

Ad Positions

Homepage:

A Leaderboard and Skyscraper:

The leaderboard ad appears at the top of the homepage and the skyscraper ad appears on the right side of the homepage.

- **Leaderboard:** Maximum rotation of 4 sponsors.
- **Skyscraper:** Maximum rotation of 4 sponsors.

Run of site:

B Navigation Search Tile: 5 rotations available.

The ad appears to the right of the search box on every page.

Premium Positions:

C Welcome Ad: The ad is comprised of one large click-through that redirects the visitor in a new window to an alternate location. The timer is triggered when the Welcome ad is initiated. It is set to 15 seconds. It counts down by seconds. Once the timer reaches 1 the Welcome ad redirects to the original page the visitor was heading toward.

D Peelback Ad: The corner of the pages display a flap or dogear that pulls up and down to reveal just a piece of the creative, and entices a visitor to peel back the rest and reveal what's underneath. When the visitor mouses over or clicks the dogear, the page peels back to reveal your ad in a live area that overtakes part of the page.

Family Level Positions:

E Family Level Leaderboard and Boombox:

The leaderboard ad appears at the top of the family pages and the boombox ad appears on the right side of the family pages.

- **Leaderboard:** Rotation of 20 sponsors maximum.
- **Boombox:** 1 position; rotates 5 sponsors.

Profile Page:

F Manufacturer / Distributor Impact Banner:

The impact banner ad appears on the right side of the profile pages. Exclusive to Mfr/Dist (if advertiser) or House ad runs.

Search Results Pages:

G The leaderboard ad appears at the top of the search results pages and the boombox ad appears on the right side of the search results pages.

Rates

Ad Position	Rate
Homepage Leaderboard	\$65,000
Homepage Skyscraper	\$25,000 per year \$2,500 per month
Navigation Search Tile (Run of Site)	\$50,000 per year
Welcome Ad	\$9,000 per week
Peelback Ad	\$5,000 per week
Family Level Boombox	\$7,500 per year \$750 per month
Family Level Leaderboard	\$3,500 per year \$350 per month
MFR/Dist Impact Banner on Profile Page	PIP/HIT Sponsor
Search Results Leaderboard	\$15,000 per year \$1,500 per month
Search Results Boombox	\$20,000 per year \$2,000 per month

Ad Specifications

Ad Type	Dimensions	File Size Limit	File Format
Leaderboard	728 x 90	40k	GIF, JPG or SWF*
Large Rectangle (Boombox)	336 x 280	40k	GIF, JPG or SWF*
Tile	125 x 125	30k	GIF or JPG
Skyscraper	120 x 600	40k	GIF, JPG or SWF*
Half Page	300 x 600	40k	GIF, JPG or SWF*
Logo	169 x 45	10k	GIF or JPG
Welcome Ad	640 x 480	60k	GIF, JPG or SWF*
Peelback Ad	125 x 125 (collapsed) 500 x 500 (expanded)	100k (combined total)	SWF*

Note:

*Please provide the Flash (FLA) source file, the fonts used in the ad and a backup GIF or JPG. Do not embed URLs or ClickTags in Flash ads. The URL is added and tracked using *DoubleClick* components.

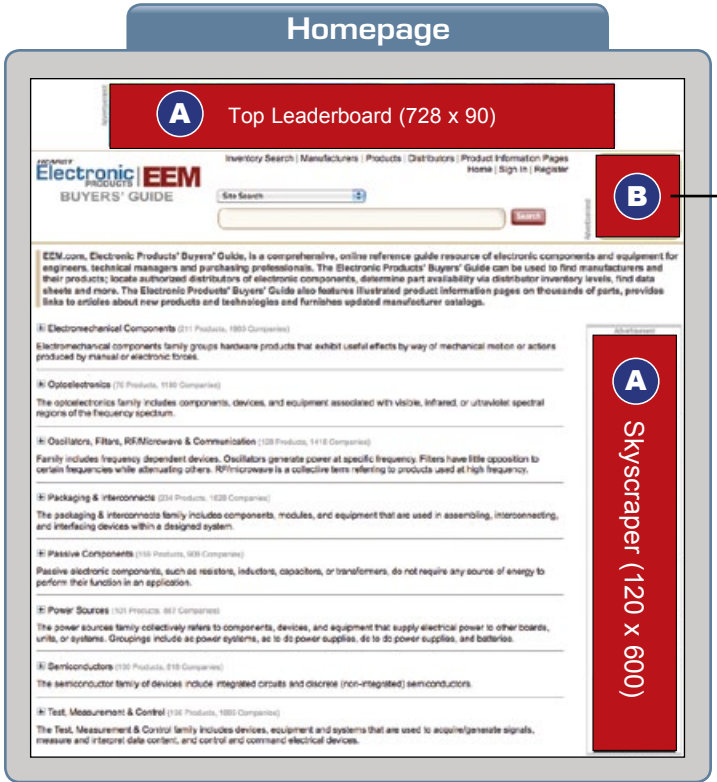
Contact Information

Email: HEGservices@hearst.com

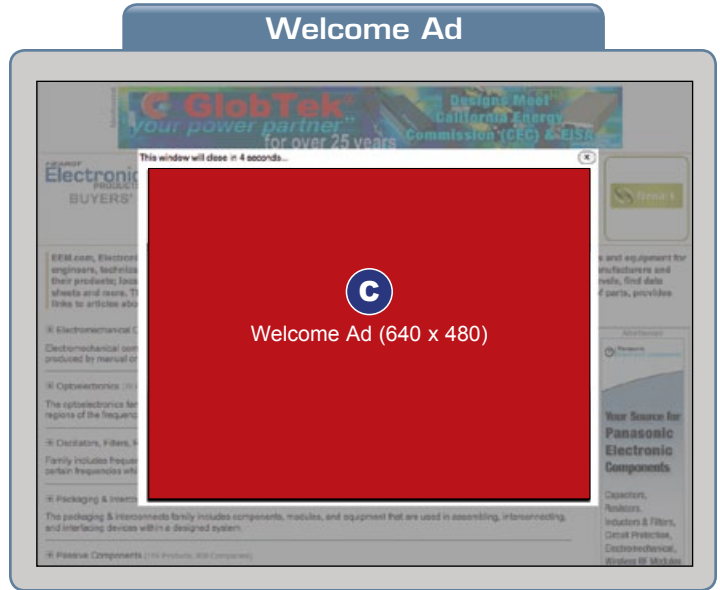
eFax: 516-706-3768

Sales: HearstAdvantage.com

Homepage

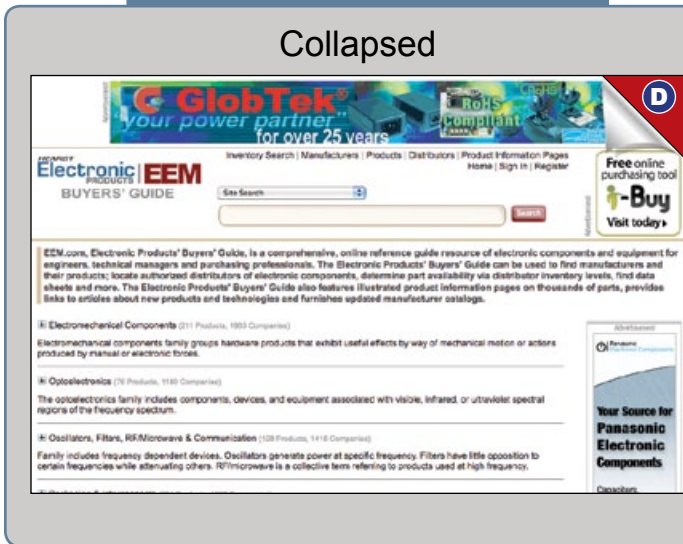


Welcome Ad

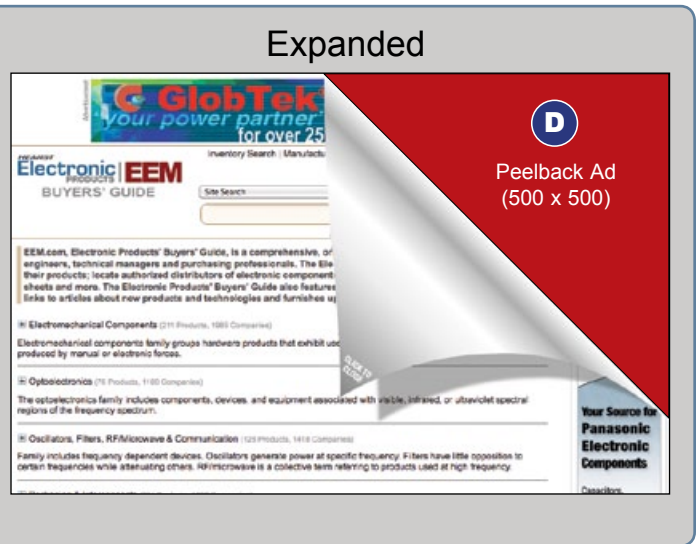


Peelback Ad

Collapsed



Expanded



Product Family Level Buy

FAMILY

E Top Leaderboard (728 x 90)

Inventory Search | Manufacturers | Products | Distributors | Product Information Pages Home | Sign In | Register

Electromechanical Components
 Electromechanical components family groups hardware products that exhibit useful effects by way of mechanical motion or actions produced by manual or electronic forces.

- Circuit Protection Components** (33 Products, 332 Companies)
 Circuit protection includes components, devices, and modules, such as fuses, circuit breakers, isolators, and suppressors that passively or actively protect components, circuits, or systems from voltage/current overloads.
- Cooling Products & Thermal Management** (33 Products, 352 Companies)
 The cooling products & thermal management section includes mechanical blowers, fans and related accessories in addition to thermal control devices and related solid state components.
- Motors, Drives & Rotating Equipment** (18 Products, 243 Companies)
 Fundamental to electromechanical components are motors and drives. Included are AC, DC, brush, brushless, and application specific motors along with related gear mechanisms, actuators, slides and synchroactuators.
- Relays & Solenoids** (23 Products, 304 Companies)
 Relays are electromechanical devices where contacts are opened and/or closed by energy in an isolated control circuit. Solenoids contain an electromagnetic with a movable plunger and used to translate electrical energy into linear mechanical motion.

esTechDirect – 15,000+ enhanced multimedia web tools covering the latest product developments.

E
 Boombox
 (336 x 280)

ALL SECTIONS

E Top Leaderboard (728 x 90)

Inventory Search | Manufacturers | Products | Distributors | Product Information Pages Home | Sign In | Register

Circuit Protection Components
 Circuit protection includes components, devices, and modules, such as fuses, circuit breakers, isolators, and suppressors that passively or actively protect components, circuits, or systems from voltage/current overloads.

Circuit Breakers (87 Companies)
 Circuit protection devices open a circuit automatically when the current exceeds a predetermined value. Once the fault is removed, the breaker can then be closed again by resetting a lever (either manually or automatically) to resume normal operation.

Current Limiters (40 Companies)
 Prevents flow of current to a prescribed amount, independent of the voltage. Simple limiters are fuses, circuit breakers, and resistors. In-rush current limiters have resistances that lower with temperature, limiting initial or cold inrush current.

Electrical Surge/Lighting Arresters & Brownout Protectors (72 Companies)
 Arresters prevent damage to equipment by shunting overvoltage to ground. Brownout protectors prevent deliberate lowering of the line voltage by providing a voltage sensing system that maintains line voltage at preset acceptable value.

EMI/RFI Shielded Enclosures (18 Companies)
 Specialty constructed enclosures which have high shielding provisions and enhanced gasket placement by the face flap to reduce emission of RFI and EMI.

Failure Indicating Fuses (23 Companies)

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E
 Boombox
 (336 x 280)

ALL PRODUCTS

E Top Leaderboard (728 x 90)

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Electrical Surge/Lighting Arresters & Brownout Protectors
 Arresters prevent damage to equipment by shunting overvoltage to ground. Brownout protectors prevent deliberate lowering of the line voltage by providing a voltage sensing system that maintains line voltage at preset acceptable value.

Featured Companies: TDK-Lambda Americas Inc., Low Power Div.

TDK-Lambda
 TDK-Lambda Americas is recognized as a leading manufacturer of standard, modified, and custom AC-DC and DC-DC power supplies, converters and systems with output ratings from 1.5 to 8,000 watts.

Type Electronics - Circuit Protection
 Overcurrent, overvoltage and ESD protection devices designed to protect electronic and electrical equipment from failure and damage in telecom, computer, industrial/consumer electronics, and automotive applications.

MFR/Dist Impact Banner

Inventory Search | Manufacturers | Products | Distributors | Product Information Pages Home | Sign Out | Profile

AVNET ELECTRONICS MARKETING
 2211 S 47TH STREET
 PHOENIX, AZ 85004
 US
 WebSite: <http://www.avnetexpress.com>
 Phone 1: 800-426-0353
 Fax: 480-943-6928
 Email: customerservice@avnet.com

F
 Half Page Ad
 (300 x 600)

Search Results Pages + Bonus Search Results

G Top Leaderboard (728 x 90)

Inventory Search | Manufacturers | Products | Distributors | Product Information Pages Home | Sign Out | Profile

EEM's Distributor Inventory Search engine covers parts from authorized distributors worldwide. Simply type in the part number to determine exactly who carries a given part and how many are available in stock.

- Search the inventory of over 500 authorized distributors.
- Inventory is updated on a daily basis.
- Contact directly with authorized distributors.
- Submit multiple RFQs.
- Purchase product directly through distributor e-commerce.

G
 Boombox
 (336 x 280)

1. Inventory Search
2. Inventory Part Results
3. RFQ Results
4. RFQ Results
5. Product Search Results
6. Comprehensive Search Results
7. Product Information Page (PIP) Search Results

EEM.com Taxonomy

8 Families + 33 Sections + 1,158 Product Categories = 1,200 Opportunities to create **brand awareness** your product and **drive traffic** to your Web site!

