



# Advertising to Engineers and Technical Managers: How They Differ

Presenting an in-depth analysis of *EE Times* Ad Audits. Learn through real-life examples what actions engineers and managers take when influenced by print advertising.

Engineers are intelligent, analytical and detail oriented. They're also as a group, very private.

For many years, *EE Times* has performed Ad Audits, in which we ask our readers what ads they noticed in a particular issue. We also ask them to rate how the ad affected them on a number of attributes. This report looks at the research of five 2003 Ad Audits (February – October 2003), in which we also asked our readers to tell us what actions they plan to take in regard to the ads they noticed. We hope this data and practical advice will help you improve the messaging and creative of future advertisements.

In this timeframe, engineers evaluated more than 400 ads, with more than 15,000 mentions from more than 5,000 respondents. But first, a word or two about our audience. Design engineers and technical managers are—by and large—a skeptical, no-nonsense bunch. In countless focus groups, they say they don't like "hype," marketers,

or flashy, gratuitous graphics. Give them unadorned schematic diagrams, product shots, application notes and data sheets; just the facts.

Or so they say. Overwhelming, the visual creative of an ad first attracts the most notice, followed by the headline then the ad copy. You'll see in most of the top ads very few schematics or product shots. However, when it comes to influencing a reader to take action, it appears the less flashy, diagram or product oriented ads are more effective.

Engineers are intelligent, analytical and detail oriented. They're also as a group, very private, preferring to anonymously research for products, suppliers and services out of the reach of sales and marketing representatives.

### What action(s) do you plan to take regarding this advertisement?

Actions	All Mentions*	Current Users	Potential Users
Visit advertiser web site	43.5%	49.1%	56.9%
File for future reference	27.1%	28.4%	35.2%
Refer to colleague or boss	10.1%	12.1%	13.9%
Contact the advertiser directly	4.8%	8.4%	6.3%
Request a proposal/price quote	3.0%	5.5%	4.1%
Order/purchase product or service	3.2%	8.6%	2.6%
None/Other	35.8%	24.6%	16.1%

\* Includes the audience who is not involved with the advertiser's products or services.

## Analysis by Job Function

The Internet has greatly changed how engineers read, how they gather information, and how they respond to advertising. A few years ago, engineers wouldn't even admit to reading ads. But today, ads are a welcome source of new information and a significant means of driving traffic to a supplier's web site. Engineers now spend more than an hour each day using the Internet for research and design purposes. The Internet has also affected advertisers' marketing objectives and messaging. Nearly all ads contain at least one company or product URL.

Effective advertising campaigns are now gauged by the amount of Web site traffic, downloads and registered leads instead of bingo card responses. For the purpose of this analysis, we evaluated the top ads (minimum 50 mentions) noticed in each Ad Audit issue dating from February, 3- October 20, 2003. (See page 11, "About our Ad Audits" to learn more about our methodology.)

This report will focus on what actions engineers and managers take when reading an ad, and which ads are most successful. You'll see examples and read verbatim comments of how print ads influence readers to take action. In many cases, print is the starting point in the search for the latest new technology or design solution. The Web is its natural complement in the search process.

### What action(s) do you plan to take regarding this advertisement?

(Please check all that apply)

	All Mentions*	Engineers	Eng. Mgmt	Gen/Corp Mgmt
Visit advertiser web site	43.5%	43.3%	43.3%	40.6%
File for future reference	27.1%	27.4%	25.9%	25.8%
Refer to colleague or boss	10.1%	9.7%	9.9%	11.5%
Contact the advertiser directly	4.8%	4.4%	5.4%	5.9%
Request a proposal/price quote	3.0%	3.4%	3.3%	2.9%
Order/purchase product or service	3.2%	3.3%	2.5%	3.2%
None/Other	35.8%	36.1%	34.7%	31.7%

\*Includes the audience that is not involved with the advertiser's products or services.

### What action(s) do you plan to take regarding this advertisement?

(Please check all that apply)

	Current/Potential*	Engineers	Eng. Mgmt	Gen/Corp Mgmt
Visit advertiser web site	53.9%	54.3%	52.4%	55.3%
File for future reference	32.5%	33.2%	30.5%	31.5%
Refer to colleague or boss	12.6%	12.0%	12.7%	16.7%
Contact the advertiser directly	7.1%	6.5%	7.6%	9.7%
Request a proposal/price quote	5.0%	5.1%	4.5%	4.8%
Order/purchase product or service	4.8%	5.1%	3.5%	5.2%
None/Other	25.3%	25.6%	25.6%	21.0%

\* Does NOT include the audience that is not involved with the advertiser's products or services.

Naturally, the effectiveness of each creative is dependant upon its particular marketing objective. Some ads are focused on awareness, while others are focused on driving traffic to the Web, while others are oriented to more immediate response.

This report will also take a look at trends based on the type of product the reader's company designs. The results and analysis of this research will hopefully provide you with examples of effective ways to reach this finicky audience and get them to respond.

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## TOP RATED ADVERTISEMENTS

(February – October 2003)



### Synopsys

"It is visually interesting. There is quite a lot of things happening in the advertisement, but not too many. Your attention is drawn to the screen and the image on the screen of the tool being used. I felt the text at the bottom of the ad was very informative."

— Current User

"The question posed and the graphics raised my eye, also I had noticed this company in previous articles in EE Times."

— Potential User

Advertiser/Issue/Page

# of Mentions\*

<b>Synopsys</b> (2-3-03; pg 7)	<b>390</b>
<b>Digi-Key</b> (2-03-03; pg 5)	<b>368</b>
<b>Cadence Design Systems</b> (2-3-03; pg 11)	<b>319</b>
<b>Philips</b> (6-9-03; pg 17)	<b>317</b>
<b>Mentor Graphics</b> (2-03-03; pg 29)	<b>261</b>
<b>Digi-Key</b> (3-31-03; pg 5)	<b>251</b>
<b>Samsung Electronics</b> (6-09-03; pg 52)	<b>238</b>
<b>Analog Devices</b> (8-25-03; pg 12-13)	<b>226</b>
<b>Arrow</b> (2-03-03; pg 54)	<b>221</b>
<b>Samsung Electronics</b> (8-25-03; pg 25)	<b>220</b>

\* Total mentions in a particular Ad Audit issue

Note that three of the top five ads are from EDA vendors. Typically, EDA ads are most noticed because of their highly attractive, conceptual graphics, or clever, humorous headlines.

For the most part, EDA ads received mentions from current, potential and non-users alike, yet on average because they have such general appeal, attracting many non-users, they don't rank at the top in terms of getting readers to take action.



### Digi-Key

"It appeared to jump out of the page. They normally have components all around the page, but with the PDA in the foreground it seemed to have action."

— Current User

"I was looking for electronic parts and when I saw the ad, remembered that I had seen the ad before and should try to find the parts there."

— Potential User



### Cadence

"The image used in this ad is somewhat humorous, but is relevant to people working in the industry. The bold text punchline at the top of ad is pertinent and made me want to read further. The text was well laid out, a good size, easy to read."

—Current User

"The simple design. I related easily to the picture and its humor helps cast a lighter note on our daily fights with tools."

—Current User

### Philips

"The picture quickly identifies a cool, technologically advanced system, and uses a 'creative' presentation of the product." — Potential User

"I like the art design of the dancers, and furthermore the Nexperia platform is intriguing for future technologies."

— Potential User



## Visiting a Supplier Web Site

By far, the most frequent action taken by engineers and managers. Overall, more than 43% of all readers will visit the advertiser's web site. Engineers and engineering managers are a bit above the average, while general/corporate managers are 3% points below the average.

Current or potential users of an advertiser's products perform significantly higher, up to 54%. In this case, corporate managers visit sites more frequently than their counterparts, at 55%.

**A number of ads performed extremely well in driving readers to their Web site:**

**Cygnal Integrated Products' USB** 1/4 page fractional ad (3-31-03, pg 6) registered an astounding 84.6% of mentions visiting their Web site. Mentioning key specs, a diagram and no external components, this ad was straightforward and informative.

**Microchip Technology's PIC microcontroller** ad (6-9-03, pg 59) had 72.7% of their mentions visit their site. A similar ad in February, (2-03-03, pg 57) had 63.3% of their mentions visit their site. This ad promised saving more energy with nanoWatt technology, with a schematic and family chart as informative elements. Power management was and still is a huge issue for designers.

**National Instruments** introduction of LabVIEW 7 Express ad (8-25-03, pg 42) had 66.4% of all mentions visiting their site. This ad showed screen shots and emphasized powerful, easy, software, as well as an online demo.

Interesting to note about all these ads is that the URLs are fairly inconspicuous. These ads were effective at displaying key specs in a very straightforward manner. Readers now know to go to the Web, so the URL doesn't need to be a prominent part of the message.

*The following verbatim comments are presented exactly as received from respondents:*



### **Cygnal Integrated Products**

*"I was surprised that the Cygnal 8051 MCU, which is already tiny, can pack in a USB interface with no other external components."— Current User*

*"I'm considering an application requiring a low-end microcontroller and USB. I like the 8051 architecture and I was most interested to see an 8051-based microcontroller with integrated USB 2.0. I had not heard of Cygnal before." — Potential User*



### **Microchip Technology**

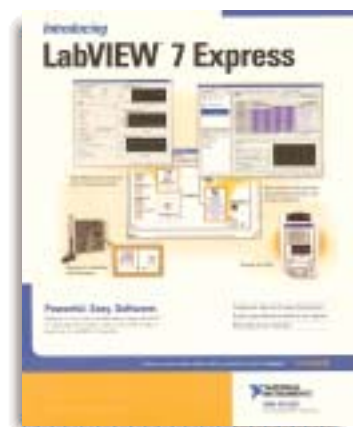
*"It told me a bit more about a company I was already familiar with and led me to re-think some of my applications."— Current User*

*"Ad was colorful, had easy to read text that was concise, yet informative, & gave me all the info I needed from just an ad."— Potential User*

### **National Instruments**

*"The image of the iPAQ handheld in the lower right-hand corner of the graphic immediately caught my eye and piqued my interest. I have used labview software and hardware on and off since the product was first introduced. I was surprised and very pleased to see development support for handhelds."—Current User*

*"The ability to use the software on a PDA. And the title was very easy to read and see. It also didn't have any jargon. I hate all the jargon." — Potential User*



# Advertising to Engineers and Technical Managers: How They Differ

## File for future reference

The second most popular course of action, 27% of all mentions would file for future reference (current and potential users file at a 32.5% rate). Engineers keep ads more than the average, while managers keep them a bit less. This action may have been higher in the past, but with the Internet offering greater immediacy, users may instead go to the Web and bookmark the site. Nonetheless, three in ten keep ads for future reference.

A 6-page insert line card by NewarkInOne, a servicemark of Premier Farnell Corp. (8-25-03) rated highest, where 42.9% of mentions said they would file for future reference. This attractive, handy, 3-hole punched card stands out as a good reference tool. One of the more controversial and surprising of all ads. Inserts are very effective in getting the reader's attention, however, not always in a positive way. Some readers find inserts annoying. The key is what the insert is all about.

National Instruments LabVIEW 7 Express ad (8-25-03, pg 42) rated second highest for future reference at 41.2% showing it's effectiveness as both immediate (Web) and for the future reference.

## Refer to colleague or boss



### Xilinx

"It caught my attention because of its graphics and the message that it conveys - the entire system cost not just the cost of the product."-- Current User

"The picture first caught my eye, then reading the ad gave me some information about the product that I was interested in."-- Potential User



### Texas Instruments

"Of the FAST Clock rate DSP, 720 MHz, This is the fastest by far. I remember, a manager said to me about one project in 2001, that we have to wait until a faster ADC, analog digital converter, and DSP become available for required sampling rate in a proposal."-- Current User

### NewarkInOne

"Full-page, organized display of products was complemented with the earlier pullout on Newark in One. The delivery slip which included 'order by 9PM EST ships today' was a very important factor in my decision to contact the company." — Current User

"The heavy cardboard insert. Couldn't miss it. Foldout with all connectors and manufacturers they carry. Very handy reference" — Potential User



### National Instruments

"Screen shots, PDA, circuit board, and energetic yellow grid background." — Current User

"I have been researching this particular product for some time to determine if it can economically improve some of our development to production completion times and improve the resulting production procedures over what we may have developed without such a tool." — Potential User

Recommendation is one of the strongest influencers for engineers and technical managers in determining what vendors or products to select. While this action is not as high as the first two, referrals to a colleague or boss carry a lot of weight. Total advertisement average is 10%, though 12.6% for current and potential users. Though higher among managers than engineers, corporate/general managers significantly outperform. Managers more often communicate to their staff better than engineers managing up to their supervisors.

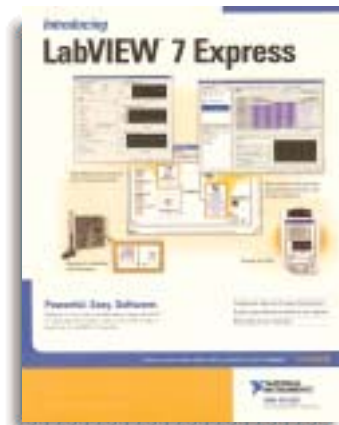
Two ads in the June 9, 2003 issue performed well above the average. Xilinx' Virtex-II Pro serial technology (page 11) held the promise of reduced systems costs on it's Serial Tsunami wave (22.2% of mentions said they would refer this ad). Texas Instruments' 720-MHz DSP displayed key statistics of its speed and performance (6-9-03, pg 46) 21.8% of mentions.

## Contact the advertiser directly

This action is likely a phone call to a sales representative, FAE or distributor. Nearly 5% of all mentions will contact the advertiser directly, more than 7% of all current and potential users. Again here managers are more proactive compared to engineers.

National Instruments LabVIEW 7 Express ad (8-25-03, pg 42) shared top honors in this category with Texas Instruments' 720-MHz DSP ad (6-9-03; pg 46). Both ads had 11.8% of mentions saying they were going to contact the advertiser directly. To show that was no fluke, the same Texas Instruments ad in the August 25, 2003 issue rated a 11.2%

Distributors perform very well in this category. NewarkInOne's insert line card, (8-25-03) generated 9.5%, while Digi-Key ads (2-3-03; pg 5; 8.7%) and (6-9-03; pg 5; 7.4%) focused on the web site, phone and fax numbers.



### National Instruments

*"It gives a good overview of some of the most important aspects of the product." — Current User*

*"I'm looking at software and hardware methods to make a PC based Spectrum Analyzer for my research ideas." — Potential User*

*"It was simple and not cluttered. The speed of 720 MHz jumped out and told a lot about the DSPs performance and I naturally went to the lower right corner to get more info." — Potential User*



## Request for proposal/price quote



### Samsung

*"The beautiful woman, obviously. But the product type itself is something I'd like to buy, so that kept my attention" — Current User*

*"I currently use a 64MB USB flash drive, and was not aware that up to 256MB drives were available. Was pleased to see Samsung had such device, for my purchase maybe next month..." — Current User*

Distributors also rate highly in RFPs, the step just before actual purchase. The average ad garnered a 3% RFP rank; 5% for current and potential users. Engineers outperformed all others, since at this stage, these details are more specific to their particular needs.

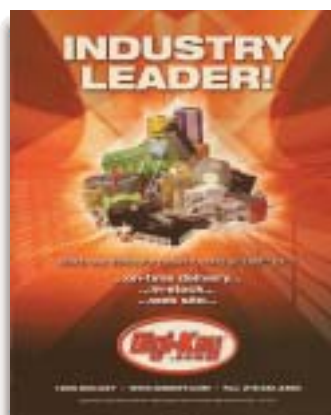
Debunking the myth that not much happens in the summer months, three August 25, 2003 issue ads ranked highest among requesting a proposal.

In the broken record department, National Instruments LabVIEW 7 Express ad (8-25-03; pg 42) tied for first with Microchip Technology's PIC microcontroller ad (6-9-03, pg 57) with 7.6% of mentions saying they plan to request a proposal.

Yet another Digi-Key ad (8-25-03; pg 5) was a close second at 7.5%. Samsung Electronics USB flash drive ad (8-25-03; pg 25) rated a 7.3% of its 220 mentions.

### Digi-Key

*"I am a hardware engineer who like seeing assorted hardware display ranging from passive (resistors, capacitors, interconnect) to active components. In addition, Digi-Key web site, as advertised, provides sufficient component information for my daily uses." — Current User*



# Advertising to Engineers and Technical Managers: How They Differ

## Order/purchase product or service

The highest level of success for an advertisement is to convince the reader to place an order and purchase a product or service. The average ad ranked more than 3% of mentions and nearly 5% for current or potential users. Here, engineers and general managers made more purchases than engineering managers.

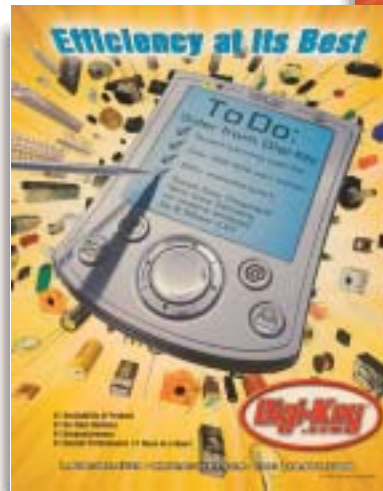
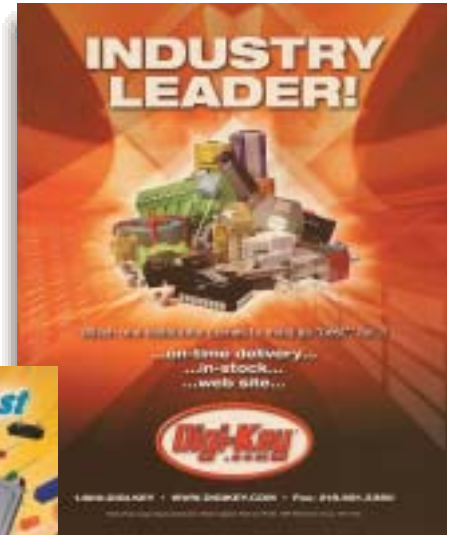
Once again the distributors stand out here, and in a big way. Three different Digi-Key's creatives top the list, with the August 25, 2003, pg 5 ad getting 27.5% of 120 mentions!! Their February 3, 2003, pg 5 ad received 16%, and the March 31, 2003 ad received 13.1%

Microchip Technology's PIC microcontroller ad (6-9-03, pg 57) had 13.6%. Samsung Electronics USB flash drive ad (8-25-03; pg 25) rated a 10.5% of its 220 mentions.

### Digi-Key

*"The graphics-especially the colors used really stand out. A picture is worth a 1000 words and the "pile" of components gives the idea of the variety of components they can supply more than adequately." — Current User*

*"Simple, direct, and displays a number of industry related items."-- Potential User*



### Digi-Key

*"Two reasons for this one: The image of the PDA caught my attention, because I am in the market for purchasing one right now. I've been reading reviews and checking prices for the last two weeks, and the subject is very much on my mind." — Current User*

## Honorable Mention

Cygnal Integrated Products' 1/4 page fractional ad (2-3-03, pg 6) boasted the world's smallest mixed-signal microcontroller sitting on the tip of a finger. By including some key features, this ad performed well above average in visiting the Web (68.9%); future reference (42.2%); referring to a colleague (15.6%) and contacting the advertiser directly (6.7%).



### Cygnal

*"Not aware Cygnal had mixed-signal uC." — Current User*

*"It was simple. Not cluttered or too busy. The IC on the fingertip was effective at portraying 'small'. message was immediately conveyed without having to read through a bunch of text." — Potential User*

## Advertising to Engineers and Technical Managers: How They Differ

### Analysis by Industry

It appears that not all designers are alike. There are significant disparities between the actions of different engineers and managers from one end-market to the other.

Communications and Industrial Controls engineers and managers take above average action in all categories across the board, while Consumer engineers and managers take below average in all categories across the board.

Nearly half of all Communications professionals visit advertiser's Web sites after seeing an ad in *EE Times*; 7% above the average. Surprisingly, Consumer pros are the least likely to visit the Web; only 37.2% respond. Yet when you remove non-users from the Consumer statistics, that number increases to 53.7%.

Avionics and Comms pros most often file ads away for future reference, while 1/3 less Consumer pros keep their ads, though 29.3% of current/potential users do file for future reference.

#### What action(s) do you plan to take regarding this advertisement?

(Please check all that apply)

	All Mentions*	Auto	Avionics	Comms	Components	Computers	Consumer	Controls
Visit advertiser web site	42.9%	42.9%	43.6%	49.8%	42.4%	43.9%	37.2%	44.2%
File for future reference	26.9	27.6	31.2	30.1	25.4	26.1	20.9	29.3
Refer to colleague or boss	10.0	9.6	9.8	11.7	10.8	10.6	8.8	11.0
Contact the advertiser directly	4.7	3.8	5.0	5.4	4.4	4.8	3.5	5.5
Request a proposal/price quote	3.0	2.3	3.2	3.4	2.4	3.6	2.4	3.5
Order/purchase product or service	3.2	3.9	3.8	3.3	2.6	3.2	3.3	2.9

\*Includes the audience that is not involved with the advertiser's products or services.

#### What action(s) do you plan to take regarding this advertisement?

(Please check all that apply)

	Current/Potential**	Auto	Avionics	Comms	Components	Computers	Consumer	Controls
Visit advertiser web site	53.9%	54.	53.9	51.5	59.2	53.9	53.7	60.4
File for future reference	32.5	36.8	37.1	29.2	48.4	30.2	29.3	38.5
Refer to colleague or boss	12.6	12.4	12.5	12.3	14.4	15.0	13.1	14.2
Contact the advertiser directly	7.1	6.7*	7.5	6.6	7.3	7.0	6.1*	8.5
Request a proposal/price quote	5.0	3.2*	4.3*	4.1	3.7*	5.5	4.1*	5.4*
Order/purchase product or service	4.8	6.5*	5.4	4.0	3.8*	4.8	5.4*	4.8*

\* Low response rate under 50 mentions

\*\* Does NOT include the audience that is not involved with the advertiser's products or services.

## Analysis by Industry

Comms and industrial control pro tend to be the most collaborative, referring ads to their colleagues or bosses.

Controls, Comms and Computer pros are the most proactive, acting above average in contacting advertisers directly, requesting a proposal or quote, and ultimately purchasing a product based on an ad they read in *EE Times*.

For just current and potential users of an advertiser's product or service, Controls professionals clearly exceed the average, though Component pros perform quite well. Comms pros, who rated so high overall, perform below average across the board.

More than 60% of Controls pros visit an advertiser's Web site, Component pros are just a bit less; everyone still performs more than 50%!

Component pros are the biggest pack rats, filing ads away at 48%. Computer pros are biggest collaborators, 15% refer ads to the colleagues or bosses.

Controls pros contacted the advertiser directly at 8.5% while Computer and Control pros request proposals more than 5% of the time.

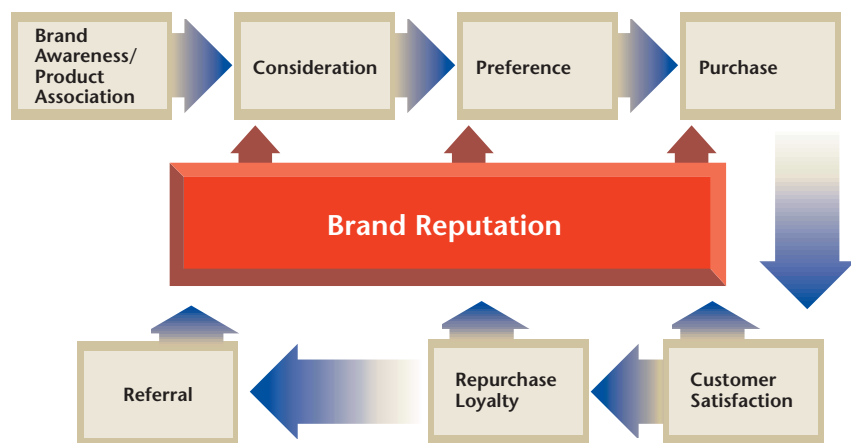
## Conclusions

The first three actions: Web visit, File for the future, and Referral to colleagues are all part of the information gathering and product/vendor selection process, as engineers and technical managers start to conceptualize and detail their designs.

These actions are also critical in influencing the advertiser's overall brand reputation, specifically the early formative stages of brand/product association, consideration and preference (see chart on right).

The final three actions, Contact directly, Request an RFP and Order/purchase are more proactive. These require a personal interaction and, as closer to the purchase decision, requiring more urgency. These actions are also influenced by other "experiences" of the customer outside of advertising, such as the quality of the company's Web site, customer service, support, price and availability. These experiences in turn affect overall customer satisfaction, loyalty and additional referral.

To effectively reach and influence today's engineer and technical manager, all aspects of your company must be working at a high level. Establishing and maintaining your brand shows a very high correlation with familiarity. Texas Instruments rates more than



98% prior familiarity on a number of its ads, Motorola has rated 96%, National Semiconductor and Philips have both rated 94% for some of their ads. All are well-established brands, advertising regularly in issues of *EE Times*, frequently with multiple ad units. Yet some successful ads in this report with less familiarity (Cygna had 23-24%), still made a significant impact

So, the key question remains for today's marketer: If your brand shares such high familiarity with your competitors, how do you differentiate? If your brand is less familiar, how can you stand out. We hope this report helps with some of the answers.

## About Our Ad Audits

*EE Times* Ad Audits ask our subscribers to review the entire issue, select and rate the three ads they noticed most. They are asked about their familiarity with the advertiser, if they are a current or potential user, or if they are a user of that particular technology.

Subscribers are then asked to rate each ad by seven attributes to its favorability: very favorable, favorable, no effect or unfavorable. Each ad selected is considered a mention. Next, subscribers are asked what action(s) they plan to take regarding the ads they mention.

Each Ad Audit issue ranks ads and selects an overall winner, based on the total number of mentions. Each ad's performance is compared to the issue's overall average as well as within its own product category. We also solicit comments for each ad. All ads appearing in an Ad Audit issue are eligible for evaluation.

### • How do we promote it?

Cover wrap to the entire *EE Times* circulation (150,000) and a 1/4 page house ad in the issue after the survey. (In 2004, Ad Audits will be promoted with a full-page ad in *EE Times* and an email to 25,000 subscribers, plus a 1/4 page house ad in the issue after the survey).

### • What's the incentive?

A chance to win a Sony Clié or one of three \$100 American Express gift certificates as an incentive for completing our survey. Winners are acknowledged in an *EE Times* ad at a later date.

### • What's the timeframe?

Each survey is held open for four weeks.

### • How do they respond?

Subscribers are required to respond to our study online, at [www.eet.com/adaudit](http://www.eet.com/adaudit).



## IN SUMMARY

This analysis is meant as a guide to help you better understand how engineers and technical managers respond to advertising. The first step in studying effectiveness is asking if a reader "noticed" the ad. Certainly, other levels of effectiveness (reading, remembering, taking action) are important, but we recommend they be best evaluated in benchmarking, flash studies or focus groups. If you are interested in any of these forms of research, please contact your local *EE Times* sales representative.

### How does EE Times Help Readers Do Their Jobs?

Following are just a few verbatim comments from our readers:

“ I probably lean on *EE Times* too heavily (aren't engineers supposed to be independent?). In combination with the web site it contributes significantly to the quality and efficiency with which I do my design work - thanks.

It helps me in intelligent informed decision-making.

The latest and greatest of technology out there in the market is brought to you in a synopsis format. It serves as an appetizer as to introducing you to a subject and setting up the relative paths to explore if you are really interested. Very informative and I want to read it every week in order to have the knowledge which is out there.

*EE Times* is the only trade magazine that I ALWAYS read from cover to cover. It keeps me informed not only of specific products and technologies, but of the current state of my profession.

This kind of looks awkward but I feel that the ads really help me. They tell me about the latest products and offerings and help me be "aware". A few discussions and articles have helped me learn new concepts and sometimes take technical decisions since I have learnt of new developments and ideas.

FIRST MAGAZINE I GO TO IN THIS FIELD.

Keeps me abreast of new developments in this rapid moving field of EE design. Its important to keep up with the state of the art and *EE Times* is exactly what I need for that. What I learn from *EE Times*, easily spills into how I approach my job in increasingly better ways.

EET saves me time by showing the latest technology available.

The articles are thought provoking and articulates some idea that we can put into use in our own research and development. The reviews on some of the products allows us to streamline our purchasing, bypassing products that may not be suitable to our standards.

It gives me up to date product information and gives me info on both suppliers and competitors.

Keeps me up to date on the technology and industry trends. Part of my job requires me to help others to make selection of components for their design. I make recommendations based upon technology, trends, product lifecycle and obsolescence, supplier capability.

I am an engineer and it is very important to be a sponge and soak up all the technology information you can. Sometimes its just a matter of relating to a customer through idle chat about an interesting article. Most times it is just important to stay up with the times. Engineers can become obsolete just as fast as the technology they support, so thank you for helping me stay ahead!

Get to know recent developments. Also starts up new inquiries for vendors. Some times it has started back up projects sitting in closet for months or years because things did not seem possible at first.

Provides information on cutting edge technology. Spurs creative thought processes that could lead to eventual new products. Keeps me up to date on the latest technologies that my customers might be using, so that I can have intelligent conversations with those customers regarding application implementation.

*EE Times* is the very best publication because to combines new product information, trends, and business news.

As a manager, I am now more hands-off when it comes to my area of expertise. By reading EET, I can keep in touch with developments in the electronics area.

I read the headlines, scan the table of contents and sections that cover topics of interest to me. I typically read the editorial and letters as well as the profession areas 100%. EET's frequent publication schedule covers news events that the other trade press takes months to print. I use EET to keep informed of industry trends and emerging technologies and to see what others are doing in my areas of interest.

How shall I count the ways? Industry news, technology news, new products, professional news and commentary, and lots of useful advertising.

The tech articles help me keep up to date on new technologies. The ads keep particular companies in front of me for future purchasing decisions.

I like *EE Times* because it is a great source for broad industry news and analysis, and a good resource for product advertisements. It helps me track advancements and changes in the industry, and locate ideas or sources for vendors or products.



# EETIMES

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