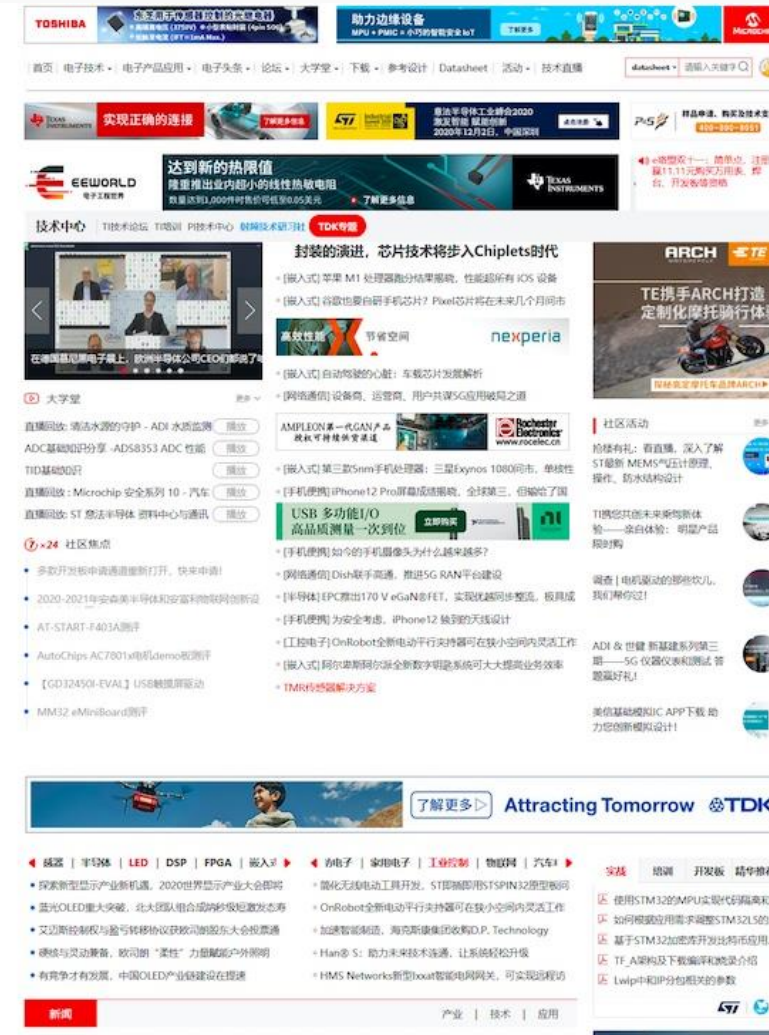


EEWORLD OVERVIEW

HELP YOUR COMPANY TO
REACH 1.7 MILLION CHINESE ENGINEERS

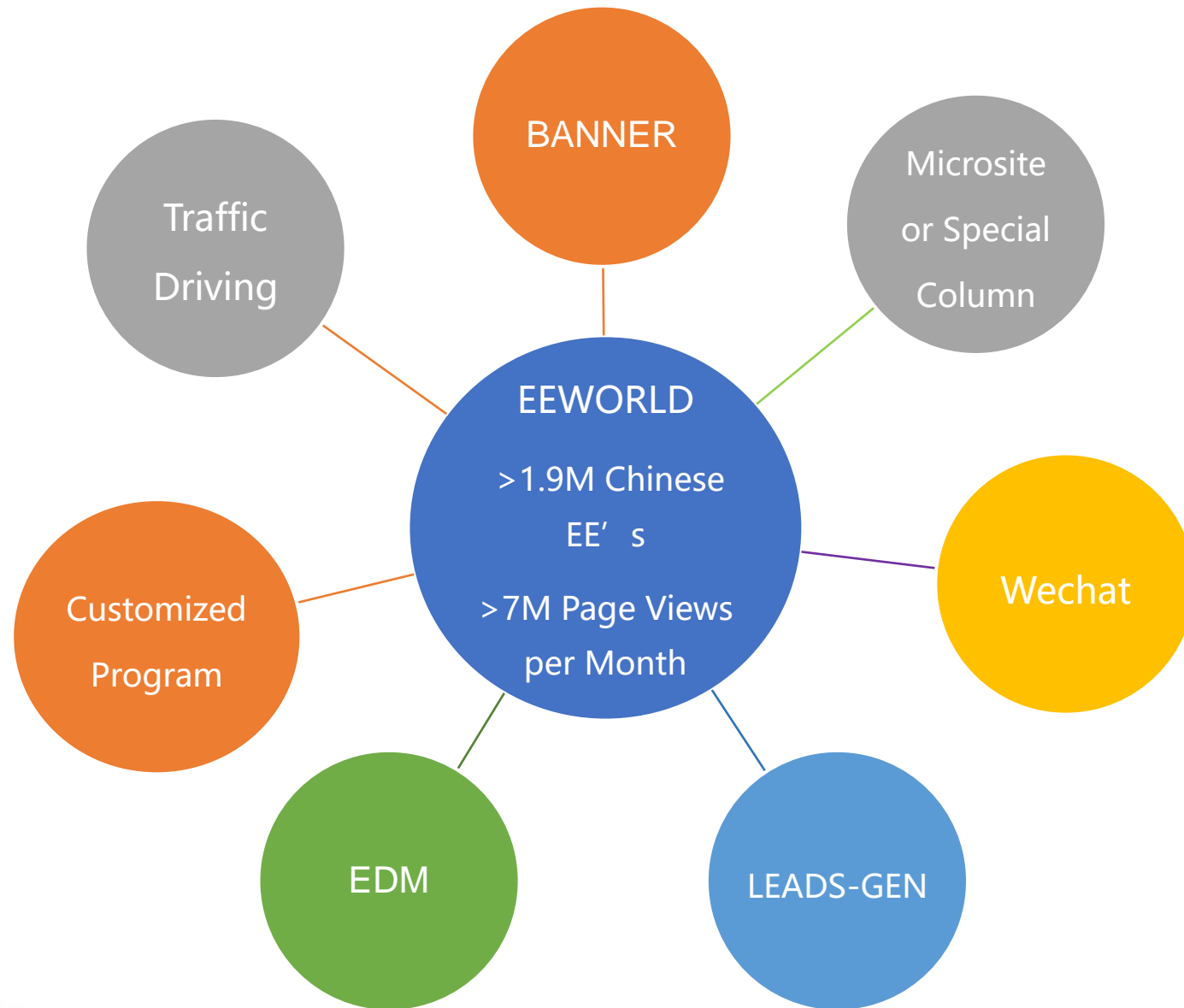
EEWORLD at a Glance

- Launched in 2006
- 600K+ active users
- 1.9 M unique visitors
- 7 M+ page views per month
- A **LOCAL** online media
 - The majority of engineers rely on the internet for their information needs
 - Their preference goes to:
 - More basic and detailed contents
 - More success stories
 - Other users' experiences
 - Easy to read editorial
- EEWorld is one of the most influential online business media in China's electronic industry



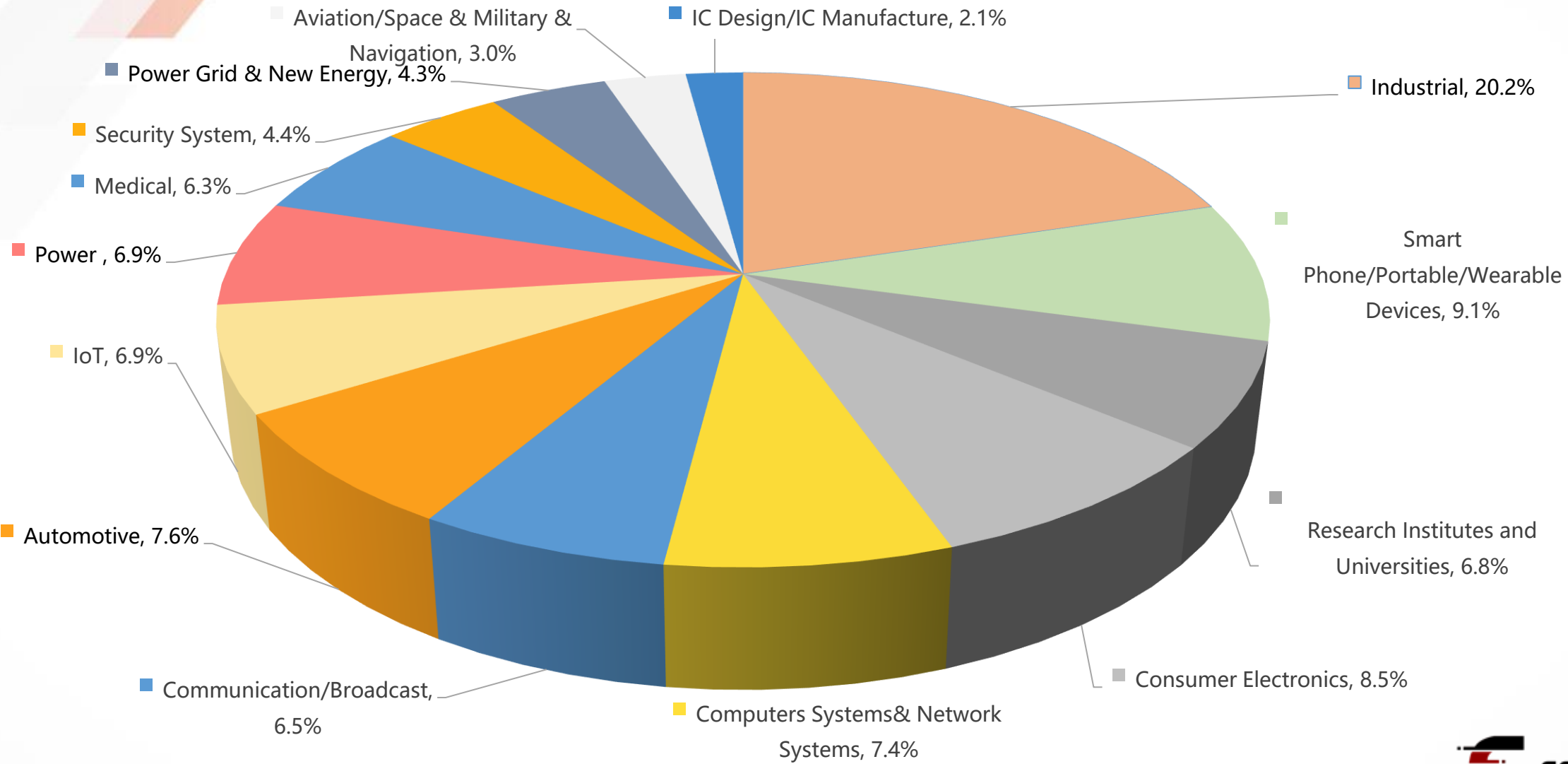


EEWORLD : Reaching Your Customers

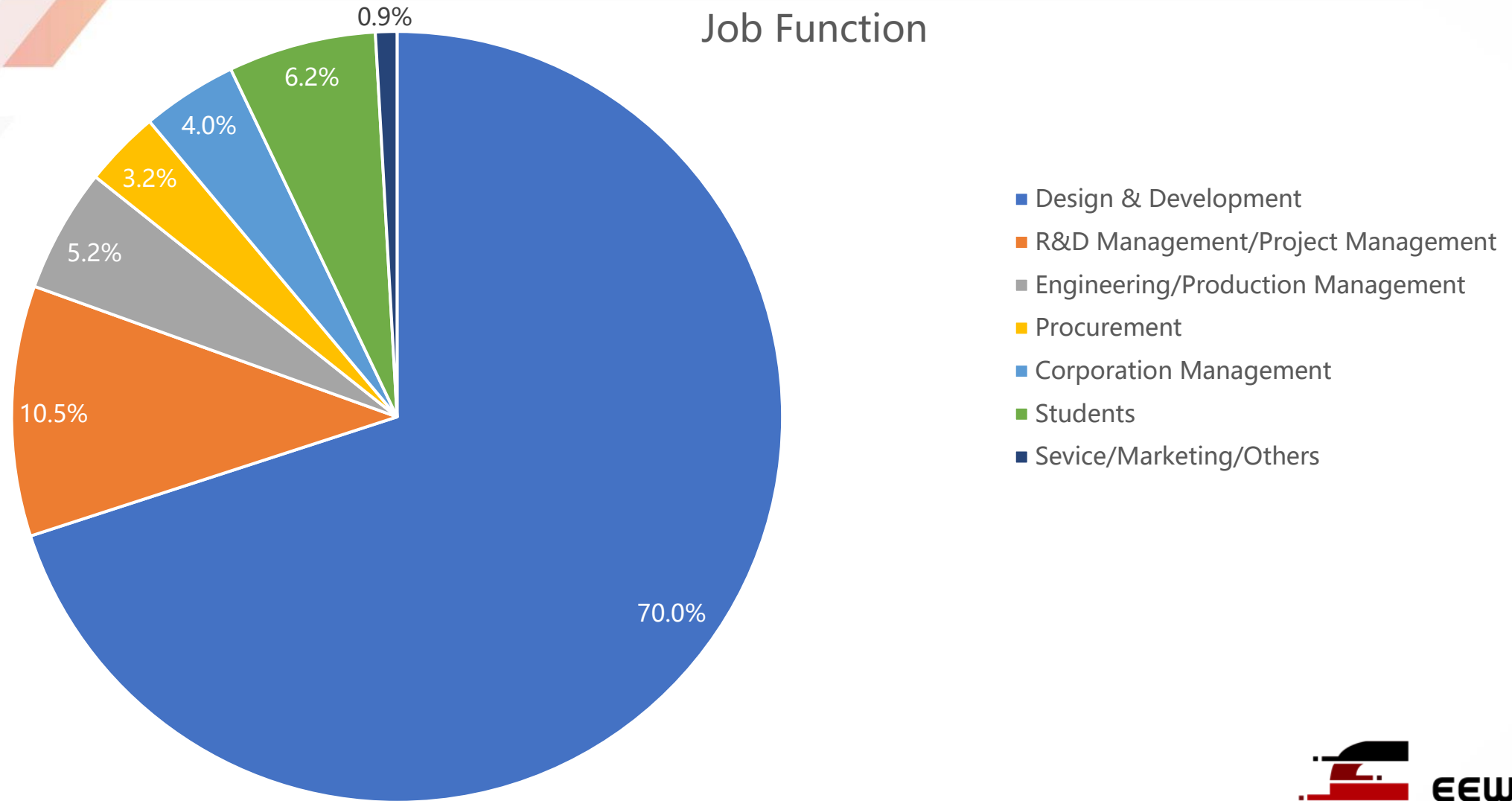


High Quality Database Sources of High Conversion

User Profile by Industry

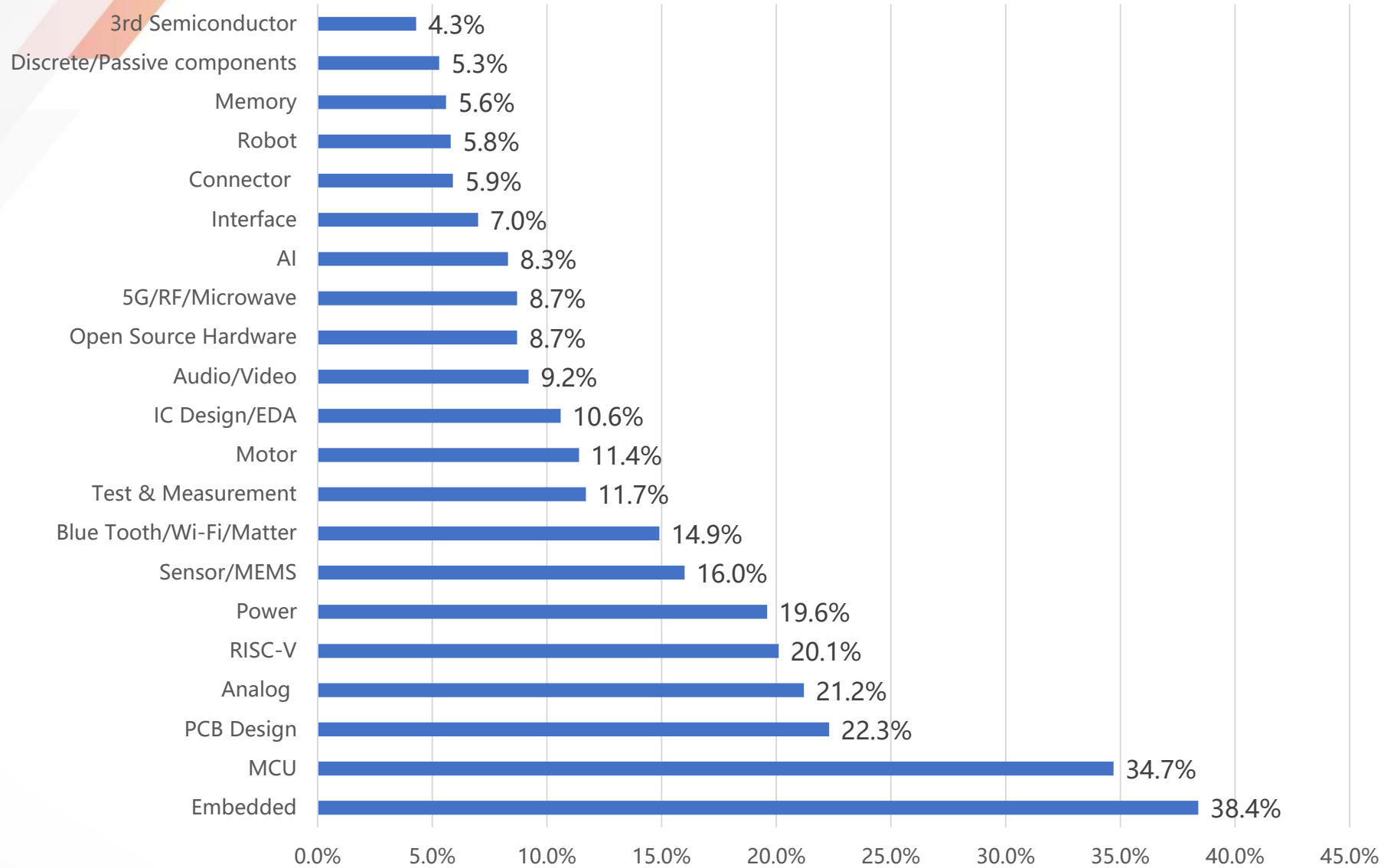


User Profile by Job Function



85% + registered users are engineers or management related R&D.

Interest Focus



Major Clients



Banner for Branding Promotion

HOMEPAGE BANNER ADS



1st Screen of Homepage

Ad Type	Position	Impressions	Ave CTR	Price
H-A 468X60 PX	Homepage	300K/mth	0.3-0.4%	USD4,000
Leaderbaord 728x90 PX	Homepage	300K/mth	0.5%	USD5,000
Boombox 300X250 PX	Homepage	300K/mth	0.5%	USD5,000
Video Banner 380X220 PX	Homepage	80K/week	1-1.2%	UDS6,000
POP-UP 250X250 PX	Homepage	300K/mth	0.5%	USD5,500
Couplet Banner 120X500 PX	Homepage	300K/mth	0.5%	USD5,500

Channels Breakdown:

- 6 technical channels (Analog, Power, MCU, Embedded System, Sensor, IC design and IC manufacture)
- 11 application channels (Industrial, Automotive, Portable, Medical, Consumer, Communication, Security, T&M IoT, Robot, New Energy)
- BBS Interactive Forums - Datasheet - Download Center



Ad Type	Position	Impressions
TOP LeaderBoard (950x90)	Channel	Based on different channel
2 nd LeaderBoard (950x90)	Channel	Based on different channel
3 rd LeaderBoard (950x90)	Channel	Based on different channel
Promo Banner (468x60)	Channel	Based on different channel

SPECIAL Ads: ROADBLOCK,

EFFECTIVE PLATFORMS FOR HIGH PERFORMANCE BRANDING

The screenshot shows a website homepage with a prominent roadblock advertisement. The main ad is for Analog Devices and Excelpoint, featuring two microchips (ADBMS1818 and LTC6813-1) and an energy storage unit. The text in the ad reads '高精度、高可靠的可再生能源存储系统' (High precision, high reliability renewable energy storage system) and includes a '查看详情' (View details) button. Below the main ad are several smaller banners for various products and services, including MPS, Microchip, Toshiba, MasterGaN, EEWORLD, Dig-Key, and Omron.

Ad Type	Position	Impressions	Unit Price
Roadblock (640X480)	Homepage	80K/week	USD6,000

Lead Generation Programs

Activities for Lead-gen

➤ Quiz Activity

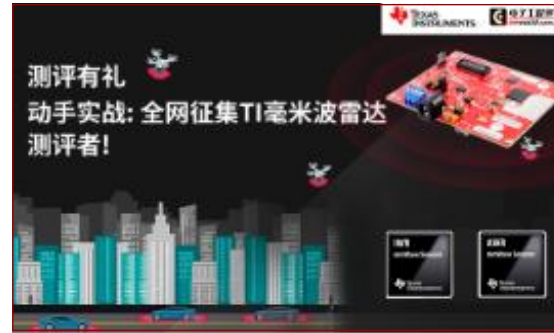
- ✓ Read specific material
- ✓ Answer questions

➤ Download program

- ✓ Download specific file including white paper, datasheet or technical solution.

➤ Price

USD5,500/activity for 200 leads
(Excluding Gifts)



Watching Videos for Lead-gen

➤ Quiz Activity after watching Video

- ✓ Watch Video
- ✓ Quiz Activity
- ✓ Option: Video Shooting and Video editing by EEWorld

➤ Price

- ✓ Video content provided by Client, Promotion for lead-gen by EEWorld:
 - Exclude Gifts: USD5,500/activity for 200 leads
 - Include Gifts: USD5,800/activity for 200 leads
- ✓ Video shooting in Beijing and Video editing by EEWorld (Option): USD2500 (No discount)
- ✓ Video shooting in other cities outside Beijing and Video editing by EEWorld (Option): USD3,500(No discount)
- **Samples for leads-gen by watching video**
- ✓ [IoT applications from NXP](#)

NXP 电子工程世界
eeeworld.com.cn

齐聚一堂 恩智浦教大家玩转新一代物联网应用

观看视频答题有好礼!

活动时间：即日起——2020年2月29日

活动介绍：
1. 点击下方“我要参与”按钮，填写并提交表单（一次填写即可参与活动）；
2. 观看下方NXP主题视频，点击视频下方“我要答题”按钮答题即可（答案在视频中寻找哦）；
3. 活动结束后将从回答正确5个及以上的网友中抽取40名幸运者并派送下方奖品！

活动规则：
1. 每个账号仅有1次获奖机会；
2. 用户多次注册的帐号，用户资料不详，均视为无效。

我要参与

主题视频

- 恩智浦DSC微控制器数字电源参考方案
- 恩智浦KE系列微控制器的电容式触摸感应演示
- 恩智浦PowerQuad数学加速协处理器及其在AI中的应用
- 恩智浦DSC MC56F82748微控制器在PMSR洗衣机控制中的应用
- 基于i.MX RT1010的电机控制功能演示
- 基于恩智浦i.MX RT1060的智能语音控制面板方案
- 基于恩智浦i.MX RT1052微控制器的物联网云接入方案
- NXP 智慧生活 安全连接

H5 Game

➤ H5 game

- ✓ Design H5 game based on promotion purpose
- ✓ Game Script is drafted by EEWorld
- ✓ H5 Game program is made by EEWorld or EEWorld vendor.

➤ Performance

- ✓ Fun and Interesting Learning for young engineers
- ✓ Powerful branding way
- ✓ Interactive Activity
- ✓ Significant passalong of the activity
- ✓ Generated 200+ leads

Price:

- H5 design+coding (depending on topic) : USD10,000-USD15,000
- Promotion for 200 Lead-gen: USD5,500

Samples for Mobile H5 Game:

[Infineon栅极驱动IC产品推广: 爱拼才会赢](#)

[Infineon家用暖通空调解决方案邀你盲盒](#)



Customized Microsite

➤ Customized Microsite

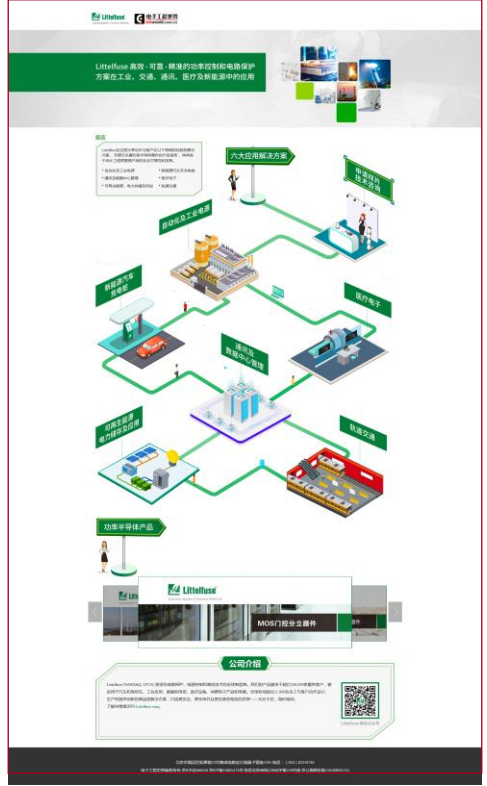
- Design a platform to show promoted products
- Content integration
 - Overview & Zones
 - Panels& branding videos
 - videos
 - PDF flyer
 - Links to Sponsors' websites

➤ Value

- No time and region limit
- Easy to promote Brand and Products
- Fits engineers' tight schedule and limited time

➤ Price:

- Microsite Design and Build: USD1500-USD5,500
- Option 1: Activity for Lead-gen: USD5,500/mth for 200 leads
- Option 2: Microsite PV and Traffic Driving: USD5,500/mth for no less than 4000 clicks.



Littelfuse Microsite



Toshiba Online Exhibition



Mouser Smart City



Tear Down/Evaluation by KOL

➤ Tear Down or Evaluation by KOL

- Video features the disassembling or evaluating process,
- The presenter in video is a famous academician or engineer from EEWorld registration users,
- KOL is recommended by EEWorld.

➤ Performance

- UGC from rare content
- Attractive content
- Highlight product 's key feature
- Significant clout given that the presenter is famous and trusted
- Generates 200+ comments or leads

➤ Price: USD9500

Including:

- Video Script written
- Video Shooting by EEWorld or KOL
- Promotion for leads-gen
- 200+ leads

➤ Samples for KOL Campaign

- 2021 Digi-Key KOL campaign: <http://www.eeworld.com.cn/huodong/2021-digikey-kol/index.html>
- 2021 Excelpoint board evaluation by KOL: http://www.eeworld.com.cn/huodong/Excelpoint_kol_202111/
- Tektronix KOL video for comments generation: http://bbs.eeworld.com.cn/huodong/TEK_MSO6B_02_202111/

The screenshot shows a promotional page for the ADPD188BI smoke detector. At the top, there are logos for ANALOG DEVICES, Excelpoint, and EEWorld. The page is titled "世健探索 烟雾探测赋能智能建筑" (World Health Exploration: Smoke Detection Empowers Smart Buildings) and "一种用于挽救生命的更好方法!" (A better method for saving lives!). Below the title, there is a video player showing a person in a lab coat. The page includes a list of features and benefits, such as "低功耗导致需加大电池容量来进行产品设计" (Low power consumption requires increasing battery capacity for product design) and "高集成度, 需极大地缩小烟雾探测器体积, 以便适用于多种应用场景" (High integration, need to greatly reduce the volume of the smoke detector to be applicable to various application scenarios). There is also a section for "答题有礼" (Answer and Win) with a deadline of January 8, 2022, and a list of rules for the contest. A video player at the bottom right shows the ADPD188BI product and its application in smoke detection.

Email List Rental

eDM: A DIRECT CONNECTION TO YOUR TARGET

- 590,000+ high quality and active members
- Precise data selecting
- Time-sensitive promotion
- Event announcement & activity invitation
- Open rate average 15%-25%
- CTR average 2%
- Unit Price : USD250 for 1000 emails

用于高端TC/RTD模块的16通道隔离型模拟输入解决方案 | 正常浏览此邮件有问题? 请点击[此处打开](#)

ANALOG DEVICES
ADI原统方案精选
2016年9月

用于高端TC/RTD模块的16通道隔离型模拟输入解决方案

点击免费下载完整解决方案

由于严格的稳定性要求，通道间隔离是许多应用(如天然气和石油工厂及发电厂中模拟输入模块)的常见需求。尤其对于热电偶/热电阻模块而言更是如此，它们的小信号易受噪声的影响且裸露检测元件可能接触到高共模电压。本应用指南适用于模拟输入模块的精心设计型高密度通道间隔离解决方案。随附的测试结果表明，16通道、2.5 kV rms通道间隔离演示板可轻松通过EN5022 class B测试标准要求。

[点击免费下载完整解决方案](#)

ADI为您提供：

- 全新一代IsoPower®产品——ADuM5411
- ADuM5411使用Switching电容的16通道TC/RTD AI模块
- ADuM5411使用外部去耦电容的16通道TC/RTD AI模块

[点击免费下载完整解决方案](#)

系统框图



[想要了解ADI提供的系统解决方案及主要产品推介，点击免费下载完整PDF](#)

400 882 4440
立即搜索

来自顶级制造商的顶级产品

MS45xx 系列压力传感器

来自 TE Connectivity 的模拟和数字输出的 MS45xx 型压力传感器

Measurement Specialties 的 MS45xx 是一款适用于 PCB 安装的小型陶瓷压力传感器，采用了 Measurement Specialties 的 UltraStable™ 专利技术 (MS4525/MS452500) 和最新的 CMOS 传感器调节电路。

[更多](#)

SHTW2 湿度和温度传感器扩展板

Sensirion 的湿度和温度扩展板专为使用人体检测开关的可穿戴设备而设计

Sensirion 的湿度和温度扩展板专为使用人体检测开关的可穿戴设备而设计。使用两个 Sensirion SHTW2 湿度/温度传感器，设计人员能够检测可穿戴设备是否佩戴于人身上，并利用这一信息使其更智能、更准确。

[更多](#)

Cypress - EZ-BLE™ PRoC™ BT 4.2 评估板

评估和开发低功耗蓝牙® 4.2 物联网应用

轻松评估通过完全由认证的超低功耗 EZ-BLE PRoC BT 4.2 模块 CYBLE-22014-01，实现超低功耗和内部的安全功能。该模块尺寸为 10 mm x 18 mm x 1.8 mm，能够完成实际的物联网应用，同时符合安全数据保护等级 BT 4.2 标准，并集成 LE 安全功能。

[更多](#)

MAX17222 300 nA Iq nanoPower 升压转换器

Maxim 的 MAX17222 nanoPower 升压转换器具有 300 nA Iq 和 0.5 nA 关断电流

MAX17222 是一款 nanoPower 升压 DC-DC 转换器，具有 300 nA 静态电流、500 nA 睡眠电流和关断和 TruSleep™ (真睡眠) 功能。真睡眠功能可关闭输入和输出开关，而不产生任何正向或反向电流。

[更多](#)

下载我们的APP：
App Store 下载

[建立联系](#)

[in](#) [WeChat](#) [QQ](#)

Webinar and Live Broadcasting

1. Webinar with Real Time Q&A

Type	Promotion	Service	Price	Note
Webinar	<ul style="list-style-type: none">• Banner• Textlink• eDM invitation• SMS notice• WeChat promo• BBS Post	<ul style="list-style-type: none">• Webinar promotion page build• Instructor training• Audience recruitment• Combined promo campaign Estimated registration users: 250	USD5500/round (Excluding Gift)	<ul style="list-style-type: none">• All live webinars will be archived on EEWorld for one year.

Live Broadcasting

2. Live Broadcasting with Real Time Q&A

Type	Promotion	Service	Price	Notes
Live Broadcasting in Beijing	<ul style="list-style-type: none">• Banner• Text link• eDM invitation• SMS notice• WeChat promo• BBS Post	<ul style="list-style-type: none">• Live boardcasting promotion page build• Instructor training• Audience recruitment• Combined promo campaign• Video Shooting• Gifts <p>Estimated registration users: 250</p>	USD6,000/round (Under 2 hours air time, excluding gifts)	<ul style="list-style-type: none">• Case by case, EEWorld will provide a detailed accurate estimate of both KPI and cost breakdown• All live broadcasting will be archived on EEWorld website for one year for free
Live Broadcasting in other cities outside Beijing			USD6,800/round (Under 2 hours air, excluding gifts)	

Promotion by Wechat

➤ EEWORLD Wechat Account

- EEWORLD official account : 10,785 followers
- EEWORLD Service account: 98,926 followers

➤ EEWORLD Official Account

- ✓ Position: 1st post
- No less than 3000 views
- Price: USD2,500/time
- ✓ Position: 2nd post
- No less than 2000 views
- Price: USD1,500/time

➤ EEWORLD Service Account

- Published at 7:00pm of every Tuesday
- Position: 1st post
- No less than 2000 views
- Price: USD1,500/time

