



Auto Electronics Online Opportunities & Rates

AutoElectronics,
from the publishers
of Power Electronics

2007

Technology and RF Design, is the source for the latest electronics news and developments in the automotive industry today. Using the power of our print content, autoelectronics.com offers automotive professionals a quick and easy-to-use resource for the latest information on the topics they need to know about. Our Web site features a database of searchable articles on Powertrain, Body Electronics, Infotainment, Telematics, Chassis & Suspension, and Security & Safety.

As an advertiser, autoelectronics.com offers you new sponsorship opportunities to increase your company's exposure, build brand awareness, and drive traffic to your company's Web site. This platform offers users and advertisers a superior site experience – greater search capabilities, detailed reporting of site usage and more flexible branding opportunities.

Online Sponsorship Opportunities:



Category Sponsorship – These unique content sections provide advertisers the opportunity to own the topic, brand and position alongside relevant content. Your Category Sponsorship includes the following ad units, which will appear on the category and sub-category landing pages: \$1500/month, 3-month min.

- 728x90 Leaderboard
- 120x600 Skyscraper Tower
- 180x150
- 300x250

Categories:

Powertrain, Body Electronics, Infotainment, Telematics, Chassis & Suspension, and Security & Safety

Leaderboard – 728x90: Appears on Home Page and ROS \$55/CPM. 3-month minimum

Skyscraper Tower – 120x600: Appears on Home Page and ROS. \$35/CPM. 3-month minimum

180x150 (2 positions available) – Appears on Home Page and ROS. \$30/CPM. 3-month minimum

300x250 – Appears on all article pages that are not owned exclusively. \$45/CPM. 3-month minimum

Note: All CPMs subject to availability

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