



www.StrumentazioneElettronica.it Short Form Media Kit

www.StrumentazioneElettronica.it is the only Italian site dedicated to test and measurement.

Visitors of the site are **professionals** involved in test and measurement of **electronics products and systems**.

Our site has been designed to serve the needs of a specific niche audience: **users of T&M products**. The site features products news, technology news, market data, technical tips and a resource library covering the Italian test and measurement market.

Since its launch on September 2008, www.StrumentazioneElettronica.it has expanded its reach delivering content over a multimedia platform that now include the main social media networks.

As a strong believer of **openness**, we offer to sponsoring companies and advertisers full access to **usage statistics** of the site, handled independently by third party services (currently Google Analytics and Feedblitz).

The site is complemented by **three weekly newsletters** (New Products, Latest News, Technologies) that rebroadcast all the relevant content according to the user's preferences.

Social media's users can both read the site's content on their preferred network (we currently support **LinkedIn, Facebook and Twitter**) and interact with it through comments, wall posts and tweets.



**Advertising on
www.StrumentazioneElettronica.it means
reaching Italian users of T&M products.**

**More than 5,000 unique visitors are drawn to
the site every month by its unique content.**

*Source: Google Analytics November 2011
Check yourself the latest data on



**Our weekly newsletters reach a personally
addressed target of over 3.000 subscribers**

*Source: Feedblitz November 2011
Check yourself the latest data live on our site

3062 email readers
BY FEEDBLITZ



| Display Advertising: BANNERS | | |
|---|--------------|----------|
| Ad Unit | Monthly rate | CPM rate |
| B1: Leaderboard 728 x 90 pixel max 40 kB | €500,00 | € 50,00 |
| B2: Medium Rectangle 300 x 250 pixel max 40 kB | €500,00 | € 50,00 |
| B3: Wide Skycraper 160 x 600 pixel max 40 kB | €500,00 | € 50,00 |
| B4: Inset Rectangle 300 x 250 pixel max 40 kB | €500,00 | € 50,00 |
| B5: Footer 728 x 90 pixel max 40 kB | €400,00 | € 40,00 |

Rich media, like video- or Flash-based imagery, is accepted for all ad positions at no extra charge, subject to testing and approval

| ADVERTORIALS | |
|---|--------------|
| Ad Unit | Monthly rate |
| F1a and F1b: Featured article Big picture and intro text in Home Page Full length advertorial article Text Link to advertorial on all pages | € 1000,00 |
| H1: Highlight Small picture and intro text in Home Page Full length advertorial article | € 500,00 |
| H2: Highlight Small picture and intro text in Home Page Full length advertorial article | € 500,00 |
| H3: Highlight Small picture and intro text in Home Page Full length advertorial article | € 500,00 |

| NEWSLETTERS | |
|---|---------------|
| Ad Unit | Rate |
| N1: Newsletter Intro text and small image at the top of the newsletter content and link to advertiser's content | € 125,00 each |
| DEM: Custom Small picture and intro text in Home Page Full length advertorial article | € 250,00 each |

Custom advertising and Lead Generation projects available on request.

