

# DesignLine Sponsorship Specifications

## **Gold Sponsorship:**

- Top Leader Rotation 728x90
- Skyscraper Rotation 120x600 or 125x600
- Boombox Rotation 336x280 or 300x250
- Tile Rotation 125x125
- GNI 90K\*
- Unlimited technical papers/application notes uploaded to Education & Training, includes promotion of one technical paper per quarter with leads.
- 1 Exclusive Newsletter sponsorship per month – leaderboard; boombox and 2nd boombox

## **Silver Sponsorship:**

- Top Leader Rotation 728x90
- Skyscraper Rotation 120x600 or 125x600
- Boombox Rotation 336x280 or 300x250
- Tile Rotation 125x125
- GNI 45K\*
- Unlimited technical papers/application notes uploaded to Education & Training, includes promotion of one technical paper per quarter with leads. (up to 200 per month; additional leads available at \$15 CPL)
- 1 Newsletter sponsorship per month – alternates between leaderboard and boombox position

## **Bronze Sponsorship:**

- 2<sup>nd</sup> Boombox Rotation 336x280 or 300x250
- 2<sup>nd</sup> Tile Rotation 125x125
- GNI 20K\*
- Unlimited technical papers/application notes uploaded to Education & Training, includes promotion of one technical paper per quarter with leads. (up to 100 per month; additional leads available at \$15 CPL)
- 1 Newsletter sponsorship per month – 2<sup>nd</sup> boombox position

Banner creative submission: [EETimesGroup\\_Banners@ubm.com](mailto:EETimesGroup_Banners@ubm.com)

Newsletter submission: [EETimesGroup\\_Newsletters@ubm.com](mailto:EETimesGroup_Newsletters@ubm.com)

Technical Paper Sponsorship Submission: [Emily.soucy@ubm.com](mailto:Emily.soucy@ubm.com)

\*GNI-Advertiser must supply all four ad units to receive impression guarantee. A percentage of the guaranteed impressions may run ROS.

### **Technical Paper Sponsorship Deliverables:**

PDF of technical paper; Title of paper; Author; Original publication date ; Keywords (minimum of 5)  
Abstract of what the paper covers (75-100 words)

### **Specs for DesignLine newsletter:**

Leaderboard- GIF or JPG- 35 kb max file

Boombox 336x280 (or 300x250) GIF or JPG- 35 kb max file + Linking URL

Boombox position can accommodate Text and Logo instead:

Up to 50 words in total, one linking URL (All links in text section must be embedded.) Logo 100x40  
static gif- logo is optional