

PowerPulse.Net

Daily News for the Global Power Electronics Engineering Community

2018 Media Guide



Welcome to the all new **PowerPulse.Net**

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 50,000 subscribers**; delivering over 1 million email updates monthly to subscribers.

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.

Not only does PowerPulseDaily have over 50,000 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 eight-million monthly ad impressions," he concluded.



OPPORTUNITY MEDIA

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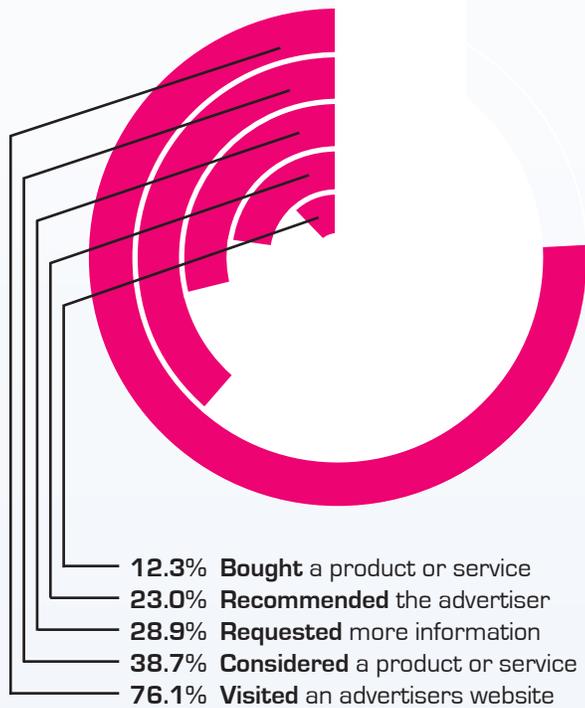
For sales inquiries please contact:
Associate Publisher / Managing Editor

Traci Shepard

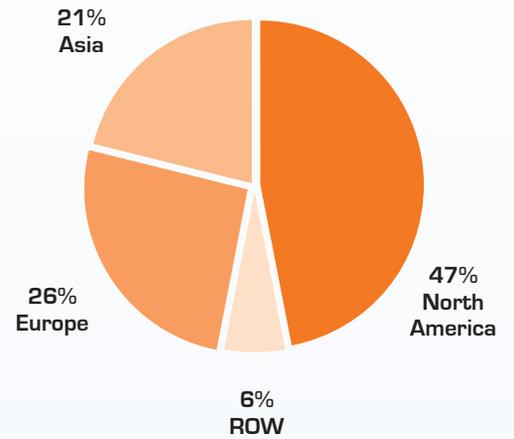
Email tshepard@powerpulse.net
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About Our Readers

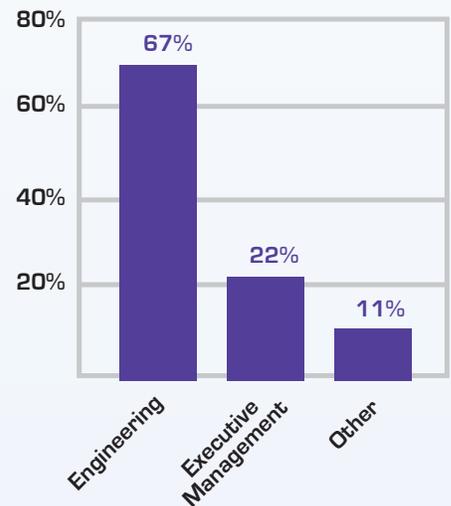
Have you taken ACTION after seeing an ad on PowerPulse?



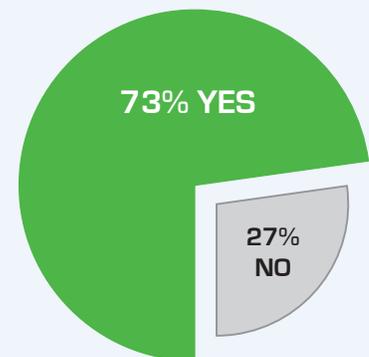
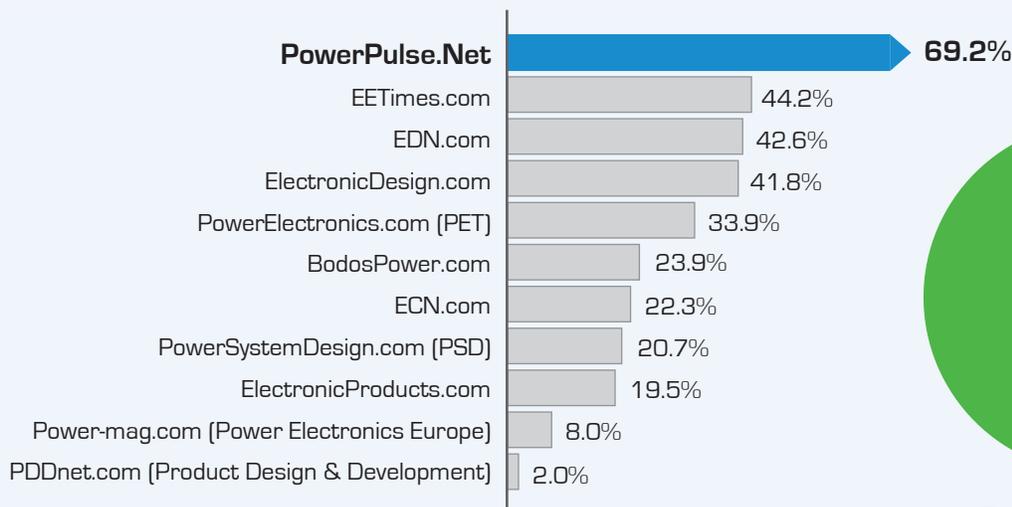
Monthly Circulation



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

Content Marketing

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

Content Marketing has 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

As far as customer acquisition channels go, webinars are one of the most effective ways of speaking directly to your potential customers. 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 e-blasts 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.



The screenshot displays the PowerPulse.Net website interface. At the top, the site logo and navigation menu are visible. A prominent banner for 'High Performance EPCOS SMT Power Inductors' by TDK is shown. The main content area features an article titled 'LIN Bus Gateway Connects up to 196 Devices' with a large image of a car's interior. To the right, a 'POWER SPOTLIGHT' sidebar lists several technical articles. Three callout boxes highlight specific ad formats: a 'Leaderboard 728x90' at the top right, a 'Half-page "sticky" 300x600' in the middle right, and a 'Mobile Leaderboard 320x50' at the bottom left, which is shown on a smartphone screen.

Leaderboard
728x90

Half-page "sticky"
300x600

Rectangle
300x250

Mobile Leaderboard
320x50

PowerPulse.Net offers a variety of ad formats, from standard leaderboards and inline rectangles to the new XL half-page "sticky" display ads. The half-page "sticky" ads follow

readers down the page as they scroll, staying in view to the end of each story. PPN sponsored white papers and webinars featured in our Power Spotlight section are listed in a "sticky" sidebar as well, giving our sponsors maximum exposure and value. PPN also offers a variety of exclusive premium ad formats, including welcome/interstitial, wallpaper ads, expandable rich media and more. Contact our sales team today for rates and specs.



PowerPulseDaily for July 6, 2017

If you are not able to view this message properly, you can view the full text version at www.pulsedaily.com



Today's Top Stories

1. New Product:
Robust USB Type C Integrated Power Splitter/Switch in WLSCP
2. Industry News:
Largest Energy Storage Rollout in Canada
3. Friday Feature:
650W Quarter Brick Delivers 1079W in Burst Mode

Featured

Power Spotlight (Updated June 20, 2017)
"Wireless Charging: Advanced Technology Delivers Consumer Convenience"



Your SMPS design deserves a Plus



More New Products

4. 650W Quarter Brick Delivers 1079W in Burst Mode
5. Common-Mode Choke for Automotive Ethernet
6. Lowest Power Bluetooth Low Energy SoC Family

More

7

8

9

10

11

12



Today's Top Stories



Robust USB Type C Integrated Power Splitter/Switch in WLSCP

Silergy Technology Inc. today announced the introduction of the SLD094302C – a very robust single input, dual-output power splitter designed for mid- and high-end smartphones and tablet PCs. Any IC product designed for consumer electronics and operating in the vicinity of edge connectors must be tolerant of electrical surges and abuses caused by an incorrect application of power adapters. In these applications, system-level, over-voltage protection (OVP) has become a standard requirement.



30-925VAC Input for Three-phase Four-wire System

3M LBL303 100W/0.5 Series



UL, CE, CB (Pending)

0. FREE SAMPLES



Largest Energy Storage Rollout in Canada

Power Energy Corporation is partnering with Heavate Energy to build, deliver, and install projects with a total capacity of 12.8MWh/52.8MWh at two sites in Ontario, Canada. Power's modular Stack340 – powered by their exclusive top-OS battery management software – will be the building block for each storage system.



650W Quarter Brick Delivers 1079W in Burst Mode

Brilliance Power Modules today announced that its award-winning BMR450 third-generation 3E quarter-brick advanced bus converter has been upgraded to integrate burst-mode operation, which enables the module to handle 1079W of peak power for a brief period of time, up to a maximum of one second.

Featured

Power Spotlight (Updated June 20, 2017)
"Wireless Charging: Advanced Technology Delivers Consumer Convenience"



An integrated approach delivers real technical benefits in resonant solutions. Wireless is not new; data became wireless some time ago. However, for all the mobility we enjoy these days, we still tether our mobile devices to the wall at the end of the day to recharge them. Slowly but surely a revolution is happening; consumers are demanding the ability to charge wirelessly and technology enablers are responding. In this white paper, Infineon will review the current state-of-the-art, including the standards that drive this new sector. The paper compares technical approaches and technologies

and explains the benefits of a totally integrated approach to delivering advanced wireless charging solutions.

registration required

[Read More](#)



More New Products



650W Quarter Brick Delivers 1079W in Burst Mode

Brilliance Power Modules today announced that its award-winning BMR450 third-generation 3E quarter-brick advanced bus converter has been upgraded to integrate burst-mode operation, which enables the module to handle 1079W of peak power for a brief period of time, up to a maximum of one second.



Common-Mode Choke for Automotive Ethernet

TDK Corporation presents the ACT1220, common-mode choke – claimed to be the world's smallest of its type for automotive Ethernet applications. Its dimensions are just 3.2 mm x 2.5 mm x 2.5 mm.

50,000+ Subscribers

Leaderboard (ToC)
728x90

Triple Tile
125x375

PowerPulseDaily and PowerPulse Weekly are the premier news services of the global power electronics engineering community. PowerPulseDaily is the most timely, delivered every business day, highlighting the latest new products and industry news. PowerPulse Weekly provides a weekly synopsis of the week's most interesting developments including the '10 Most Read' stories list, the latest Friday Feature, Material Developments and Power Spotlight features, and more. All subscriptions are free and sent by request only to over 50,000 subscribers.

Skyscraper
160x600

Leaderboard (Body)
728x90

Rate Sheet



Over 50,000 e-Newsletter Subscribers!

Raising brand awareness and remarketing to past visitors can increase the likeliness of a sale further down the road. Display advertising plays a big part in pushing customers down the sales funnel, eventually leading them to purchase your product or service. Our customized advertising management software, coupled with our extensive readership, enables **PowerPulse.Net** to guarantee that your ad will generate at least 100,000 monthly impressions.

All ads on **PowerPulse.Net** are run continuously for an entire calendar month with a guaranteed minimum of 100,000 impressions. Advertisers generally receive more than 100,000 impressions when their ad is run open-ended for an entire month. When the minimum 100,000 impressions level is achieved, your ad remains running, collecting even more value. There is no additional charge for impressions in excess of 100,000 in a given month.

Online Advertising Rates (per month)

	48x	24x	18x	12x	6x	3x	1x
Half-Page	1,979	2,077	2,181	2,291	2,405	2,524	2,651
Rectangle	1,721	1,807	1,898	1,992	2,092	2,199	2,309
Leaderboard	1,275	1,338	1,406	1,476	1,549	1,626	1,707

e-Newsletter Advertising Rates (per week for PowerPulseDaily)

	48x	36x	24x	18x	12x	6x	3x
Leaderboard (TOC)	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
Skyscraper	1,393	1,490	1,550	1,634	1,724	1,872	1,917
Leaderboard (Body)	1,257	1,323	1,393	1,490	1,550	1,634	1,724

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					

PowerPulse Value Packages

Savings are in addition to earned frequency discounts.

GigaWatt (12-month program)

Webinars on PowerPulse.Net	6x (choice of months)
Half-page ad on PowerPulse.Net	12x (continuously in rotation)
Triple Tile ad on PowerPulseDaily	24x (two weeks per month)
White Papers on PowerPulse.Net	15x (two posted monthly)
e-Blasts to 55,000 Daily subscribers	12x (one per month)
Your Cost	\$155,000
Your Savings	\$101,500 = 40%

MegaWatt (12-month program)

Rectangle 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)
Rectangle 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)

Half-page ad on PowerPulse.Net	12x (continuously in rotation)
Leaderboard ad on PowerPulseDaily	24x (two weeks per month)
White Papers on PowerPulse.Net	4x (choice of months)
Your Cost	\$43,000
Your Savings	\$20,404 = 32%

High-Wattage (12-month program)

Rectangle 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)

Rectangle 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	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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