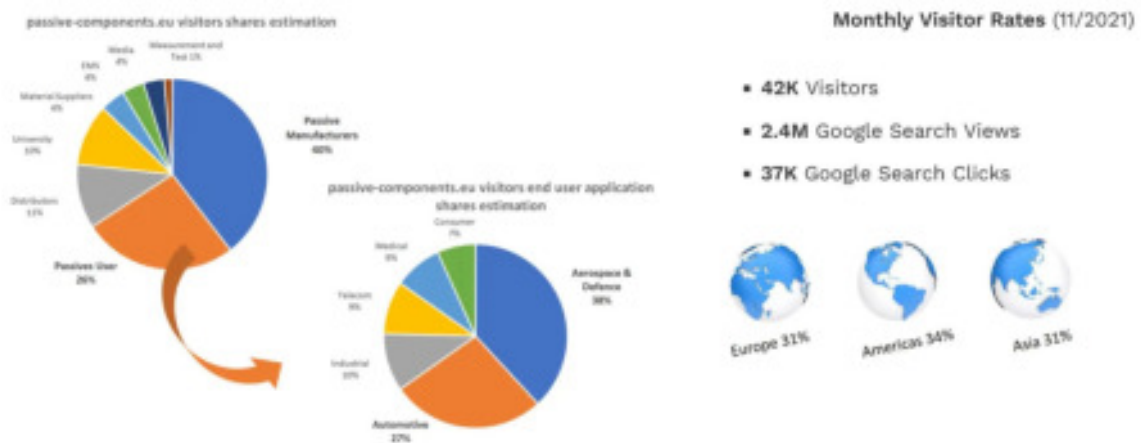




## EPCI 2022 Media and Promotion Kit

version: 1.0

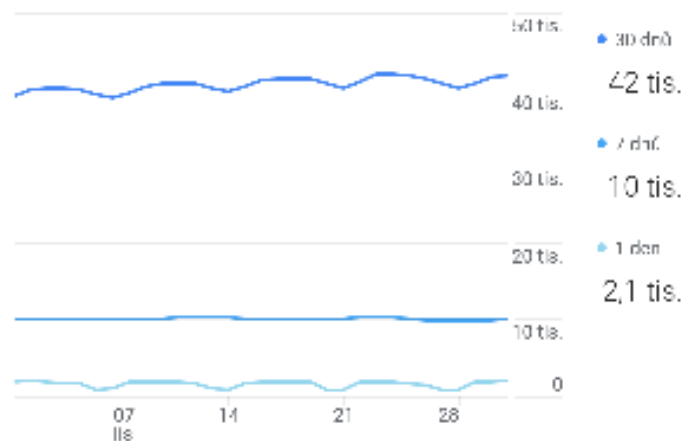
### 1. EPCI passive-components.eu Web Domain Visitor Structure (ref 11/21)



#### Annual Monthly based November Year to Year:

	Nov. 2021	Nov. 2020	Nov. 2019	Nov. 2018
Original IP visitors	42K	31K	24K	2K
Site Displays:	2.4M	1.5M	648K	151K
Active Clicks:	37K	30K	20K	7K

#### November 2021 visitor rate log (Google Analytics)



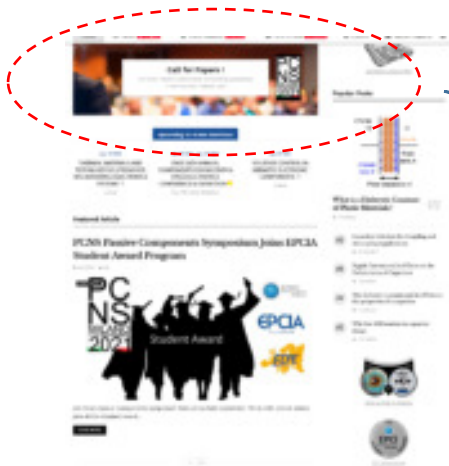
## 2. Ad and Banner Options

Passive Components Blog domain: [passive-components.eu](http://passive-components.eu)

The image shows a screenshot of the Passive Components Blog homepage. Several callout boxes with blue borders and white backgrounds point to specific ad placements on the page. The callouts are:

- EPCI Gold Member Header Ad Articles** – latest with full size featured image, + five displayed older articles  
Free Post Ad for EPCI Gold Members only
- EPCI Gold Member Brand Logo** with link. Free Logo Ad with link for EPCI Gold Members only
- Sidefeed Ad** - side banner 300x250 px each with link present on home page and single pages €25 net CPM
- Upcoming Events** – with registration link button for EPCI Gold and Premium
- Side Widget Ad** - side banner (multiple banners allowed) 300x250 px each with link present on home page and single pages €25 net CPM

The screenshot also shows a sidebar on the left with various article thumbnails and a main content area with a large featured article titled 'New Product Release' about KEMET's high-definition power device. A red dashed box highlights the 'TE Connectivity Passive Components' logo in the sidebar, and another red dashed box highlights the 'KEMET' logo in the main content area.



### Home Page (cont.)

Partnership Conference/Symposium  
Banners – upon agreement



Full Width 1024x170px – with link  
placement on home page and single page.  
€50 net CPM



Video Channel – YouTube video Webinars  
EPCI Gold and Premium Members Free Ad  
technical / application focus webinars etc



EPCI Member's Brand Logos with link to  
their website, Gold on the top, premium in  
the middle, within EPCI Membership fee



Partners Logos with link to their website

**Advertisement Options - Single Post Display (on every post displayed)**



**Open Advertisement Area -** side banners 300x250 each with link present on home page and single pages **€25 net CPM**

**Sidefeed Ad -** side banner 300x250 px each with link present on home page and single pages **€25 net CPM**

**Full Width 1024x170px –** with link present on home page and single pages. **€50 net CPM**

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### 3. EPCI Membership

EPCI community membership offers passive components manufacturers, suppliers, distributors etc package of benefits in news sharing, communication, awareness, education such as discounts for Passive Components Blog promotion, PCNS conferences, etc.



Check all benefits in details and application form at:

<https://passive-components.eu/advertisement-and-sponsorship/>

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### 4. EPCI Newsletter Sponsorship Options

- **>680 subscribers in November 2021**
- Linked In / Twitter weekly newsletter promotion
- “Healthy” subscriber portfolio – “no” contact buy outs or blank marketing campaigns – all subscribers took an action to sign up voluntarily from web or newsletters = portfolio of subscribers with real interest in passive components.
- Linked In / Twitter weekly newsletter promotion
- Subscriber organization / company structure:

#### Passive Components Customers & Users



#### Passive Components Manufacturers



#### Components Distributors



## Newsletter Sponsors Benefits

- Brand visibility – company logo will be seen regularly by subscribers
- Newsletter sponsor's logo displayed at the newsletter header with active link to the sponsor's website
- Newsletter sponsor's logo displayed at the passive-component.com subscriber webpage

### Monthly Newsletters

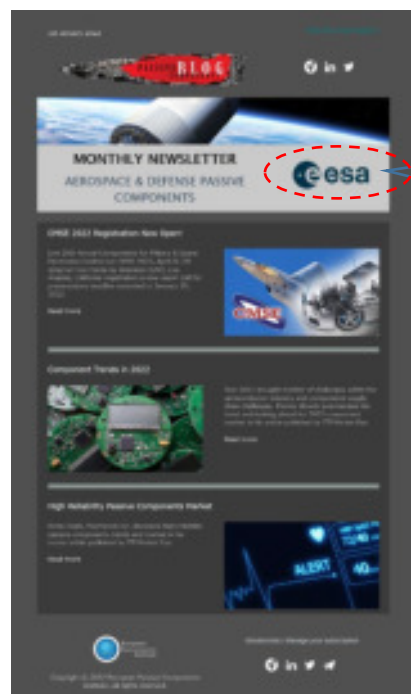
- All Passive Components
- Capacitors
- Inductors
- Resistors
- Aerospace & Defense
- Automotive
- Industrial
- Medical
- Market & Supply Chain

### Weekly Newsletter

- All Passive Weekly

### Newsletter Sponsoring Fee

- Weekly Newsletter
  - 200 EUR for 6 months
  - 360 EUR for 12 months
- Monthly Newsletter
  - 110 EUR for 6 months
  - 190 EUR for 12 months



Newsletter Sponsor Logo  
Brand Promotion (with link)