



EPCI 2023 Media and Promotion Kit

version: 1.0

1. EPCI passive-components.eu Web Domain Visitors (ref 11/22)

Passive Components Customers & Users



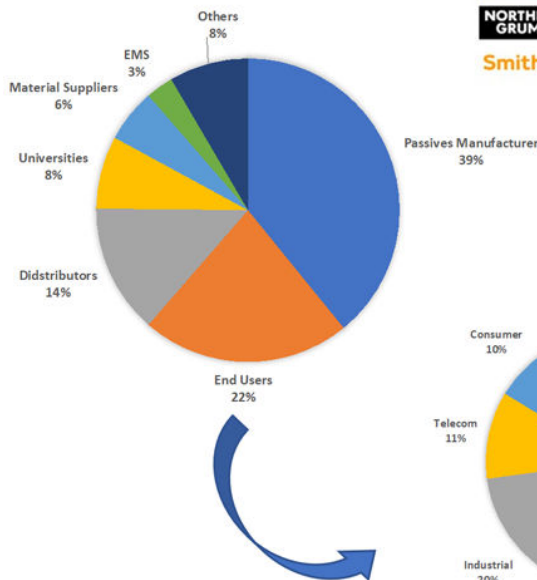
Passive Components Manufacturers



Components Distributors

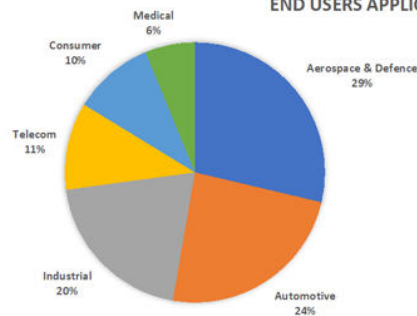


Newcomers 2022:



2022 Stats

EPCI NEWSLETTER SUBSCRIBERS END USERS APPLICATION FIELD



November Year to Year Stats:

	Nov. 2022	Nov. 2021
Original IP visitors / month	41K	35K
Site Displays:	22M	7.8M
Active Clicks:	367K	115K

2. Ad and Banner Options

Passive Components Blog domain: passive-components.eu



EPCI Gold Member Header Ad Articles – latest with full size featured image, + five displayed older articles

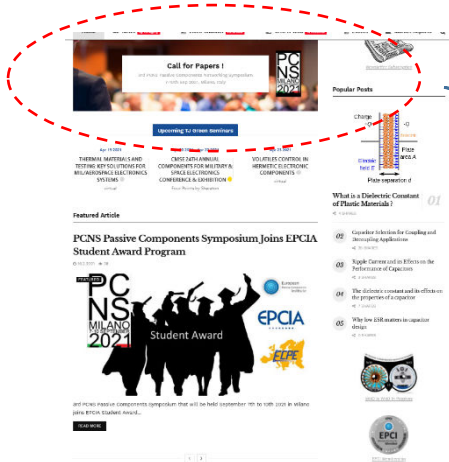
Free Post Ad for EPCI Gold Members only

EPCI Gold Member Brand Logo with link. Free Logo Ad with link for EPCI Gold Members only

Sidefeed Ad - side banner 300x250 px each with link present on home page and single pages €25 net CPM

Upcoming Events – with registration link button for EPCI Gold and Premium

Side Widget Ad - side banner (multiple banners allowed) 300x250 px each with link present on home page and single pages €25 net CPM

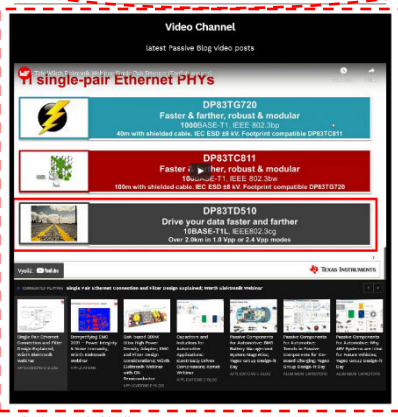


Home Page (cont.)

Partnership Conference/Symposium Banners – upon agreement



Full Width 1024x170px – with link placement on home page and single page. £50 net CPM



Video Channel – YouTube video Webinars EPCI Gold and Premium Members Free Ad technical / application focus webinars etc



EPCI Member's Brand Logos with link to their website, Gold on the top, premium in the middle, within EPCI Membership fee



Partners Logos with link to their website

Advertisement Options - Single Post Display (on every post displayed)

The screenshot shows a website layout with a sidebar on the left containing several news items: 'Simplest, Strongest, Lightest Agreement on its CNF-MIM World Thinnest Capacitors', 'Hybrid Energy Storage Elevator Concept', 'Season's Greetings', 'CMSE 2022 Registration Now Open!', 'Stackpole's Full Ceramic Resistors Now Available in Values Down to 2 mOhm', 'Samsung Electro-Mechanics announces the new CEO', 'Component Trends in 2022', 'Murata Releases the World's Highest Capacitance 22 µF 16V 1006 Automotive MLCC', 'Murata MLCC Capacitors from Philippines Plant are Made Using 100% Renewable Energy', 'TDK Extends High-Voltage Contactors Offerings with Compact Types', 'Yageo Group Announces Completion of Chilisin Acquisition', and 'Sumida Releases Low-Loss Ferrite Core SMD Power Inductors'. The main content area features an article titled 'KEMET Introduces High-Definition Piezoelectric Film Haptic Actuator for Next Generation of User Interfaces'. The article includes a 'New Product Release' section with an image of a device, a 'sourcingbot' search bar, and a 'Learn Passives from Industry Experts' banner. The article text discusses KEMET's piezoelectric film haptic actuators and their applications in various devices.

Open Advertisement Area - side banners 300x250 each with link €25 net CPM

Sidefeed Ad - side banner 300x250 px each with link €25 net CPM

Full Width 1024x170px – with link €50 net CPM

3. EPCI Membership

EPCI community membership offers passive components manufacturers, suppliers, distributors etc package of benefits in news sharing, communication, awareness, education such as discounts for Passive Components Blog promotion, PCNS conferences, etc.

 Basic 350,- € / a year 65 EUR for SME* excl. disty and reps	 Premium 650,- € / a year 430 EUR for SME* excl. disty and reps	 Gold 9900,- € / a year Includes Google Search Stats !
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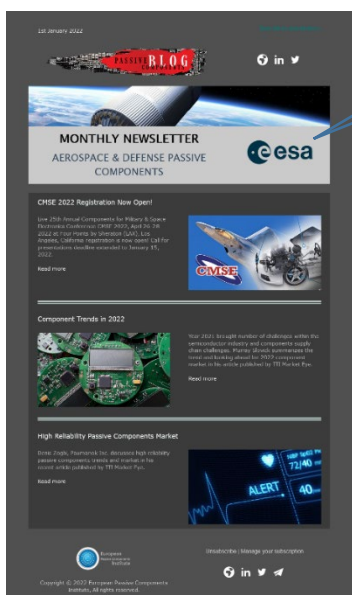
Check all benefits in details and application form at:

<https://passive-components.eu/advertisement-and-sponsorship/>

4. EPCI Newsletter Sponsorship Options

- >790 subscribers in November 2022
- Linked In / Twitter weekly newsletter promotion
- “Healthy” subscriber portfolio – “no” contact buy outs or blank marketing campaigns – all subscribers took an action to sign up voluntarily from web or newsletters = portfolio of subscribers with real interest in passive components.
- Linked In / Twitter weekly newsletter promotion
- Subscriber organization / company structure:

**Newsletter Sponsor Logo
Brand Promotion (with link)**



Newsletter Sponsors Benefits

- Brand visibility – company logo will be seen regularly by subscribers
- Newsletter sponsor's logo displayed at the newsletter header with active link to the sponsor's website
- Newsletter sponsor's logo displayed at the passive-components.eu subscription webpage

Monthly Newsletters

- All Passive Components
- Capacitors
- Inductors
- Resistors
- Aerospace & Defence
- Automotive
- Industrial
- Medical
- Market & Supply Chain

Weekly Newsletter

- All Passives Weekly

Newsletter Sponsoring Fee

- Weekly Newsletter
 - 800 EUR for 6 month
 - 1600 EUR for 12 month
- Monthly Newsletter
 - 450 EUR for 6 month
 - 800 EUR for 12 month