

www.StrumentazioneElettronica.it is the only **Italian** site fully 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 also include the main **social media** networks and a **video channel**.

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 and a **YouTube channel**.

Social media's users can both read the site's content on their preferred network (we currently support **YouTube, LinkedIn, Facebook, Google+** 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.*

*Over 9.000 unique visitors are drawn to
the site every month by its unique content.*

*Our weekly newsletters can reach a
personally addressed target of over 5.000
subscribers*

*Through our new Remarketing campaigns,
you can reach more than 60.000 Italian
users interested in test and measurement
equipment*

www.StrumentazioneElettronica.it is published by:
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Via degli Orombelli 7/A
20131 Milano - Italy

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Leverage the traffic and audience reach to get your product and brand messages to your audience with a variety of digital advertising programs including:

- Banners on the site
- Feature Articles and Native Advertising on the site
- Skin/Wallpaper on the site
- Weekly newsletter sponsor banners
- Direct Email Marketing (DEM) custom campaigns
- Remarketing Campaigns
- Custom Lead Generation forms
- Product Placement in video content



BANNERS ON THE SITE

Static and rich media banners in standard IAB sizes are delivered on **all pages** of the site, **Home Page included**.

Ad Unit and Sizes	Monthly Rate
A1: Leaderboard 728x90 pixels (max 40 kB)	€ 600.00
B1: Medium Rectangle 300x250 pixels (max 40 kB)	€ 600.00
B2: Half Page 300x600 pixels or 300x250 pixels (max 80 kB)	€ 550.00
B3: Medium Rectangle 300x250 pixels (max 40 kB)	€ 550.00
C1: Leaderboard 728x90 pixels (max 40 kB)	€ 450.00



NATIVE ADVERTISING

Featured articles include a **full length technical advertorial** linked from a **prominent banner** in the Home Page.

The *Primo Piano* position includes also a **text link** to the advertorial **on all other pages** of the site.

Ad Unit and Sizes	Monthly Rate
P1+P2: Primo Piano P1: 400x200 pixels + introtex P2: Text link	€ 1,000.00
H1: Button 80x75 pixel + introtex (max 40 kB)	€ 500.00
H2: Button 80x75 pixels + introtex (max 40 kB)	€ 500.00
H3: Button 80x75 pixels + introtex (max 40 kB)	€ 500.00

The advertorial will remain indefinitely visible and indexed in the archive section of the site even after the end of the campaign.

S0: Wallpaper



SKIN/WALLPAPER AD

The whole site can be sponsored by a dedicated wallpaper ad for maximum visibility

Ad Unit and Sizes	Monthly Rate
S0: Wallpaper U-shaped: Max 1600x1000 pixels Header height: 140 pixel Hole: 900 pixel width (max 400 kB)	€ 1000.00



WEEKLY NEWSLETTER SPONSOR BANNERS

The sponsor positions in the **weekly newsletters** allows you to place a **prominent banner** wrapping our engaging round-up of the industry – featuring leading news, white papers and the very latest research, projects and features.

Both **graphics banner** and **text ads** are supported

Ad Unit	Weekly Rate
<p>N1: Banner Suggested size: 400x100 pixels Max allowed size: 550 pixel width, 100 pixel height</p> <p>N1: Text Ads 1 Title line + max 30 words text + (optional) logo</p>	<p>€ 160.00</p>
<p>N2: Banner Suggested size: 400x100 pixels Max allowed size: 550 pixel width, 100 pixel height</p> <p>N2: Text Ads 1 Title line + max 30 words text + (optional) logo</p>	<p>€ 140.00</p>

Our weekly newsletters can reach a personally addressed target of over 5.000 subscribers



DIRECT EMAIL MARKETING (DEM) CUSTOM CAMPAIGNS

Reach over 5.000 Italian users of T&M equipment with your custom email message delivered to their personal inbox.

Ideal to promote your new products, events and special offer.

You can either supply us your **custom formatted HTML** message or ask us to build a customized message on your behalf, **optimized to be read on any major email clients**, both on desktop and mobile devices.

Service	Per Campaign
Your custom HTML email message delivered to our complete mailing list	€ 450.00
Optional HTML optimized formatting of your email message	€ 100.00
Optional custom lead generation form	€ 100.00

Your DEM campaign can also optionally be linked to a custom **lead generation form** we can set up and host for you.

Your DEM can reach a personally addressed target of over 5.000 subscribers



REMARKETING CAMPAIGNS

Through our remarketing service, you can select and target users who have already shown interest in Test & Measurements for your campaign delivered over the **Google Display Network**.

It's an efficient way to keep in touch with an already profiled audience and it can improve the ROI of your online marketing campaign.

Service	Per Campaign
Remarketing Campaign on Google Display Network	Starting from € 1000.00
Optional custom lead generation form	€ 100.00

Your remarketing campaign can also optionally be linked to a custom **lead generation form** we can set up and host for you.

PRODUCT PLACEMENT IN VIDEO CONTENT + NATIVE ADVERTISING

Our *VideoRisposte* published both on our **video section** on our site and on our **YouTube channel** can include your product placement and/or links to your suggested content.

Each new sponsored video is also promoted of our site for a full month linked from a **prominent banner in the Home Page**.



Service	Per Campaign
Product placement in VideoRisposte video + P1: Primo Piano P1: 400x200 pixels + introtex	€ 1500.00

Each video is promoted through all social networks.

Each video it will remain indefinitely visible and indexed in the archive section of our site and our YouTube channel.

QUICK REFERENCE CARD

Media	Position	Format	Rate
Web site banner	A1: Leaderboard	728x90 pixels	€ 600.00 per month
Web site banner	B1: Medium Rectangle	300x250 pixels	€ 600.00 per month
Web site banner	B2: Half Page	300x600 pixels or 300x250 pixels	€ 550.00 per month
Web site banner	B3: Medium Rectangle	300x250 pixels	€ 550.00 per month
Web site banner	C1: Leaderboard	728x90 pixels	€ 450.00 per month
Web site skin/wallpaper	S0: Skin/Wallpaper	U-shaped: Max 1600x1000 pixels Header height: 140 pixel Hole: 900 pixel width	€ 1000.00 per month
Web site Native Advertising	P1+P2: Primo Piano	400x200 pixels + advertorial	€ 1,000.00 per month
Web site Native Advertising	H1: Button	80x75 pixels + advertorial	€ 500.00 per month
Web site Native Advertising	H2: Button	80x75 pixels + advertorial	€ 500.00 per month
Web site Native Advertising	H3: Button	80x75 pixels + advertorial	€ 500.00 per month
Email Newsletter	N1: Banner	400x100 pixels (up to 550x100)	€ 160.00 per week
Email Newsletter	N1: Text Ads	1 Title line + max 30 words text + (optional) logo	€ 160.00 per week
Email Newsletter	N2: Banner	400x100 pixels (up to 550x100)	€ 140.00 per week
Email Newsletter	N2: Text Ads	1 Title line + max 30 words text + (optional) logo	€ 140.00 per week
Email DEM	N/A	Custom HTML	€ 450.00 per shot
Google Display Network	Remarketing	Standard formats for Display Ads	From €1000.00 per month
Video	Video blog + YouTube channel + P1: Primo Piano	Custom shootage + 400x200 pixels + advertorial article	€1,500.00 per campaign