

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



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

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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 |
|---|--------------|
| Exclusive Email Blast - 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 |
| Premium Press Release - Bolds your news headline and forces it to the top of the list. Typically triples (3X) your readership | \$399/Each |

The screenshot shows the EDACafé website interface. At the top, there is a large blue banner for 'Accelerating RTL Sign-off' with a '728x90 Pixels' label. Below this, there are several smaller ads: a 'Pspice For EDA' ad with a '300x250 Pixels' label, a 'Featured Video' ad, and several text-based ads in the sidebar and main content area. The website navigation includes News, Events, Editorials, Tutorials, Jobs, IP, Catalogs, Videos, Downloads, Blogs, Forums, Books, and Advertising.

Small Ad Sizes and Positions

This screenshot shows the same EDACafé website interface but with a focus on smaller ad sizes. It highlights 'Tile 125x125 Pixels' ads in the sidebar. The main content area still shows the 'Pspice For EDA' ad and other content. The navigation bar is consistent with the previous screenshot.

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EDACAFÉ Membership Program Menu

| |  | | Regular  | |  | |
|---|---|-----------------|--|-------------------|---|-----------------|
| Benefit Description | Included | Value | Included | Value | Included | Value |
| Sponsored Text Listings – 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 |
| Sponsored Video Listings – 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 |
| Posting Your Corporate Newsletter – Both home page and daily e-Newsletter exposure. | 1 | \$500 | 4 | \$2,000 | 12 | \$6,000 |
| Premium Press Releases – 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 |
| Tile Banner Ads –posted on right side, size 125 x 125 pixel. | 300,000 | \$7,500 | 300,000 | \$7,500 | - | - |
| LeaderBoard Banner Ads – posted on top, size 728 x 90 pixel for maximum exposure | - | - | 250,000 | \$15,000 | 750,000 | \$45,000 |
| Exclusive Email Blast – Your HTML content goes to 20,000 opt-in subscribers. | - | - | 1 | \$5,000 | 3 | \$15,000 |
| Boombox Feature Banner Ad – 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 |
| Annual Membership price* | | \$14,400 | | \$30,450 | | \$55,800 |
| Monthly Membership price | | \$1,200 | | \$2,537.50 | | \$4,650 |

*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
Consulting
Firm

Sanjay Gangal

President

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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 featuring Michael Norman, Product Line Manager at NXP. A blue arrow points to this section from the 'Featured Video Section' callout.
- Editorial:** A section titled 'What Would Joe Do?' by Peggy Aycinena, dated Calendar 2017: Tech Conference Opportunities Around.
- Latest Blog Posts:** A section titled '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).
- Sponsored Videos:** A section titled 'People distance measurement with Tara - Stereo camera e-con Systems' by Rob van Blommestein, VP of Marketing at S2C. A blue arrow points to this section from the 'Sponsored Video Section' callout.
- Other sections:** 'What's New on EDACafe', 'Latest IPs', 'Tech & White Papers', 'Corporate Newsletters', and 'Upcoming Events'.

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 18nm 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

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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.

techjobscafe.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

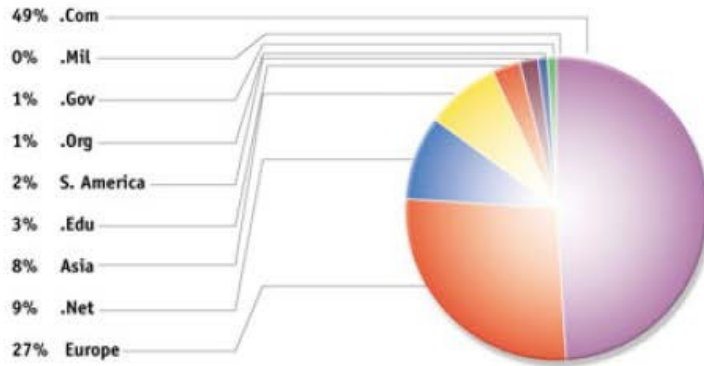
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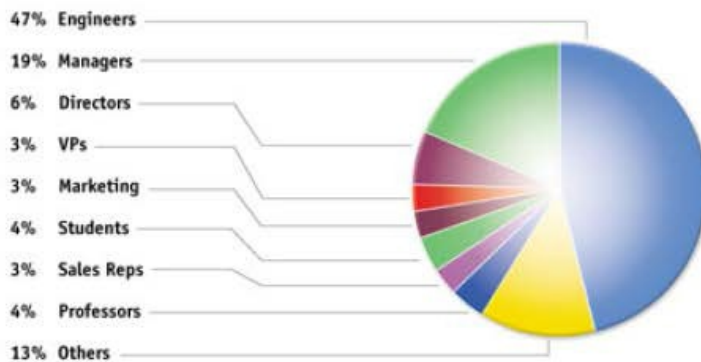
Demographics

DEMOGRAPHICS BY DOMAIN NAME

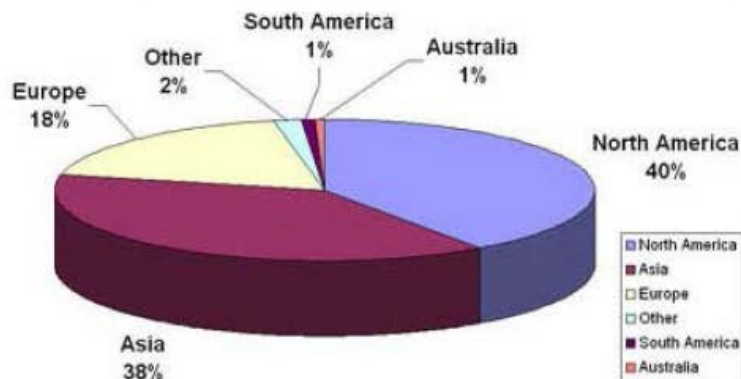


Real-time online access to all the statistics, including full content information, page views, and click-through e-leads.

DEMOGRAPHICS BY JOB FUNCTION



TRAFFIC BY CONTINENT



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