

E-Newsletters/Digital issue E-mail alerts: Client sponsorship

The recently launched *Power Electronics Europe* monthly e-newsletter and e-alert is sent to over 9,000 power systems design engineers.

The mockup shows a newsletter layout with a blue header containing the 'POWER ELECTRONICS EUROPE' logo and 'INDUSTRY UPDATE' in large white letters. Below the header, there are several content blocks:

- LEADERBOARD BANNER:** A yellow horizontal banner with the text 'LEADERBOARD BANNER' in blue.
- Text Block 1:** A paragraph of text: 'Welcome to the September 2015 edition of Power Electronics Europe new newsletter, bringing you a sample of the latest articles and features available in full on our web site: www.power-mag.com.' To the right is a small blue box with white text: 'View the latest digital issue on-line'.
- Text Block 2:** A grey box with the title '3-to-8 Cell Li-ion Battery Pack Monitor'. Below it is a paragraph of text and a small image of a battery pack monitor. To the right is a vertical yellow banner with the text 'SKYSCRAPER BANNER' written vertically.
- ADVERTORIAL TEXT BANNER:** A yellow horizontal banner with the text 'ADVERTORIAL TEXT BANNER' in blue.
- Text Block 3:** A grey box with the title 'Power Integration Launches 2nd HV CC/CV Controller'. Below it is a paragraph of text and a 'Read more...' link.
- Text Block 4:** A grey box with the title 'Brushless motor pre-driver IC suits electric power steering systems'. Below it is a paragraph of text, a small image of a Toshiba TB9081FG IC, and a 'Read more...' link.
- TEXT BANNER:** A yellow horizontal banner with the text 'TEXT BANNER' in blue.

Sponsorship Options	Rates	Size (pixels)	File size (max)	Resolution	Format
Leaderboard Banner	£400	468 x 60	20kB	72dpi	gif/jpg/html
Skyscraper Banner	£350	120 x 600	20kB	72dpi	gif/jpg/html
Advertorial Text Banner	£350	468 x 60	20kB	72dpi	gif/jpg/html
Text Banner	£300	468 x 60	20kB	72dpi	gif/jpg/html