, saddlewire bound. Plate: 8" w x 11" h (full bleed). Trim: 7<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>" high. Live: keep essential elements 3/8" inside trim edges. (Bleed sizes shown include 1/8" margin on all edges). PC or MAC files. Native files mailed on CD with laser proof for color, or PDF file uploaded to <http://www.nelsonpub.com/fileupload> with email to: [eetraffic@nelsonpub.com](mailto:eetraffic@nelsonpub.com) notifying us of the upload.

PDF setting: [PDF/X-1a:2001]. Flatten first, fonts embedded, include crop marks. Images at 300 dpi, CMYK only. No jpeg files. Production questions: 941-966-9521x145.



**INSERTION ORDERS TO:** EE Ad Contracts  
2506 Tamiami Trail N. Nokomis, FL 34275  
P: 800-226-6113 x 172 F: 941-966-2590  
[lmoulton@nelsonpub.com](mailto:lmoulton@nelsonpub.com)

**AD MATERIALS TO:** EE Ad Traffic Manager  
2506 Tamiami Trail N. Nokomis, FL 34275  
800-226-6113 x 194 Fax: 941-966-2590  
[eetraffic@nelsonpub.com](mailto:eetraffic@nelsonpub.com)

## EDITORIAL CALENDAR

\*MONTHLY SPECIAL REPORTS ARE SHOWN IN RED

AD CLOSE: 1st of month prior to issue, materials due one week later  
EDITORIAL CLOSE: 2 months prior to issue

	CORE TECHNOLOGIES		APPLICATIONS & MARKETS				EE EVOLUTION	SPECIAL EVENTS & TRADE SHOWS
	TEST INSTRUMENTS	ATE INSPECTION	COMMUNICATIONS TEST	MIL AERO TEST	EMC & COMPLIANCE	KEY TECHNOLOGIES	50 YEARS OF TEST TECHNOLOGY	SHOW COVERAGE OR DISTRIBUTION
JAN	Oscilloscopes* ~ Sensors	ATE	Test Apps for Engineers	Power Management		Test Apps for Engineers	Oscilloscopes	DESIGNCON Jan 31-Feb 1 Santa Clara, CA
FEB	Modular Test* ~ Wireless DAQ	3-D ICs	RF/Microwave Test	Microwave Test	EMC Test	Medical Test	Power Supplies	MD&M - WEST FEB 14-16 Anaheim
MAR	Power Analyzers	Test Software	LTE	Aerospace Defense Test*		Remote Monitoring	Signal Generators	MD&M TEXAS Mar 14-15 Fort Worth
APR	PXI* ~ Signal Analyzers		Signal Integrity			Test Data in the Cloud	Multimeters	<b>50th Anniversary</b>
MAY	Calibration ~ Data Acquisition	Switching Systems*	RF Switching Systems	Data Acquisition	Test Labs	Test Apps for Engineers	Switching Systems	MD&M EAST May 22-24 Philadelphia
JUN	Oscilloscopes* ~ Modular DAQ		PXI for RF (mod test)	Upgrading Legacy Systems		Medical Test	Spectrum Analyzers	IMS IEEE MTT-S Jun 17-22 Montreal, Canada
<b>JUNE EE SIGNET AD IMPACT STUDY FREE TO ALL FULL PAGE ADVERTISERS</b>								
JUL	Power Supplies/Loads ~ Signal Generators	Modular Instruments for IC Test ~ Inspection	Wireless Test*		EMC Symposium Preview	Test Data in the Cloud	Microwave Test	SEMICON WEST Jul 10-12 San Francisco
AUG	Modular DAQ*	Switching	Signal Integrity			Medical Test	EMC	<b>Salary Survey</b> EMC Aug 5-9 Pittsburgh
SEP	Modular Test* ~ MIL/Aero Sensors	MIL/Aero Test Software	RF/Microwave	Aerospace Defense Test	Precompliance Test	Green Technology Test	Signal Analyzers	AUTOTESTCON Sep 10-13 Anaheim
OCT	Oscilloscopes* ~ Automotive	DFT	Serial Bus Test			Medical Test	Environmental Test	AUTO TEST EXPO NA TBD MD&M MINNEAPOLIS Oct 31-Nov 1
NOV	DMMs ~ Power Supplies/Loads	3-D ICs*			EMC Test	Test Apps for Engineers	Data Acquisition	ITC Nov 5-8 Anaheim
DEC	PXI Test* ~ Sensors		Communications Test	Modular Test		Medical Test	ATE	<b>Future Innovator Award</b>
<b>DECEMBER EE SIGNET AD IMPACT STUDY FREE TO ALL FULL PAGE ADVERTISERS</b>								