



Online Marketing Report

Competitive Intelligence for Online Marketers

Do you know what your competitors are doing with their online advertising strategy? Can you afford not to?

Now you can with this new, *cost-effective* online marketing service that tracks the daily banner advertising activity of the top electronics industry news, design and product information Web sites worldwide. This is *not* an automated calculation of ad impressions and inventory, but rather an in-depth analysis of the content and marketing objective of each ad creative.

Each month, detailed reports illustrate advertising activity by Web site, technology, application and advertiser. The marketing objective, or call to action of the ad will be tracked, as well as what type of static or rich media was employed.

Methodology:

On Target Marketing visits the Home Page of each Web site at least four times each business day, logging information about the main ad positions of each site. On average, each month has approximately 20 business days, for an average of at least 80 total impressions.

Each month, we will tabulate the impressions of each advertiser and creative and list in descending order. From this data, the following reports will be generated:

- **WEB SITE REPORT:** All advertisers and creative that appeared on each Web site, listed by banner position. Web site reports are organized by a core set of horizontal Web sites, International and a series of vertical Web sites.
- **TECHNOLOGY/APPLICATION REPORT:** All advertisers and creative that appeared, sorted among 10-12 main technology categories, and/or 6-8 main application categories.
- **COMPETITIVE REPORT:** Listing of your competitors and their creative, described by its call to action, ad unit, type of media and on which Web site it appeared.

This report is meant to represent random user experiences throughout the day. It does not claim to know how many impressions each banner receives or how many impressions a page delivers. However, one could make assumptions as to the share of voice each advertiser would receive in the course of a month.

Flexible and Cost Effective:

For as little as \$500 per month, you can get our core horizontal Web site report. If you would like On Target Marketing to track a Web site that is not part of the core list, the cost is only an additional \$100 per month added to your program. If you would like to evaluate a Web site as a one month trial, the cost is \$200.

For an additional \$250 per month, you can select from a range of technology categories, or our International select. We'll even track a specific one for you. You can also specify the competitive set you'd like us to track.

About On Target Marketing

Steve Paul, principal of On Target Marketing, has more than 20 years of marketing and editorial experience in high-tech, business-to-business media and publishing for companies such as CMP Media and Reed Business Information. Steve has been the marketing director for leading brands such as *EE Times*, *Electronics Supply & Manufacturing*, *EDN* and *Electronic Business*. Steve was also previously the director of interactive marketing for TechOnLine, an online education and information resource for the engineering community.

On Target Marketing also specializes in building strategic, integrated marketing plans, sales tools and Webcasts that exceed customer expectations. To contact Steve, call 617-795-1992 or send an email to Steve@OnTargetMarketing.net

FOR VENDORS AND AGENCIES:

- In-depth, value-added data on competitors' global online marketing campaigns.
- In-depth, value-added data on state-of-the-art electronic media usage, publishers' ad units and inventory.

FOR PUBLISHERS:

- In-depth, value-added data on global competitor Web sites, their available ad units and inventory.
- In-depth, value-added data on current and potential customers.



Online Marketing Report Rate Card and Order Form

HORIZONTAL REPORT (\$500 net per month)
Advertisers listed by Website, by technology, by position

- | | | | | |
|--|---------------------------------|--|---|---------------------|
| •EETimes
•EET Latest News
•Electronic News | •Electronic Business
•My-esm | •EDN
•Electronic Design
•eeProductCenter | •eeProductCenter
•ECN
•EEPN
•EP
•ICMaster | •TechOnLine
•Eg3 |
|--|---------------------------------|--|---|---------------------|

VERTICAL REPORTS (\$250 net per month per category)
Advertisers listed by technology, by application
Includes Competitive report of three companies per category; by technology, objective, Website, position and media.

ANALOG
•PlanetAnalog
•EDN Analog
•TOL Analog

COMMUNICATIONS
•CommsDesign
•EDN Comms
•TOL Comms

DSP
•Inside DSP
•EDN DSP
•Eg3 DSP

EDA/ASIC/FPGA
•eeDesign
•EDACafe
•EDN EDA
•TOL EDA

EMBEDDED
•Embedded.com
•EDN Embedded
•TOL Embedded
•Eg3 Embedded

POWER
•EET PowerMgmt DL
•PowerDesign365
•EDN Power

SILICON
•SiliconStrategies
•TOL SoC

TEST
•T&M World
•TOL T&M
•EDN T&M

WIRELESS
•Wireless System Design
•EET WirelessNetDL
•Eg3 Wireless

INTERNATIONAL REPORT (\$250 net per month)
Advertisers listed by Website, by technology, by position

COMPETITOR LIST:

EUROPE
•EET UK
•EET France
•EET Germany
•Electronics Express
•EDN Europe
•ED Europe

CHINA
•EET China
•EDN China

ASIA
•EET Asia
•EDN Asia

JAPAN
•EET Japan
•EDN Japan

ADDITIONAL WEB SITES TRACKED (\$100 net per month)
URLs: _____

ADDITIONAL COMPETITORS TRACKED (\$100 net per month)
URLs: _____

ONE-MONTH WEB SITE ASSESSMENT (\$200 net per month)
URLs: _____

CORE REPORT	\$500
_ VERTICALS @\$250	_____
INTERNATIONAL	_____
_ ADD'L URLS @#100	_____
_ ASSESSMENT @\$200	_____
X # MONTHS	_____
NET TOTAL	\$ _____

ADVERTISER

Name _____	Date _____
Address _____	Authorization (print) _____
City State Zip _____	Authorization (sign) _____
Telephone _____	
Email _____	

PLEASE FAX TO 617-559-9972; PAYMENT MUST BE MADE BEFORE THE END OF EACH MONTH.