

**DIGITAL ADVERTISING**

# Advertise on Design Engineering & Sourcing sites, where technology comes first.

Showcase your thought leadership while driving high quality leads. Digital advertising is a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on brand awareness via our existing OEM/EOEM industry network of sites.

**SIMPLE DETAILS**

- Digital advertising includes: traditional banner ads, high impact wallpaper ads, as well as Design FAQ, Basics of Design, eBooks, Webinars, Lead Touch, Extended Marketing, ePostcards, Retargeting, Surper-charged White Papers, Single Sponsor Newsletters, or a Product Spotlight and more.
- Get the reach and exposure you need by customizing your program to your budget.

**USEFUL FOR**

- High-impact messaging
- Staying “top-of-mind”
- Thought leadership
- Brand awareness
- Show subject matter expertise
- Driving high quality leads

**ADDITIONAL SERVICES**

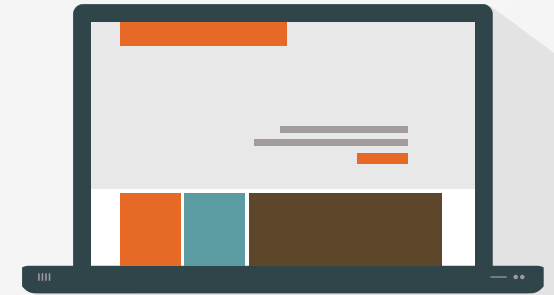
These additional marketing services compliment or work well with Digital Advertising:

**LEAD LIFECYCLING**

Nurture generated leads.

**PRINT ADVERTISING**

Combine print and digital advertising for an effective and integrated campaign.



## 37% of marketing managers

believe that the most important channel for engaging customers is content-led websites.