



EPCI 2024 Media and Promotion Kit

version: 1.0

1. EPCI passive-components.eu Web Domain Visitors

Passive Components Customers & Users



Passive Components Manufacturers



Components Distributors



Annual Year to Date Visitor Rates (1.1.2023 – 31.12.2023)

Visitors: 340K

Views: 1.1M

Visitor Locations: Americas: 29%, Europe: 29%, Asia: 36%

2. Ad and Banner Options

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

The screenshot shows the homepage of the Passive Components Blog. The layout includes a header with navigation, a main content area with featured articles, a sidebar with 'All the latest news', and a footer with 'Popular Posts'. Several callout boxes are overlaid on the page to highlight specific advertising opportunities:

- 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
- Sidedef 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



Home Page (cont.)

Partnership Conference/Symposium Banners – upon agreement



PCNS Passive Components Symposium Joins EPCIA Student Award Program



Learn Passives from Industry Experts



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

Video Channel

single-pair Ethernet PHYs

DP83TG20 Faster & farther, robust & modular

DP83TC811 Faster & farther, robust & modular

DP83TD510 Drive your data faster and farther

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



Passive components knowledge e-blog

Single Pair Ethernet PHYs: Faster, Robust & Modular

Drive your data faster and farther

High Power and Filter Design

One-Trip Ethernet Exposed

High Power and Filter Design

High Power and Filter Design

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High Power and Filter Design

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

Find more on EPCI website



Partners Logos with link to their website

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

LATEST TRENDING Filter

Smoltek Extends Evaluation Agreement on its CNF-MIM World Thinnest Capacitors
31.12.2022

Hybrid Energy Storage Elevator Concept
31.12.2022

Season's Greetings
30.12.2021

TE Connectivity Passive Components
Broad range of Passive Components
High-Key Pay with PayPal
Learn More

CMSE 2022 Registration Now Open!
29.12.2021

Stackpole's Foil Ceramic Resistors Now Available in Values Down to 2 mOhm
28.12.2021

Samsung Electro-Mechanics announces the new CEO
29.12.2021

Component Trends in 2022
25.12.2021

Murata Releases the World's Highest Capacitance 22 µF 16V 1206 Automotive MLCC
23.12.2021

Murata MLCC Capacitors from Philippines Plant are Made Using 100% Renewable Energy
23.12.2021

TDK Extends High-Voltage Contactors Offerings with Compact Types
20.12.2021

Yageo Group Announces Completion of Chilian Acquisition
20.12.2021

Sumida Releases Low-Loss Ferrite Core SMD Power Inductors
19.12.2021

LOAD MORE

PASSIVE BLOG
COMPONENTS

Home News Products Video Channel World's Largest Passive Components Blog

KEMET Introduces High-Definition Piezoelectric Film Haptic Actuator for Next Generation of User Interfaces

30.12.2021 Reading time: 2 mins read

New Product Release

sourcingbot
Enter a part number or keyword
The biggest online reference search engine

Thin-film actuators are responsible for providing a tactile surface to create localized, independent sensations at any frequency across a wide range of device effects.

KEMET, part of the Tapes Group and leading global passive components supplier, announces its innovative haptic solution: the piezoelectric polymer film (PEF) haptic actuator. When embedded directly into a product's surface, the actuator acts on haptic user interface (UI) elements to provide quality sensations and tactile effects unavailable with other haptic solutions currently on the market. KEMET film actuators enable design engineers to implement advanced haptic solutions with high-performance actuators in a broad spectrum of applications that include remote controls, smart buttons, medical devices, AR/VR, and anything in contact with hands, fingers, head, and lips.

While piezoelectric haptic solutions are found in many applications, they are often large and heavy, thus shaking the entire device. KEMET's 200-µm-thin, flexible and conformable haptic actuators are made from a proprietary, patent-protected paper-thin material, an electro-active polymer film, that enables piezoelectric effects to mimic the sense of touch. Unlike eccentric rotating mass (ERM) technology, which is often used in devices for haptic sensations, KEMET haptic actuators do not shake the entire device. KEMET's lightweight piezoelectric polymer film actuators offer superior performance with a combination of displacement and force, as well as resonance time, thus offering high-definition haptic feedback.

These haptic actuators can convey specific material textures and familiar feelings, like the clicks and ripples of buttons, remotes, and so much more through localized sensations on consumer device's surface. The wide bandwidth of the devices coupled with some physiology of touch and interaction allows for a richer user experience for many consumer devices, including gaming controllers, virtual reality (VR) haptic gloves, and devices with touch user interfaces. These haptic actuators offer an in-depth interaction with our consumer devices by using the sense of touch to increase immersion and user satisfaction.

According to a Cambridge, UK-based consultancy firm Ictronics' research report, the market for haptic technology is growing exponentially and is set to be worth almost \$3 billion in 2022. Its increasing use in smartphones will drive growth. Still, the technology is beginning to appear in other industry sectors and products where newer, more advanced haptics are making significant improvements in performance and usability.

KEMET haptic actuators are available upon request via KEMET distributors. To learn more about their capabilities and applications, visit <https://foc.kemet.com/sensors/>.

Source: "Haptics 2020-2030: Technologies, Markets and Players," James Hayward, Ictronics Research

Learn Passives from Industry Experts

Related Posts

Wurth Elektronik Extends its High-Current Inductors Portfolio with New Compact Case Sizes
24.12.2021

Conductive Epoxy Capacitor Mounting Explained, AVX Technical Paper
24.12.2021

CMSE Component Conference for Military and Space Offer Virtual Tutorials from Industry Experts
24.12.2021

Charge
01
02
03
04
05

Plate separation of
What is a Dielectric Constant of Plastic Materials?
Capacitor Selection for Coupling and Decoupling Applications
Ripple Current and its Effects on the Performance of Capacitors
The dielectric constant and its effects on the properties of a capacitor
Why low ESR matters in capacitor design

Popular Posts

Charge
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Plate separation of
What is a Dielectric Constant of Plastic Materials?
Capacitor Selection for Coupling and Decoupling Applications
Ripple Current and its Effects on the Performance of Capacitors
The dielectric constant and its effects on the properties of a capacitor
Why low ESR matters in capacitor design

Open Advertisement Area - side banners 300x250 each with link €25 net CPM

Sidefeed 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 POPULAR	Premium +	Gold
€350 / year	€650 / year	€1440 / year	€9900 / year
✓ PR Posts Publishing	✓ PR Posts Publishing	✓ PR Posts Publishing	✓ PR Posts Publishing
✓ Tech/App Paper Promotion	✓ Tech/App Paper Promotion	✓ Tech/App Paper Promotion	✓ Tech/App Paper Promotion
✓ Newsletter Post Promotion	✓ Newsletter Post Promotion	✓ Newsletter Post Promotion	✓ Newsletter Post Promotion
✓ Preferred Supplier Linecard	✓ Preferred Supplier Linecard	✓ Preferred Supplier Linecard	✓ Preferred Supplier Linecard
✓ 5% PCNS Conference Discount	✓ 5% PCNS Conference Discount	✓ 10% PCNS Conference Discount	✓ 15% PCNS Conference Discount
✓ 30% SME* Discount	✓ 20% SME* Discount	✓ Supplier Landing Card	✓ Supplier Landing Card
✗ Supplier Landing Card	✓ Supplier Landing Card	✓ 10% Newsletter Logo Ad Discount	✓ 15% Newsletter Logo Ad Discount
✗ Newsletter Logo Ad Discount	✓ 5% Newsletter Logo Ad Discount	✓ Event Calendar Listing	✓ Event Calendar Listing
✗ Event Calendar Listing	✓ Event Calendar Listing	✓ 10% Advertisement Discount	✓ 15% Advertisement Discount
✗ Advertisement Discount	✓ 5% Advertisement Discount	✓ Newsletter Brand Promotion	✓ Newsletter Brand Promotion
✗ Newsletter Brand Promotion	✗ Newsletter Brand Promotion	✗ Premium News Headline	✓ Premium News Headline
✗ Premium News Headline	✗ Premium News Headline	✗ Google Search Stats	✓ Google Search Stats
✗ Google Search Stats	✗ Google Search Stats	✗ EPCI Presentations Brand Acknowledgement	✓ EPCI Presentations Brand Acknowledgement
✗ EPCI Presentations Brand Acknowledgement	✗ Brand Acknowledgement		

* SME is a small or medium-sized enterprise with fewer than 250 employees and a turnover of less than €50 million, or a balance sheet total of less than €43 million.

Check all benefits in details and application form at:

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

4. EPCI Newsletter Sponsorship Options

- >800 subscribers in December 2023
- 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
 - 900 EUR for 12 month