

# EDACAFÉ MARKETING MACHINE MEDIA KIT

EDACafé.com serves the informational and business-to-business needs of the professional electronic design community.

## QUICK FACTS

- #1 EDA Portal
- 2+ Million hits/month
- 200,000+ pageviews/month
- 50,000 unique visitors/month
- 30,000+ daily e-Newsletter subscribers
- 30,000 EDASWeekly magazine subscribers

## TARGET AUDIENCE

The EDACafé target audience is IC, FPGA, Printed Circuit Board, and System designers and managers. We reach out to companies who are the end users of these tools and the decision makers who purchase them.

Your Account Manager is Sanjay Gangal, a veteran of the EDA industry with over 25 years experience. You can reach Sanjay at

+1-408-337-6870 or

[Sanjay@EDACafe.com](mailto:Sanjay@EDACafe.com)



## Custom Promotion Options

- **Banner Ads** – Sizes include LeaderBoard (728x90), SkyScraper (120x600), Feature (300x250), Roadblocks / Interstitials (640x480), and 125x125
- **Custom eMail Blasts** – Up to 30,000 subscribers
- **Featured and Sponsored Listings** – Run-of-site (ROS) and Newsletter listings in popular sections – Featured Videos, Important Notices, Corporate Newsletters, Technical Papers, Presentations, and Downloads
- **Job Postings** – Your jobs are posted on EDACafe homepage, the daily newsletter, and on TechJobsCafe.Com for maximum exposure

## Memberships and Packages

- **Decaf 1 Yr. Membership** – Receive basic coverage including banner and newsletter ads, and content listings
- **Regular 1 Yr. Membership** – Receive comprehensive coverage with banner and newsletter ads, and sponsored listings on homepage and newsletter.
- **Espresso 1 Yr. Membership** – Be recognized as an industry leader with large banner and newsletter ads, sponsored listings on homepage and newsletter and custom email blasts.

Contact Sanjay Gangal to arrange your Advertising program: [Sanjay@EDACafe.com](mailto:Sanjay@EDACafe.com)

# EDACAFÉ MARKETING MACHINE MEDIA KIT

## Advertising Rate Card

EDACafé.com supports banner advertising in standard IMU sizes and supports both Flash for web-pages and GIF/JPG formats for its newsletter. Up to 200,000 impressions per month can be purchased. New customers to EDACafe who are also members of the EDA Consortium get an **additional 5% discount** on their advertising.

Note: CPM = cost per one thousand impressions or views.

EDACafe.Com Run-of-Site Ads			Monthly Cost for 50,000 impressions/month			
Banner Ad Description	Size (Pixels)	List CPM	1-Month Cost	3-Month Program	6-Month Program	12-Month Program
Top Leaderboard	728x90	\$60	\$3,000	\$2,700	\$2,400	\$2,100
Sidebar Tile Ad	125x125	\$25	\$1,250	\$1,125	\$1,000	\$875
Sidebar Skyscraper	120x600	\$60	\$3,000	\$2,700	\$2,400	\$2,100
Welcome (Roadblock)	640x480	\$180	\$9,000	\$8,100	\$7,200	\$6,300
Feature Ad	300x250	\$60	\$3,000	\$2,700	\$2,400	\$2,100

## Other Opportunities

Description	Cost
<b>Exclusive Email Blast</b> - Promotion of webinars, seminars, event registrations, product launches and success stories. 30,000 Total List Size ( <i>Minimum Order 10,000 Recipients.</i> )	\$0.25/email
<b>Premium Press Release</b> - Bolds your news headline and forces it to the top of the list. Typically triples (3X) your readership	\$249/Each

The screenshot shows the EDACafé website interface. At the top, there's a navigation bar with links for News, Events, Editorials, Tutorials, Jobs, IP, Catalogs, Videos, Downloads, Blogs, Forums, Books, and Advertising. The main content area features a large banner for 'Accelerating RTL Sign-off' (728x90 Pixels) by Real Intent. Below this, there are several smaller ads: a 'Pspice For EDA' ad (300x250 Pixels) with an offer ending December 30th, and several text-based ads including 'What's New on EDACafé', 'Latest IPs', and 'Featured Video'.

## Small Ad Sizes and Positions

This screenshot shows the same EDACafé website interface but with smaller ad placements. The 'Accelerating RTL Sign-off' banner is still present. Below it, there are two 'Tile 125x125 Pixels' ads. The rest of the page content, including the navigation bar and other ads, remains the same as in the previous screenshot.

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# EDACAFÉ Membership Program Menu

			<b>Regular</b> 			
<b>Benefit Description</b>	<b>Included</b>	<b>Value</b>	<b>Included</b>	<b>Value</b>	<b>Included</b>	<b>Value</b>
<b>Sponsored Text Listings</b> – Downloads, Technical Papers, Case Studies - each listing rotates with other sponsored listings in daily e-Newsletter and on home page.	1 slot for 3 months	\$1,500	1 slots for 6 months	\$3,000	1 slots for 12 months	\$6,000
<b>Sponsored Video Listings</b> – Each listing rotates in the 'Videos and Movies' box on EDACafe homepage and in the daily newsletter	1 slot for 3 months	1,500	1 slot for 6 months	\$3,000	1 slot for 12 months	\$6,000
<b>Posting Your Corporate Newsletter</b> – Both home page and daily e-Newsletter exposure.	1	\$500	4	\$2,000	12	\$6,000
<b>Premium Press Releases</b> – Your releases are bolded and given top position in the daily news section of home page and newsletter to 30,000 subscribers	4	\$1,000	8	\$2,000	12	\$3,000
<b>Tile Banner Ads</b> –posted on right side, size 125 x 125 pixel.	300,000	\$7,500	300,000	\$7,500	-	-
<b>LeaderBoard Banner Ads</b> – posted on top, size 728 x 90 pixel for maximum exposure	-	-	250,000	\$15,000	750,000	\$45,000
<b>Exclusive Email Blast</b> – Your HTML content goes to 20,000 opt-in subscribers.	-	-	1	\$5,000	3	\$15,000
<b>Boombox Feature Banner Ad</b> – posted on the all pages and newsletter, IMU 300X250 pixel size	100,000	\$6,000	100,000	\$6,000	200,000	\$12,000
Total Value		\$18,000		\$43,500		\$93,000
Savings	20% disc	\$3,600	30% disc	\$13,050	40% disc	\$37,200
<b>Annual Membership price*</b>		<b>\$14,400</b>		<b>\$30,450</b>		<b>\$55,800</b>
<b>Monthly Membership price</b>		<b>\$1,200</b>		<b>\$2,537.50</b>		<b>\$4,650</b>

\*Quarterly payments are an option.

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# EDACAFÉ Customized Blogs

## Your Thought Leadership Voice Multiplier

Present thought leadership content featuring your technology to current and potential clients.

With an EDACafe Customized Blog your voice and the voice of your co-workers are heard loud and clear by a targeted EDA and IC Engineering and manufacturing audience.

Unlike a traditional blog your customized blog allows you and selected team members to speak their mind and gain exposure for themselves and your company. Each of your participating team members has their own login, picture and biography.

Your company's most recent posts are featured on our home page and in each of our e-newsletters that are sent to more than 34,000 targeted subscribers every weekday evening.

Your blogs are also featured on our new Facebook page to give you additional coverage.

Custom blogs are already being used effectively by many EDA and IC companies as shown in the representative sampling to the right.

### A Blog For All Your Team Members

Each of your team members has their own point of view and style, and now you can give each of them the opportunity to share their knowledge and expertise with the EDACafe community while providing thought leadership content that features your technologies.

### Set-up, Maintenance and Support

We set-up your company and team member's blogs. Then we provide on-going maintenance and support and continually upgrade your blogs with the latest plug-in *functionality*.

## Contact us to learn more and Start Blogging Today!

Cost for Custom Blogs: \$700/month or \$6000/year



Nanette  
Collins PR



Graham  
Bell



Peggy  
Aycinena Staff



Dmitry  
Melnik Aldec  
Design



Rob van Blommestein  
S2C



Tom  
Anderson  
Breker  
Verification  
Systems



Hélène  
Thibiéroz  
Synopsys, Inc.



Ankit Gopani  
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President

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# EDACAFÉ MARKETING MACHINE MEDIA KIT

## Home-page and Newsletter Video Promotion

The screenshot shows the EDACafé website home page. At the top, there is a navigation bar with links for News, Events, Editorials, Tutorials, Jobs, IP, Catalogs, Videos, Downloads, Blogs, Forums, and Books. Below the navigation bar, the page is divided into several sections:

- Featured Video:** A video player showing two men, with the title "Michael Norman, Product Line Manager NXP".
- Latest IPs:** A list of IP cores including Synopsys - SD/eMMC - TSMC 16FFC, North/South Poly Orientation; Creonic - CCSDS LDPC Encoder & Decoder IP Core; and CAST, Inc. - Quad SPI Bus Controller with XIP, for AHB Core.
- Tech & White Papers:** A section for choosing the best pin multiplexing method for your Multiple-FPGA partition.
- Sponsored Videos:** A section for "People distance measurement with Tara - Stereo camera e-con Systems".
- What's New on EDACafe:** A section for "#54 DAC 3: January deadline for Designer/IP track submissions (and Texasisms)".
- Embedded, IP & SoC News:** A section for "Micron Electronics Announces Enhancements to its Prime One Line of Personal Safety Devices".
- Upcoming Events:** A section for "Zuken Innovation World 2017" and "2017 IoT Developers Conference".

### Featured Video Section

- Dominant Position
- 5-10x click-throughs over regular posting
- \$1,000/month
- Rotates with 10 other videos
- Home-page and daily newsletter

### Sponsored Video Section

- Home-page and newsletter exposure
- 2-3x click-throughs over regular posting
- \$500/month
- Rotates with 10 other videos

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# EDACAFÉ MARKETING MACHINE MEDIA KIT

## Home-page and Newsletter, Important Notice and Your Company's Corporate Newsletter Promotion

### Important Notices

- \$500/week
- Home-page and daily newsletter
- Hundreds of click-throughs



Important Notices 

Case Study: How to Design an ADC for a Space Telescope

100% Signal Visibility during Emulation  
Dynamic Debug with HVD Technology

Calendar 2017: Tech Conference Opportunities Abound

[More EDA Notices](#)

### Corporate Newsletters


- \$500/posting
- Featured on home-page and daily newsletter
- Visible for four(4) weeks
- Hundreds of click-throughs



Latest IPs

Synopsys - SD/eMMC - TSMC 16FFC, North/South Poly Orientation

Find detailed information about thousands of commercially available IP blocks from more than 230 suppliers.

Corporate Newsletters 

Intel to Showcase Amazing Experiences at CES 2017

ESD Alliance MSS Newsletter for Q2 2016

[More Newsletters](#)

### Editorial



What Would Joe Do?  
by Peggy Aychena  
Calendar 2017: Tech Conference Opportunities Abound



IP Showcase  
by Peggy Aychena  
Flex Logic & TSMC: embedded FPGA cores on 16nm FinFETs

[More Editorial](#)

### Latest Blog Posts



Guest Blogger  
by Michael (Mac) McNamara  
Gen Chair 54th DAC, Pres & CEO Adapt-IP  
#54 DAC 3: January deadline for Designer/IP track submissions (and Texas-isms)



Hardware Emulation Journal  
by Lauro Rizzatti  
Hardware Emulation Takes on IoT Design Verification

### Subscribe

Subscribe to our Daily Newsletter and get daily updates on events and happenings.

### Sponsored Videos



5MP AutoFocus HD UVC USB Board Camera  
e-con Systems



ZofzPCB Cross-Section feature  
ZofzPCB

[Submit](#) | [More Videos](#)

### What's New on EDACafe

#### Synopsys Obtains Injunction in Copyright Suit Against ATopTech

"#54 DAC 3: January deadline for Designer/IP track submissions (and Texas-isms)" by Michael (Mac) McNamara,...

Cadence announces fellowship to provide pro bono translation services to UFCH-United Family Charitable...

WIPL-D EM Technology Added to NI AWR Software Alliance Partner Program as an OEM Supplier

Experience Technology's Turning Point Through IPC APEX EXPO 2017

[Subscribe](#) | [Submit](#) | [More EDA News](#)

### Tech & White Papers

revenue data for the EDA, Ser services industries. The repo

Choosing the best pin multiplexing method for your Multiple-FPGA partition, S2C inc S2C white paper for choosing the best pin multiplexing method for your Multiple-FPGA partition

A Virtual Reality Camera Design with 16 Full HD Video Inputs Sharing a Single DRAM Chip, Ocean Logic Pty Ltd Blueprint for the design of a virtual reality camera recording and compressing 16 full HD (1080p) simultaneously sharing a single DDR3 DRAM chip with 16 bits data bus. ...

[Submit](#) | [More Tech Papers](#)

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## LEVERAGE THE TARGETED PREMIERE MEMBERSHIP PROGRAM

**Success is measured by results** Our portal power combined with TechJobsCafé.com brings you the targeted high-tech candidates you're looking for.

techjobscafé.com

**Using EDACafé.com and TechJobsCafe.com is the most powerful way to get your EDA job positions filled at an extremely cost efficient price. Here is why:**



### Reaching a Targeted High Tech Job Pool

The IBSystems portal network reaches out to hundreds of thousands of technical professionals each day with targeted information and resources. Our expanding network of web portals currently reaches professionals in the Electronic Design Automation, PCB Design, Mechanical Design, Geographical Information Systems, Architectural Engineering, Digital Content Creation, and Nanotechnology industries.

Designers, marketers, and managers rely on our portals for mission critical resources and to search the career market.

1. Each of your jobs posted on TechJobsCafe.com also appears on EDACafé.com homepage.
2. Each of your job postings is also sent to our 30,000+ daily newsletter subscribers. This is an audience that may never visit any of the major job boards, such as, Monster, but we bring your job opening to this passive job-seeking audience.
3. Your job postings are featured in our weekly CareersWeekly sent to more than 30,000 subscribers.
4. We have thousands of resumes from EDA professionals accessible to you when you sign up for a minimum three-month membership.
5. This extremely targeted approach costs much less than postings on Monster or Dice and is much more effective in finding you the right candidate.

Post up to	Monthly Price	Quarterly Price	Annual Price
3 Jobs	\$500	\$1,250	\$3,575
5 Jobs	\$675	\$1,875	\$5,125
10 Jobs	\$1,375	\$3,125	\$7,625
15 Jobs	\$1,875	\$4,250	\$9,125
20 Jobs	\$2,375	\$5,125	\$10,625
25 Jobs	\$2,750	\$5,875	\$12,125
30 Jobs	\$3,125	\$6,625	\$13,625
40 Jobs	\$3,875	\$7,625	\$16,625
50 Jobs	\$4,625	\$8,375	\$19,625
100 Jobs	\$7,125	\$12,125	\$34,625
200 Jobs	\$9,625	\$19,625	\$64,625

## CONTACT

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Campbell, CA 95008  
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Fax: 408.351.8830

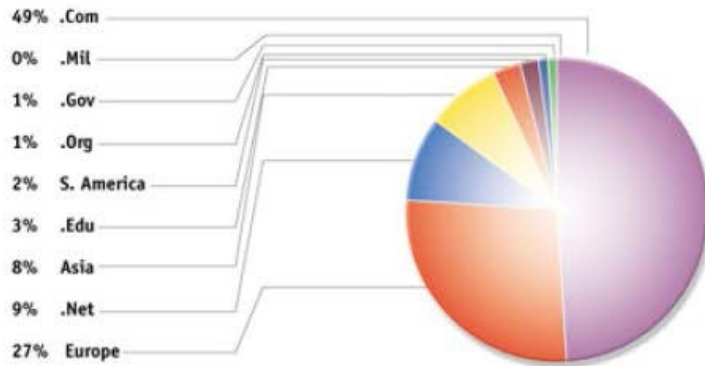
[Sanjay@EDACAFEdom](mailto:Sanjay@EDACAFEdom)

techjobscafé.com

# EDACAFÉ MARKETING MACHINE MEDIA KIT

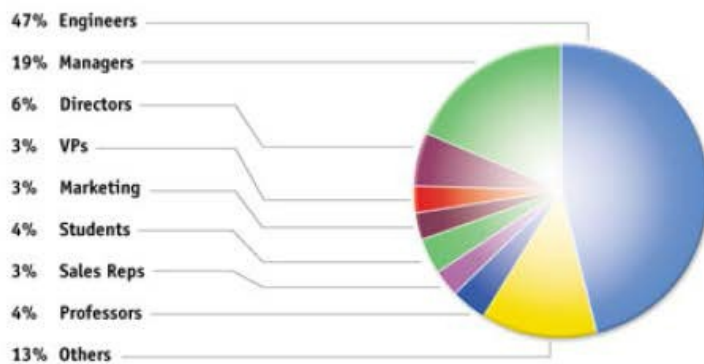
## Demographics

### DEMOGRAPHICS BY DOMAIN NAME

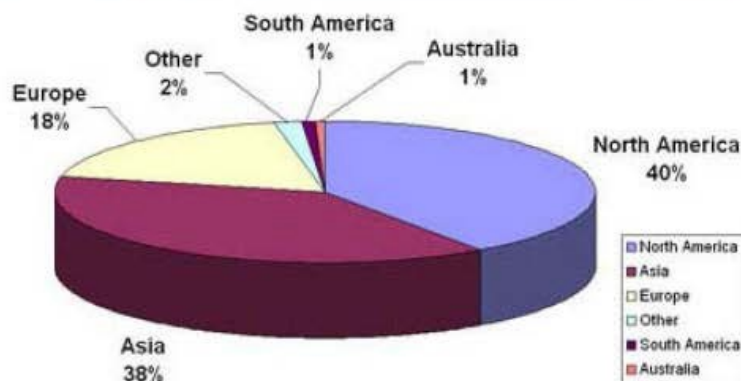


Real-time online access to all the statistics, including full content information, page views, and click-through e-leads.

### DEMOGRAPHICS BY JOB FUNCTION



### TRAFFIC BY CONTINENT



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