



EPCI 2023 Media and Promotion Kit

version: 1.0

1. EPCI passive-components.eu Web Domain Visitors (ref 11/22)

Passive Components Customers & Users



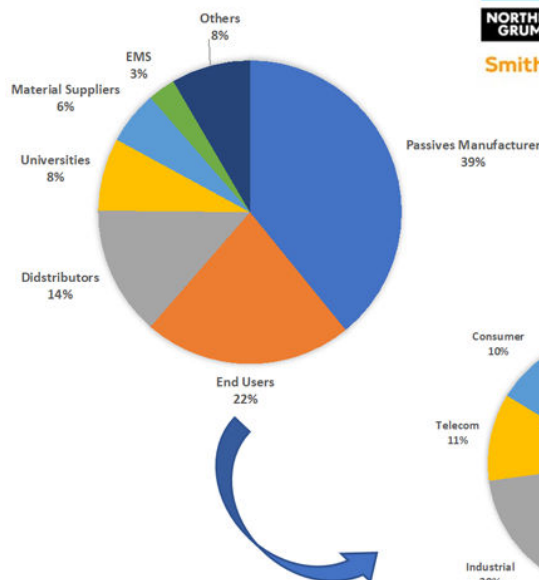
Passive Components Manufacturers



Components Distributors

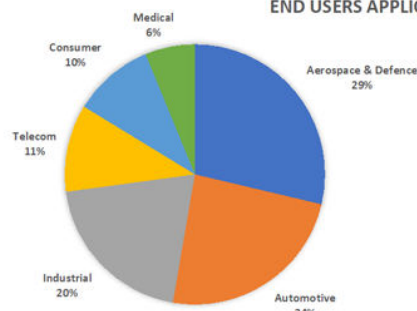


Newcomers 2022:



2022 Stats

EPCI NEWSLETTER SUBSCRIBERS END USERS APPLICATION FIELD



November Year to Year Stats:

	Nov. 2022	Nov. 2021
Original IP visitors / month	41K	35K
Site Displays:	22M	7.8M
Active Clicks:	367K	115K

2. Ad and Banner Options

Passive Components Blog domain: **passive-components.eu**

The image shows a screenshot of the Passive Components Blog homepage. Several ad options are highlighted with red dashed boxes and callouts:

- 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 homepage content includes a sidebar with 'LATEST' and 'TRENDING' sections, a main feed of articles, and a 'Popular Posts' section at the bottom. The 'New Product Release' article by KEMET is prominently featured in the center.

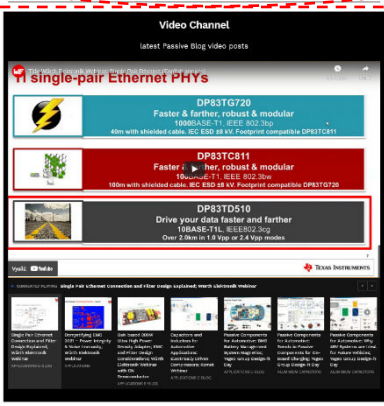


Home Page (cont.)

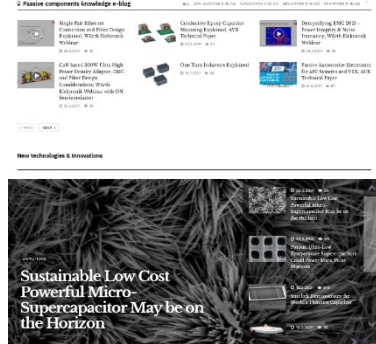
Partnership Conference/Symposium
Banners – upon agreement



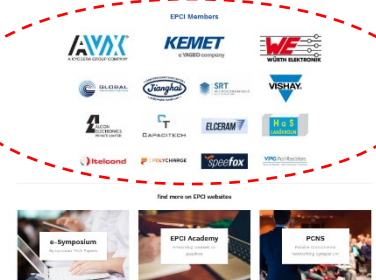
Full Width 1024x170px – with link
placement on home page and single page.
€50 net CPM



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

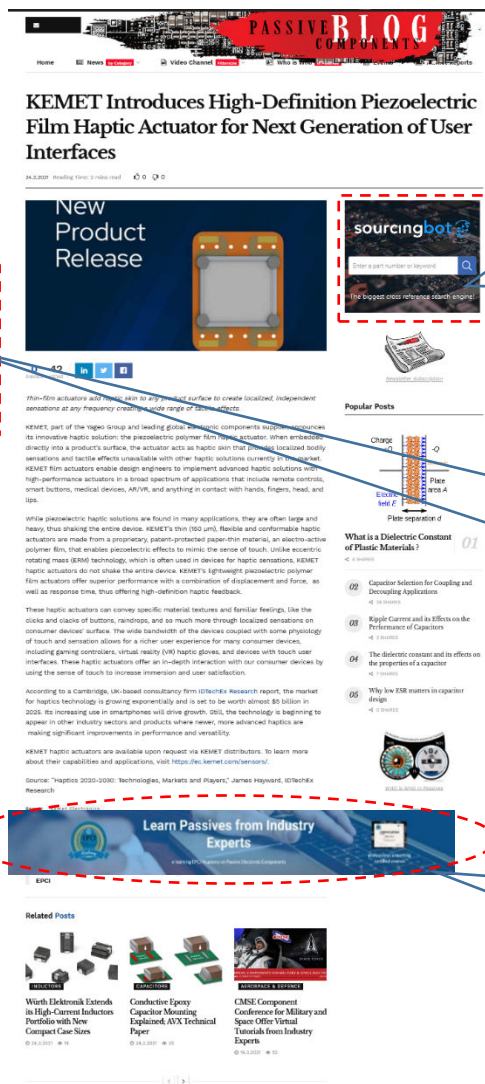
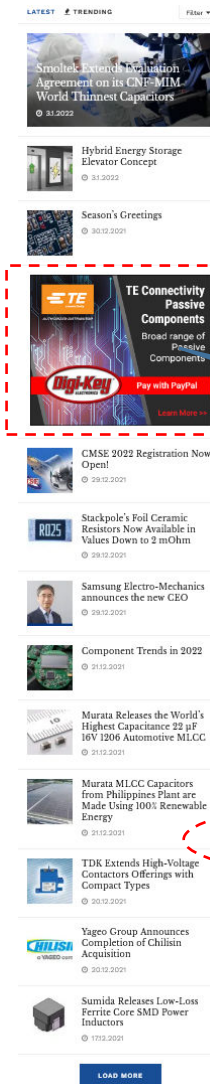


EPCI Member's Brand Logos with link to
their website, Gold on the top, premium in
the middle, within EPCI Membership fee



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 €25 net CPM

Sidfeed Ad - side banner 300x250 px each with link €25 net CPM

Full Width 1024x170px – with link €50 net CPM

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.

		
Basic	Premium	Gold
350,- € / a year	650,- € / a year	9900,- € / a year
65 EUR for SME* excl. disty and reps	430 EUR for SME* excl. disty and reps	Includes Google Search Stats !


Check all benefits in details and application form at:

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

4. EPCI Newsletter Sponsorship Options

- **>790 subscribers in November 2022**
- 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:

**Newsletter Sponsor Logo
Brand Promotion (with link)**



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-components.eu subscription webpage

Monthly Newsletters

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

Weekly Newsletter

- All Passives Weekly

Newsletter Sponsoring Fee

- **Weekly Newsletter**
 - 900 EUR for 6 month
 - 1800 EUR for 12 month
- **Monthly Newsletter**
 - 450 EUR for 6 month
 - 800 EUR for 12 month