



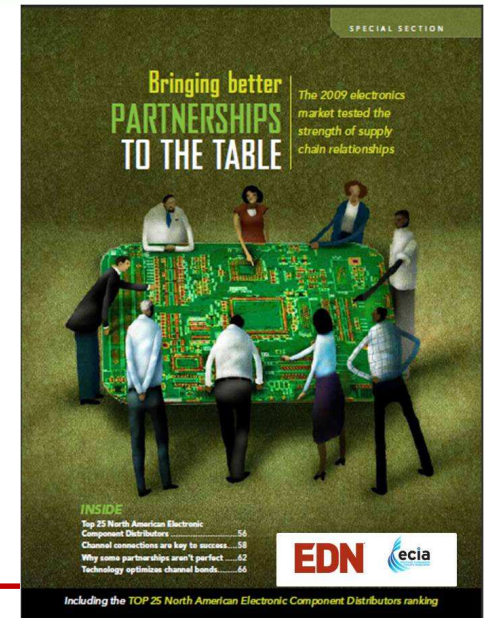
EDN Magazine: 2011 Special Sections

EDN & the Electronic Components Industry Association are publishing two special sections on key issues facing the electronics supply chain. The sections will appear in the full-circulation (113,000) May 12 and October 20 issues of *EDN* magazine and posted online as a downloadable, stand-alone E-book promoted on www.edn.com and www.ebn.com.

Coming in the May 12th Issue:

Annual List of Top 25 North American Electronic Component Distributors

Ad Close: April 11th, 2011



Accompanying Stories:

The Global Supply Chain: Follow the money

In spite of all the technology available to the supply chain, a seemingly simple transaction still remains elusive: compensating distributors appropriately for a design-win. Suppliers are more willing than ever to reward distributors for their engineering efforts, but commission practices, regional P&L silos and inconsistent pricing continue to thwart even the best intentions. Still, channel partners are working toward a common goal: making sure service and support efforts are adequately rewarded. EDN will take a look at the efforts suppliers, distributors and reps are making in this arena and see what improvements are on the horizon.

Design Registration and Compensation: Still a moving target

The Realities of Global Pricing

Supply chain partners agree that a single, global price for components no matter where in the world they are sold would eliminate a lot of red tape in the channel. But the realities of doing business in a global market add even more complexities to an already challenging situation. EDN will ask distributors, suppliers and other supply chain partners if global pricing is even realistic.

Global Gurus Weigh- in

The biggest players in the distribution marketplace interface with hundreds of suppliers and tens of thousands of customers. EDN will ask some of the executives within these global organizations how they manage some of the complexities of compensation and pricing without losing focus on the all-important end-customer.

EDN Magazine: 2011 Special Sections



Special Section in the October 20th Issue: *Details coming soon*

Ad Close: September 19, 2011

**Email &
Web
Promotion**

In addition to the print version, an electronic version of these special sections will be distributed via email to the combined audiences of EDN, Design News and Test & Measurement World and hosted online at EDN.com.

Our comprehensive traffic-driving program will also include run-of-site online banner ads and promotion in e-newsletters.

Total → 800,000 impressions

For more information or to reserve space, contact Jim Dempsey, EDN Regional Sales Manager, at (440) 333-3040 or james.dempsey@ubm.com.

Advertising Rates

(per issue)

Full Page \$8,235 gross / \$7,000 net

1/2 Page \$4,118 gross / \$3,500 net

1/3 Page \$2,745 gross / \$2,333 net

1/4 Page \$2,059 gross / \$1,750 net

Special Rates for ECIA Members:

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1/2 Page \$3,824 gross / \$3,250 net

1/3 Page \$2,549 gross / \$2,167 net

1/4 Page \$1,912 gross / \$1,625 net