EPCI European Passive Components Institute



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





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



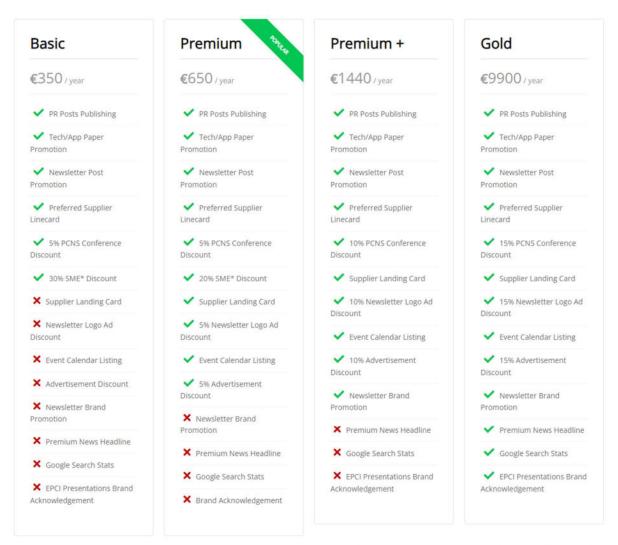
Partners Logos with link to their website

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



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.



^{*} 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:

