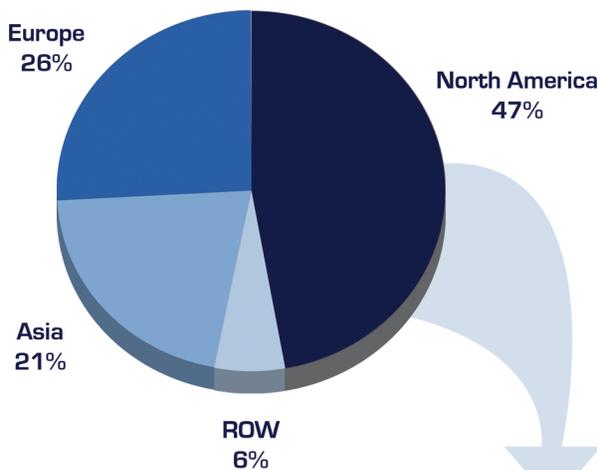




2017 Media Guide

Monthly Circulation



55,000
Daily Subscribers

3,000,000
Monthly Page Views

Power Spotlight
White Papers

Promotional eBlast
Marketing Campaigns

LIVE Webinars/Webcasts

LEAD GENERATION



About Us

PowerPulse is published by Opportunity Media Inc., and is the leading source for practical design information and the latest technology and industry developments covering all aspects of power electronics.

PowerPulse delivers the industry's only daily news service via PowerPulseDaily emails to **over 55,000 subscribers**; delivering over 1 million email updates monthly to subscribers and generating **over 3,000,000 page views monthly** on the www.PowerPulse.net website.

PowerPulse specializes in identifying market and sales opportunities for advertisers through a customized mix of driving lead generation, increasing brand awareness and share of mind, and delivering click-thrus to advertiser websites.

PowerPulse has been connecting power system engineers with the latest solutions and advertisers with power system engineers for over 20 years.

PowerPulse reaches the readers who matter. In a recent survey, **73%** indicated that they "**Manage or Influence**" purchases of power management and power conversion products, and **76%** indicated that they **had taken action** after seeing an ad on PowerPulse and "visited an advertiser web site." When asked about their "primary job function," **67%** of PowerPulse readers responded that they are involved in some phase of **engineering** activities, **22%** are in various **executive management** positions, and **11%** cited "other involvement" with power electronics.

As is evident from the site's over 3,000,000 monthly page views, PowerPulse readers are dedicated. Not only does PowerPulseDaily have over 55,000 requested daily email subscriptions,

almost 20% of PowerPulse readers visit the web site on a daily basis and an astounding 70% visit weekly or more often.

"PowerPulse readers are looking for new product and technology solutions for the design challenges they face in their daily professional activities. And our Daily coverage gives PowerPulse readers the fastest-access possible to the latest developments in power electronics," stated Jeff Shepard, Editor.

"In publishing in general, 'content is king.' On the Internet, 'News Content is King,' and PowerPulse.Net delivers far more news coverage than any other source," Shepard continued. "Our comprehensive global coverage of highly-relevant and leading-edge product, technology and industry news is what drives our remarkable **26% open rate** for PowerPulseDaily email news service and enables PowerPulse.net to consistently deliver over three-million monthly page views," he concluded.



OPPORTUNITY MEDIA

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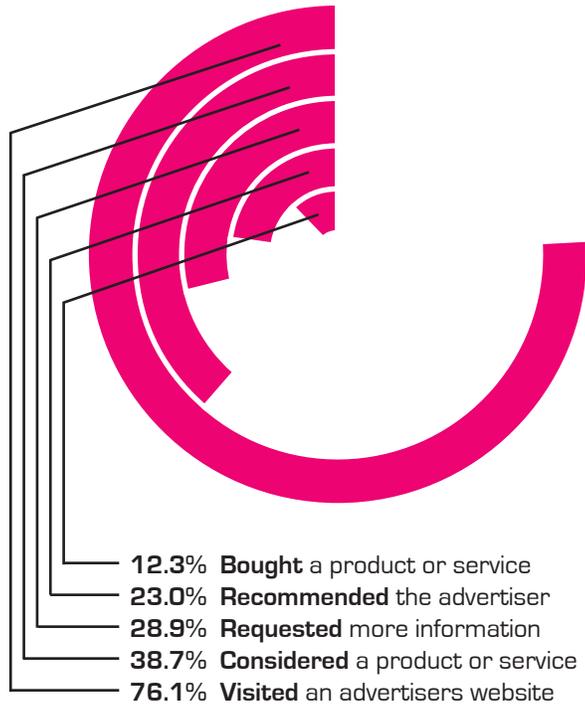
Traci Shepard

Email tshepard@powerpulse.net

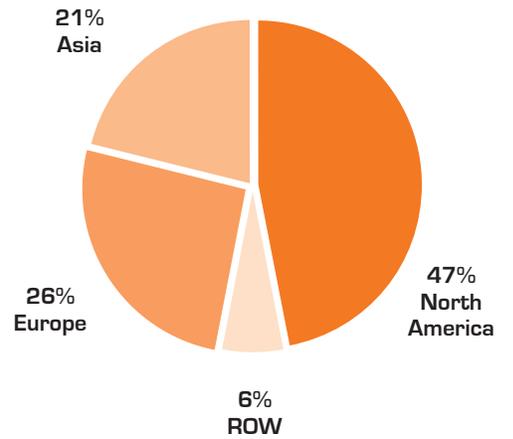
Phone: +1 951 751 5654

About Our Readers

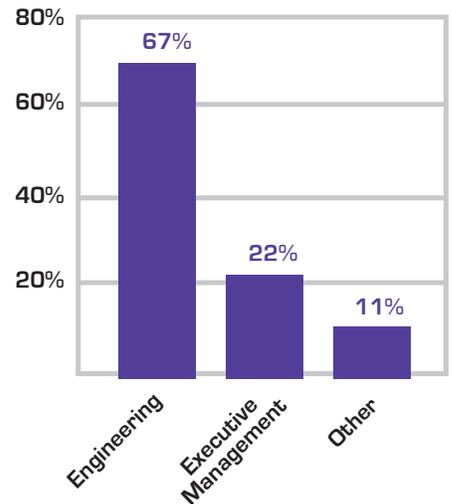
Have you taken ACTION after seeing an ad on PowerPulse?



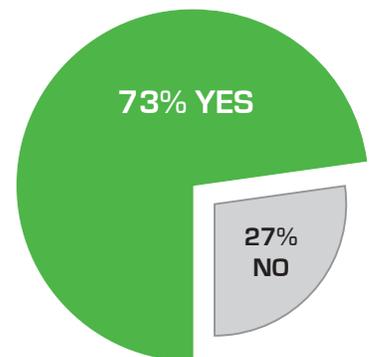
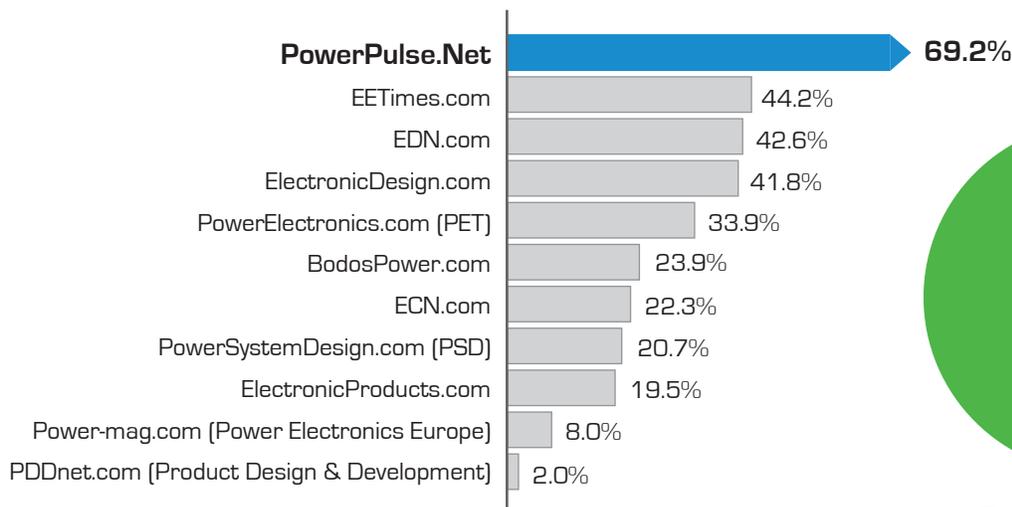
Monthly Circulation



Job Activity



Which of the following websites do you visit at least once per week (online only)?



Do you manage or influence purchasing?

Lead Generation

PowerPulse **Content Marketing** Primary Goals

- 1) Raise brand awareness
- 2) Educate the marketplace
- 3) Achieve measurable results
- 4) Produce a bigger list of named sales prospect contacts!



Webinars include:

- Rehearsal(s) with PowerPulse staff to ensure the event runs smoothly
- 5 e-blasts to our full list to promote the webinar (3 exclusive, 2 in-house)
- 2 months ads on PowerPulse.Net to promote webinar (1 month prior, 1 month after)
- Listed exclusively in Feature section of PowerPulseDaily for at least 1 week
- Listed in Power Spotlight section of PowerPulse.Net (including sponsor logo)
- Event registration (sponsor logo included on Registration page)
- On Demand viewing and monthly named sales prospect lead reports for 6 months after LIVE event
- Plus more ads in PowerPulseDaily (upon availability)



White Papers include:

- 2 monthly e-blasts to our full list that promotes all current PowerSpotlights
- Listed in the Power Spotlight section of PowerPulse.Net (including sponsor logo)
- Listed exclusively in Feature section of PowerPulseDaily for at least a week that is sent to our 55K subscribers
- 6 months of named sales prospect leads per white paper sent to the sponsor on a monthly basis
- Sponsor logo linked to sponsor website

Lead Generation

Native Ads

Raise brand awareness. Educate the marketplace. Achieve measurable results. Produce a bigger list of named sales prospect contacts!

The Interactive Advertising Bureau (IAB) describes Native Ads this way: “Native advertising is paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.” It’s emerged more prominently in the last few years as a way for marketers to engage with customers on a new level—a way to connect with a built-in audience by providing quality content that could already be there, making it feel like a “native” or natural experience.

LIVE Sponsored Webinars

Every effort to generate an audience for your webinar is an opportunity to promote your brand. With a PowerPulse campaign, you get more than just sales leads -- you get multiple opportunities to build brand awareness and remind prospects about your product over a period of months.

Webinar content can include, but is not limited to, direct promotion and training of your products with registered leads delivered monthly for six months per webinar. PowerPulse webinars should be designed to appeal to the technical engineering community of the global power electronics industry. The publisher retains right to disapprove inappropriate webinars.

Webinar production includes at least one rehearsal with the staff of Opportunity Media to ensure a smooth event. Opportunity Media provides the automated registration system and gathers the registration information as defined

by the webinar sponsor. Registration information is sent to sponsors on a monthly basis.

Webinar promotion includes an ad on PowerPulse.Net for two months, one month prior to the event and one month following the event and (as available) in PowerPulseDaily. Plus a series of at least five e-blasts to the entire list of PowerPulse subscribers. Webinars are also listed on the Power Spotlight page.

Sponsored White Papers

White paper content may include promotion of app notes, technology introductions, etc. with registered leads delivered monthly for six months per white paper. White papers posted on PowerPulse should be designed to appeal to the technical engineering community of the global power electronics industry. The publisher retains right to disapprove inappropriate white papers.

Opportunity Media provides the automated registration system and gathers the registration information. Registration information is sent to sponsors on a monthly basis.

White paper promotion includes two monthly eblasts that promotes all current PowerSpotlights, and white papers are presented in the Power Spotlight section of PowerPulse.Net. And the most-recently posted white paper(s) are included in the Featured section of PowerPulseDaily for at least one week.



Rate Sheet



Over **55,000** e-Newsletter
Subscribers!

Online Advertising Rates (per month)

	48x	24x	18x	12x	6x	3x	1x
Boom Box	1,721	1,807	1,898	1,992	2,092	2,199	2,309
Skyscraper	1,466	1,539	1,616	1,697	1,782	1,870	1,964
Leaderboard	1,275	1,338	1,406	1,476	1,549	1,626	1,707

PowerPulse.Net guarantees you 100,000+ monthly ad impressions

e-Newsletter Advertising Rates (per week for PowerPulseDaily)

	48x	36x	24x	18x	12x	6x	3x
Leaderboard	1,393	1,490	1,550	1,634	1,724	1,872	1,917
Triple Tile	1,393	1,490	1,550	1,634	1,724	1,872	1,917

White Papers, Webinars and e-Blasts (per insertion)

	24x	18x	12x	6x	3x	1x
White Papers	928	997	1,028	1,083	1,140	1,200
Webinars	7,220	7,600	8,000	8,400	8,820	9,261
e-Blasts	\$400 per thousand with a minimum of 50% of our list					



Leaderboard

Dimensions: 728 x 90 pixels
Maximum file size: 200 KB
File types: Flash, GIF, JPG



Triple Tile

Dimensions: 125 x 375 pixels
Maximum file size: 200 KB
File types: GIF, JPG

Skyscraper
Dimensions: 160 x 600 pixels
Maximum file size: 200 KB
File types: Flash, GIF, JPG



Boom Box
Dimensions: 336 x 280 pixels
Maximum file size: 200 KB
File types: Flash, GIF, JPG



PowerPulse Value Packages

Savings are in addition to earned frequency discounts.

GigaWatt (12-month program)

Webinars on PowerPulse.Net	6x (choice of months)
Boombox ad on PowerPulse.Net	12x (continuously in rotation)
Triple Tile ad on PowerPulseDaily	24x (two weeks per month)
White Papers on PowerPulse.Net	20x (two posted monthly)
e-Blasts to 55,000 Daily subscribers	12x (one per month)
Your Cost	\$155,000
Your Savings	\$101,680 = 40%

MegaWatt (12-month program)

Boombox ad on PowerPulse.Net	12x (continuously in rotation)
Triple Tile ad on PowerPulseDaily	50x (run in every issue)
White Papers on PowerPulse.Net	12x (one posted monthly)
e-Blasts to 55,000 Daily subscribers	4x (choice of months)
Webinars on PowerPulse.Net	6x (alternating months)
Your Cost	\$110,000
Your Savings	\$61,008 = 36%

KiloWatt (12-month program)

Webinars on PowerPulse.Net	4x (one per quarter)
Boombox ad on PowerPulse.Net	12x (continuously in rotation)
Triple Tile ad on PowerPulseDaily	24x (two weeks per month)
Your Cost	\$57,000
Your Savings	\$29,652 = 34%

High-Wattage Plus (12-month program)

Boombox ad on PowerPulse.Net	12x (continuously in rotation)
Leaderboard ad on PowerPulseDaily	24x (two weeks per month)
White Papers on PowerPulse.Net	8x (choice of months)
Your Cost	\$43,000
Your Savings	\$19,964 = 32%

High-Wattage (12-month program)

Boombox ad on PowerPulse.Net	12x (continuously in rotation)
Leaderboard ad on PowerPulseDaily	12x (one week per month)
Your Cost	\$29,000
Your Savings	\$11,284 = 28%

Special Announcement (3-month program)

Boombox ad on PowerPulse.Net	3x (in rotation for 3 months)
Leaderboard ad on PowerPulseDaily	6x (two wks/mth for 3 mths)
White Papers on PowerPulse.Net	6x (two/month for 3 months)
e-Blasts to 55,000 Daily subscribers	3x (one/month for 3 months)
Your Cost	\$40,000
Your Savings	\$18,008 = 31%

Ad formats and positions subject to availability

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**OPPORTUNITY
MEDIA**

PowerPulse.Net is an Opportunity Media publication - 20 Years in Publication

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